ToolGPA

NOVEMBER 2026

Shoppy

The Insider's Guide

Digital goods storefront with crypto and PayPal checkout



Every plan, grade, refund rule and rival among tools for selling digital products, read from Shoppy's own pages.

Made by Shoppy Ecommerce Ltd. · checked Nov 13, 2026 · toolgpa.com

2.2

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Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Shoppy's own pages, its app-store listings and our grades. Every fact in it is on Shoppy's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 11 of the 50 other tools for selling digital products we grade

Shoppy is a platform for selling digital goods such as files, serial numbers and services, with automated delivery after payment. It accepts PayPal, Stripe and cryptocurrency payments, and offers customizable store templates, coupons, analytics and a JSON API. A free plan has no monthly fee; a Business plan adds custom domains and removes processing fees.

To get you started, here are **9 things to know about Shoppy**, taken from its own pages and our grades.

> **No store rating on record, and it is a web app where the work is building the store, so it sits at C.**
>
> From our grade for ease of use

1 **Best for selling digital goods for crypto and PayPal**

Shoppy is a storefront for digital goods with a free plan that has no monthly fee.

2 **Paid plans start at $29 a month**

As its pricing page puts it: $29 per month, billed annually.

3 There is a free plan

Free plan with no setup or monthly fees: unlimited orders and products, with a fee on crypto payments and none on PayPal.

4 It runs on Web

Web.

5 Automated delivery

Delivers a file, serial number or service after payment, or content generated through an API, with custom email templates and a replacement system.

6 Store templates

Customizable store templates, with HTML, CSS and JS editing on the Business plan.

7 Payment gateways

Accepts PayPal and Stripe payments and a range of cryptocurrencies.

8 A 2.2 GPA, above 11 of 50

That is against the other tools for selling digital products we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

To replace Shoppy you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

Shoppy at a glance

PRICING
Free plan, from $29 per month, billed annually

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Shoppy Ecommerce Ltd.

CATEGORY
Selling Digital Products

OUR GRADE
2.2 GPA, fair

The report card

Best for selling digital goods for crypto and PayPal

Shoppy is a storefront for digital goods with a free plan that has no monthly fee. A crypto fee applies on it, the page quotes it as 5% in one place and 4% in another, and a custom domain and theming need the $29 Business plan.

TOOLGPA REPORT CARD — **Shoppy** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Business is $29 a month billed annually, close to the $22 category middle, and the free plan carries a crypto fee of 4% or 5% depending on which part of the page you read.
Free plan and trial	B	Free plan with unlimited products and orders, no monthly fee and no PayPal fee. You live with a crypto fee, and custom domains, theming and fee removal are Business.

SUBJECT	GRADE	COMMENT
Features	C	Automated delivery, templates, coupons, analytics and a JSON API. The page contradicts itself on the free plan's fee, and a custom domain needs Business.
Ease of use	C	No store rating on record, and it is a web app where the work is building the store, so it sits at C.
Platforms and integrations	C	Web only, with a JSON API and two listed integrations. No apps.
Grade point average		Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Shoppy is for

- ✓ Fits if you sell digital goods and take crypto
- ✓ Works for people who want PayPal with no fee on the free plan

Who it is not for

- ✗ Watch out: the pricing page gives 5% in the plan card and 4% in the table for crypto, so check before you rely on either
- ✗ Tight if you want your own domain or theme, as both need the $29 Business plan
- ✗ Skip it if you want recent proof of upkeep, since the footer is dated 2022
- ✗ Skip it if you want an app, as it runs in a browser only

Good to know

Good for

- ✓ Sellers of keys, files and services who want to take crypto payments
- ✓ Sellers starting out with no monthly fee
- ✓ Developers who want delivery generated through an API

Worth knowing

- ⓘ The pricing page gives two different crypto fees for the free plan, 5% in the plan card and 4% in the comparison table; check before relying on either.
- ⓘ Custom domains, theming and removal of fees need the Business plan at $29 per month, billed annually.
- ⓘ The site footer carries a 2022 copyright line, so some pages may be older than they look.
- ⓘ Runs in a browser only; no apps are listed.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$29

A month to start. There is a free plan too

Shoppy has a free plan. Paid plans start at $29 per month, billed annually.

> **Free plan with unlimited products and orders, no monthly fee and no PayPal fee.**
>
> From our grade for free plan and trial

FREE

$0

Unlimited orders and products and real-time order reporting. The page lists a fee on crypto payments (5% in the plan card, 4% in the comparison table) and none on PayPal.

BUSINESS

$29

per month, billed annually

Custom domains, store theming with HTML, CSS and JS, no processing fees, an account manager, priority support and a 99% uptime SLA (99.9% in the table).

The free plan

Free plan with no setup or monthly fees: unlimited orders and products, with a fee on crypto payments and none on PayPal.

Read from shoppy.gg on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Digital goods storefront with crypto and PayPal checkout. Here is what it does, as its own site describes it, and what it covers: public API, reports, online store, digital downloads.

> **Automated delivery, templates, coupons, analytics and a JSON API.**

From our grade for features

Automated delivery

Delivers a file, serial number or service after payment, or content generated through an API, with custom email templates and a replacement system.

Store templates

Customizable store templates, with HTML, CSS and JS editing on the Business plan.

Payment gateways

Accepts PayPal and Stripe payments and a range of cryptocurrencies.

Coupons and feedback

Personalized coupons and customer feedback collection, with buyer queries handled through support integrations.

Analytics and financial reports

Order analytics and financial reports, with real-time order reporting on every plan.

JSON API

An API for reading store data and developer support for integrations.

Where it runs

Web

What it works with

PayPal

Stripe

Shoppy is made by Shoppy Ecommerce Ltd.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

11/50

Other tools for selling digital products it is graded above

Shoppy's GPA of 2.2 is higher than 11 of the 50 other tools for selling digital products we grade, and level with 11.

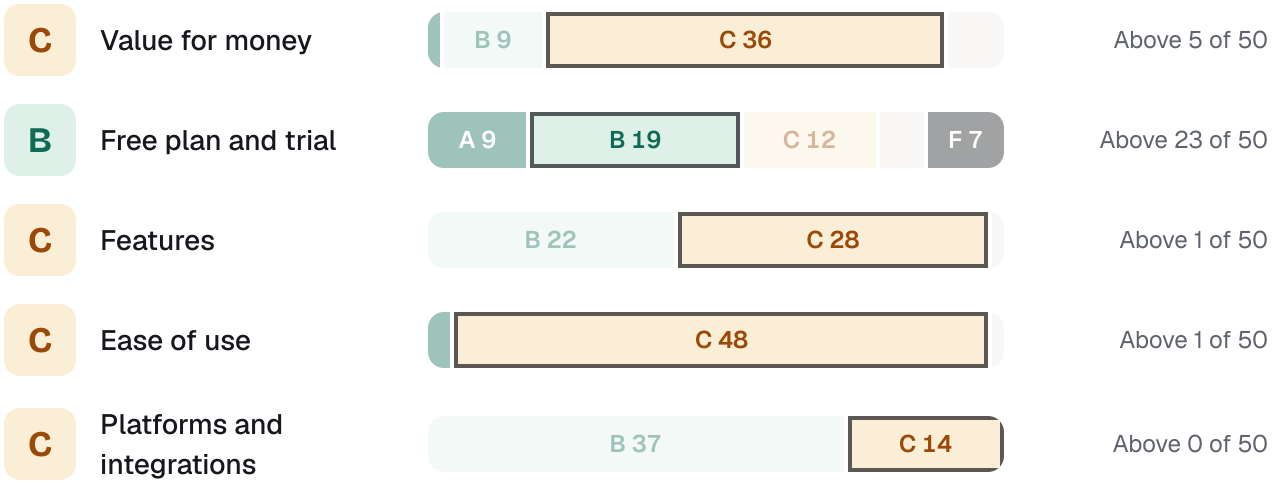
It stands best on free plan and trial (B, above 23 of 50) and worst on platforms and integrations (C, above 0).

Its paid plans start at $29 a month, against a middle price of $16.74 for the category: 14 of the 22 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 19 tools score higher and cost less.

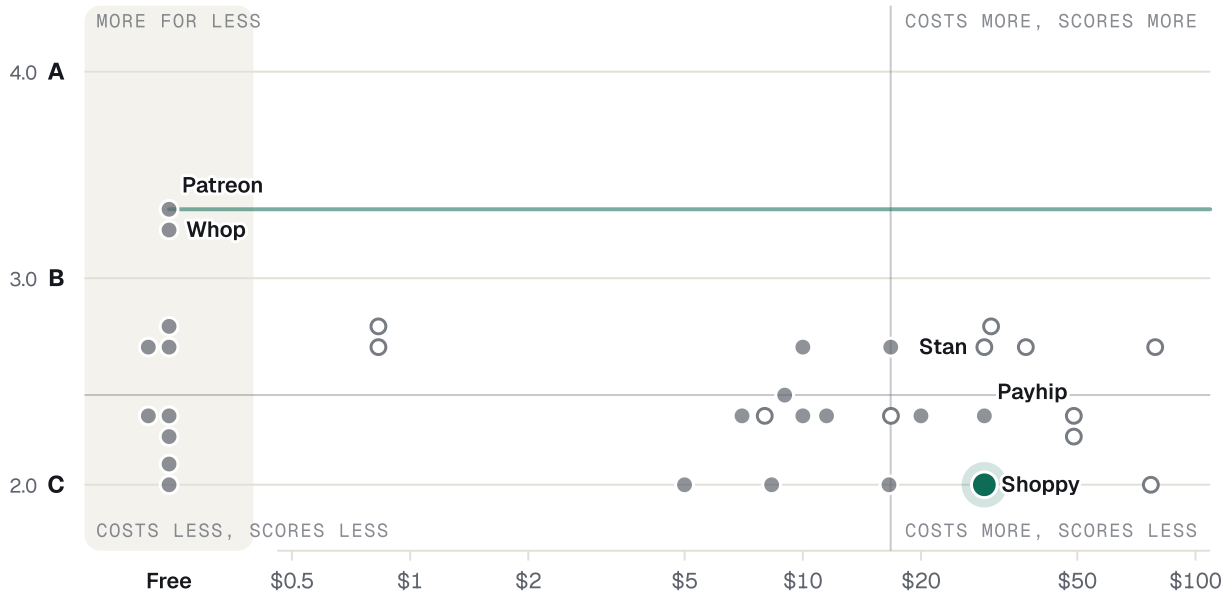
Each grade against the category

Every bar is all 51 tools for selling digital products we grade, cut by the letter each got. Shoppy's own letter is outlined.



Price against what you get

Each dot is one of 33 tools for selling digital products. Further left costs less; higher up scores better on features, ease of use and platforms. Shoppy is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Shoppy you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 28 of the 50 other tools for selling digital products grade higher. It costs $348 a year.

What you could make

- Digital downloads and reports: an app builder makes these well.

What you could not

- Checkout, card payments and sales tax handled for you.

- ✕ It plugs into other products, PayPal and Stripe among them, and has an API.

What this rests on. Shoppy's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Sell.app, Sellfy, Payhip, Gumroad and SendOwl

The 5 tools Shoppy is most often weighed against, with where each one differs from it.

2.6 GPA

Sell.app

Free plan · from $0

Digital product storefronts billed as a percentage of sales.

- Shoppy also covers reports.
- Sell.app also covers community and affiliate tracking.

Shoppy and Sell.app compared in full

2.4 GPA

Sellfy

Free trial · from $22/mo

Store builder for selling downloads, subscriptions and print-on-demand.

- Shoppy has a free plan. Sellfy does not, though it has a free trial.
- Shoppy also covers reports.
- Sellfy also covers email campaigns, affiliate tracking and print on demand.

Shoppy and Sellfy compared in full

2.6 GPA

Payhip

Free plan · from $29/mo

Store for downloads, courses and memberships, with a free plan.

- Shoppy also covers reports.
- Payhip also covers online courses and affiliate tracking.

Shoppy and Payhip compared in full

2.6 GPA

Gumroad

Free

Sell downloads, memberships and courses for a cut of each sale.

- Only Gumroad lists iOS and Android apps.
- Shoppy also covers reports and online store.
- Gumroad also covers email campaigns, affiliate tracking and merchant of record.

Shoppy and Gumroad compared in full

2.4 GPA

SendOwl

Free trial · from $32.50/mo

Checkout and delivery for downloads, licenses and subscriptions.

- Shoppy has a free plan. SendOwl does not, though it has a free trial.
- Shoppy also covers reports.
- SendOwl also covers affiliate tracking.

Shoppy and SendOwl compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Shoppy free?

Shoppy has a free plan. Free plan with no setup or monthly fees: unlimited orders and products, with a fee on crypto payments and none on PayPal.

How much does Shoppy cost?

Shoppy lists 2 plans. Free: $0.

What platforms does Shoppy work on?

Shoppy is available on Web.

Does Shoppy have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Shoppy is listed for Web.

Does Shoppy have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Shoppy is listed for Web.

Is Shoppy open source?

Shoppy is not described as open source on its own site, as read on Nov 13, 2026.

Does Shoppy have an API?

Yes. Shoppy offers a public API, according to its own site.

What does Shoppy integrate with?

Shoppy's listing names PayPal and Stripe. A listing names up to eight integrations, so it may connect to more.

Who makes Shoppy?

Shoppy is made by Shoppy Ecommerce Ltd.

What are the alternatives to Shoppy?

The closest alternatives to Shoppy in our directory are Sell.app, Sellfy, Payhip, Gumroad and SendOwl.

How does Shoppy compare with other tools for selling digital products?

Shoppy's GPA of 2.2 is higher than 11 of the 50 other tools for selling digital products we grade, and level with 11.

Is Shoppy good value for money?

ToolGPA grades Shoppy C for value for money. Its paid plans start at $29 a month, against a middle price of $16.74 for the category: 14 of the 22 others that charge start lower.

Could I make my own version of Shoppy?

To replace Shoppy you would be making checkout, card payments and sales tax handled for you.

Where this guide comes from

The prices, plans, platforms and features were read from Shoppy's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Shoppy's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Shoppy Ecommerce Ltd. Prices change, so check shoppy.gg before you buy.

shoppy.gg/pricing
shoppy.gg/payments

shoppy.gg

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Shoppy, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/shoppy

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Shoppy: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/shoppy
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Know someone choosing between tools for selling digital products?

Send them this guide: toolgpa.com/tools/shoppy/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded tools for selling digital products after Shoppy, each with an Insider's Guide of its own.

Selling Digital Products Insider's Guide

Every one of the 51 tools for selling digital products we grade, compared

Whop Insider's Guide

Storefront, checkout and payouts for paid communities and products

3.4 GPA

itch.io Insider's Guide

Open marketplace for indie games, assets and tools, pay what you want

3.2 GPA

Patreon Insider's Guide

Paid memberships, a shop and community for creators and their fans

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Shoppy's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Shoppy is a trademark of its owner, and this guide is not made, paid for or approved by Shoppy Ecommerce Ltd. Prices and plans change: check shoppy.gg before you buy.