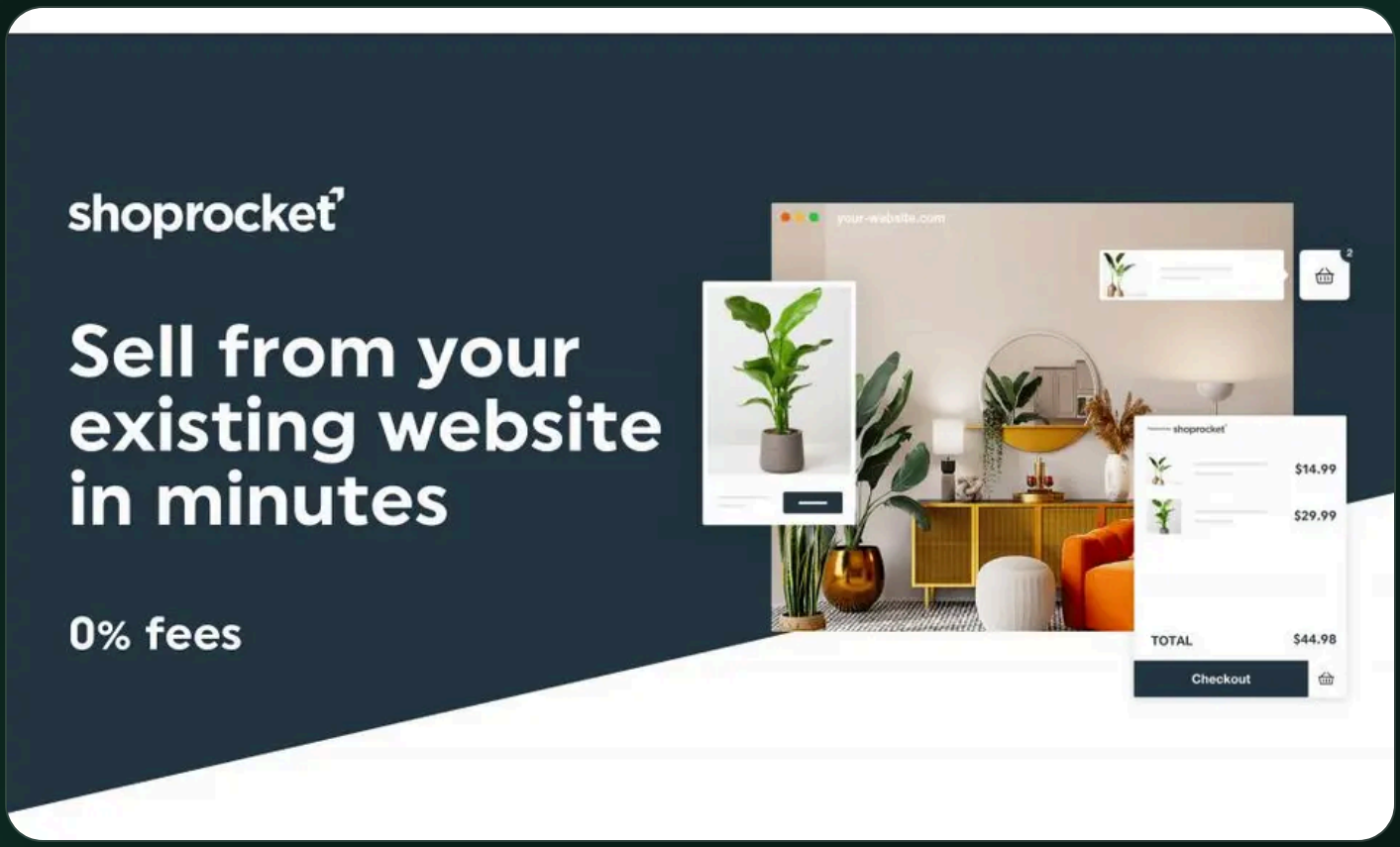
ToolGPA

NOVEMBER 2026

Shoprocket

The Insider's Guide

Add a shopping cart and store to an existing website



Every plan, grade, refund rule and rival among online store builders, read from Shoprocket's own pages.

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

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

ToolGPA put this guide together from Shoprocket's own pages, its app-store listings and our grades. Every fact in it is on Shoprocket'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 43 of the 80 other online store builders we grade

Shoprocket lets you add a shopping cart and checkout to a website or blog by pasting in a code snippet, or open a hosted storefront if you have no site. Payments go through your own Stripe, PayPal or PayU account and Shoprocket takes no transaction fee. It sells physical goods, digital products, license keys and services.

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

> "
>
> **You embed it into a site or set up a hosted storefront.**
>
> From our grade for ease of use

1 **Best for adding a cart to a site you already have**

There's no free plan, and the comparison table shows its limits as icons we couldn't read as text.

2 **Paid plans start at $24.17 a month when paid by the year**

As its pricing page puts it: $290 per year ($29 billed monthly).

3 **You can try it first**

14-day free trial

4 **It runs on Web**

Web.

5 **Embedded store**

A cart and checkout pasted into an existing site, with guides for WordPress, Webflow, Carrd, Ghost, Showit and other site builders.

6 **Hosted storefront**

A Shoprocket-hosted store for sellers without a website.

7 **No transaction fee**

Orders are paid straight into your own Stripe, PayPal or PayU account; card processing fees are charged separately by the gateway.

8 **A 2.2 GPA, above 43 of 80**

That is against the other online store builders we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Shoprocket 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.

Shoprocket at a glance

PRICING Free trial, from $290 per year ($29 billed monthly)	FREE PLAN No
FREE TRIAL 14-day free trial	RUNS ON Web
MADE BY Shoprocket Ltd	CATEGORY Online Store Builders
OUR GRADE 2.2 GPA, fair	

The report card

Best for adding a cart to a site you already have

Shoprocket adds a store or cart to an existing website, from $29 a month, with a 14-day trial and 0% transaction fees. There's no free plan, and the comparison table shows its limits as icons we couldn't read as text.

TOOLGPA REPORT CARD **Shoprocket** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Starter is $29 a month, or $290 a year, the category's middle. The 70% off banner was not counted.
Free plan and trial	C	A 14-day free trial, and no free plan. We didn't read whether a card is asked for.
Features	C	Embedded store, hosted storefront, many product types, multi-currency and promotions. Subscriptions, gift cards and some channels are marked coming soon.
Ease of use	C	No rating on record. You embed it into a site or set up a hosted storefront.
Platforms and integrations	B	Web store that plugs into WordPress, Webflow and Zapier, with Stripe, PayPal and PayU, and API access on Business.

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 Shoprocket is for

- ✓ Fits if you have a site on WordPress or Webflow and want to add a cart
- ✓ Works for sellers who want no cut of their sales

Who it is not for

- ✗ Skip it if you want a free plan, since none is listed
- ✗ Watch out: subscriptions, Instagram, Facebook and eBay channels are marked coming soon
- ✗ Tight if you need API access or Zapier, which sit on Business at $790 a year
- ✗ Watch out: plan limits on products, staff and sales weren't readable on the page

Good to know

Good for

- ✓ Site owners who want to add a cart without migrating to a new platform
- ✓ Sellers of digital products and license keys
- ✓ Sellers who want to avoid a platform cut of each sale

Worth knowing

- ⓘ No free plan; every plan is billed monthly or yearly after a 14-day trial.
- ⓘ The pricing page shows a banner for 70% off for new users and the plan prices were read without it.
- ⓘ The comparison table shows its limits as icons, so plan-by-plan limits on products, staff and sales were not readable as text.
- ⓘ Selling subscriptions, gift cards, Facebook, Instagram and eBay channels are marked coming soon on the site.

PART 02 · PRICING

What it costs

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

$24.17

A month to start, paid by the year

Shoprocket is a paid product with a free trial, starting at $290 per year ($29 billed monthly).

> **We didn't read whether a card is asked for.**
>
> From our grade for free plan and trial

STARTER

$290

per year ($29 billed monthly)

Entry plan with a 0% transaction fee, sold through embeds or a hosted storefront.

BUSINESS

$790

per year ($79 billed monthly)

Marked most popular. Its feature list adds automated tax calculation, analytics, abandoned cart recovery, API access, Zapier, gift cards and subscriptions.

PLUS

$1,990

per year ($199 billed monthly)

The highest listed plan, with the same 0% transaction fee.

Trying it first

14-day free trial

Read from shoprocket.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

17% off with yearly billing

The pricing page shows yearly prices of $290, $790 and $1,990 against $29, $79 and $199 a month, a saving it states as 17%.

Stated on shoprocket.io

NONPROFIT

Package for registered charities

The pricing page says registered charities and non-profit sellers can email support for a dedicated package.

Stated on shoprocket.io

What it does

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

1

Place it runs: Web

Add a shopping cart and store to an existing website. Here is what it does, as its own site describes it, and what it covers: public API, templates, inventory, online store, digital downloads.

"

Embedded store, hosted storefront, many product types, multi-currency and promotions.

From our grade for features

Embedded store

A cart and checkout pasted into an existing site, with guides for WordPress, Webflow, Carrd, Ghost, Showit and other site builders.

Hosted storefront

A Shoprocket-hosted store for sellers without a website.

No transaction fee

Orders are paid straight into your own Stripe, PayPal or PayU account; card processing fees are charged separately by the gateway.

Many product types

Physical products, digital goods, license keys, services and donations, with product options and variations.

Multi-currency and languages

Multiple currencies, plus 21 languages out of the box with editable text strings.

Promotions and recovery

Discount codes and abandoned cart recovery, with an open API and automated webhooks.

Where it runs

Web

What it works with

Stripe PayPal PayU WordPress Webflow Zapier

Shoprocket is made by Shoprocket Ltd.

PART 04 · STANDING

Where it stands

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

43/80

Other online store builders it is graded above

Shoprocket's GPA of 2.2 is higher than 43 of the 80 other online store builders we grade, and level with 16.

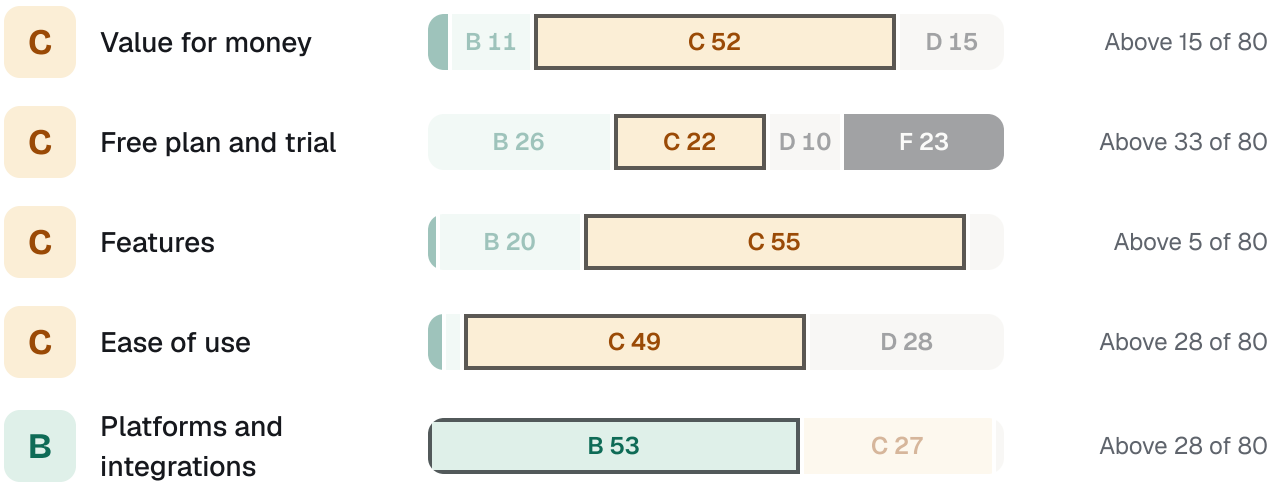
It stands best on platforms and integrations (B, above 28 of 80) and worst on features (C, above 5).

Its paid plans start at $24.17 a month when paid by the year, against a middle price of $29.25 for the category: 13 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 3 tools score higher and cost less.

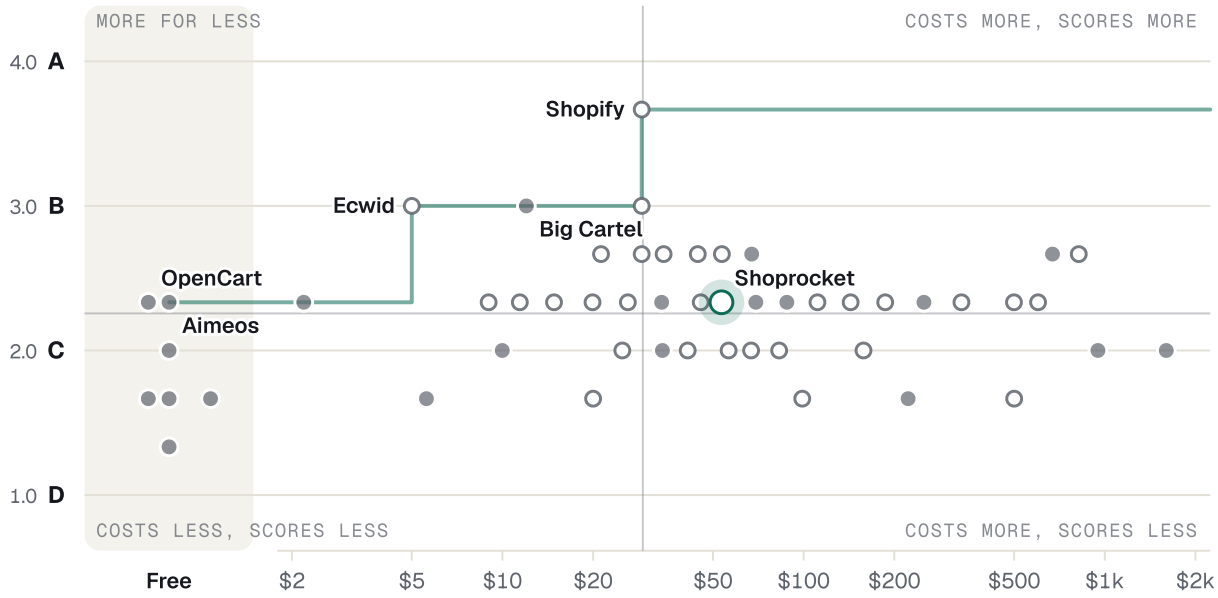
Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. Shoprocket's own letter is outlined.



Price against what you get

Each dot is one of 52 online store builders. Further left costs less; higher up scores better on features, ease of use and platforms. Shoprocket 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 Shoprocket 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.

It costs $290 a year.

What you could make

- Digital downloads, inventory and templates: an app builder makes these well.

What you could not

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

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

What this rests on. Shoprocket'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



Ecwid, Snipcart, Foxy.io, Big Cartel and Storenvy

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

2.2 GPA

Ecwid

From $5/mo

Online store you can add to any website or run as its own site.

- Only Ecwid lists iOS and Android apps.
- Shoprocket also covers templates.
- Ecwid also covers shipping labels.

Shoprocket and Ecwid compared in full

2.0 GPA

Snipcart

From $20/mo

Shopping cart and checkout for any website, built for developers.

- Shoprocket also covers templates.

Shoprocket and Snipcart compared in full



2.0
GPA

Foxy.io

Free trial · from $30/mo

Hosted cart and checkout you add to any website.

- Shoprocket also covers templates.
- Foxy.io also covers workflow automation.

Shoprocket and Foxy.io compared in full



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Big Cartel

Free plan · from $12/mo

Simple online store for artists, makers and independent sellers.

- Big Cartel has a free plan. Shoprocket does not, though it has a free trial.
- Only Big Cartel lists iOS and Android apps.
- Shoprocket also covers templates.

Shoprocket and Big Cartel compared in full



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Storenvy

Free plan · from $9.99/mo

Custom online store plus a social shopping marketplace.

- Storenvy has a free plan. Shoprocket does not, though it has a free trial.
- Shoprocket also covers templates.

Shoprocket and Storenvy compared in full

Quick answers

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

14

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 Shoprocket free?

No, Shoprocket is a paid product, but you can try it first. 14-day free trial.

How much does Shoprocket cost?

Shoprocket lists 3 plans. Starter: $290 per year ($29 billed monthly).

What platforms does Shoprocket work on?

Shoprocket is available on Web.

Does Shoprocket offer any discounts?

Shoprocket publicly lists the following: 17% off with yearly billing; Package for registered charities.

Does Shoprocket have an Android app?

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

Does Shoprocket have an iPhone app?

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

Is Shoprocket open source?

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

Does Shoprocket have an API?

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

What does Shoprocket integrate with?

Shoprocket's listing names Stripe, PayPal, PayU, WordPress, Webflow and Zapier.

Who makes Shoprocket?

Shoprocket is made by Shoprocket Ltd.

What are the alternatives to Shoprocket?

The closest alternatives to Shoprocket in our directory are Ecwid, Snipcart, Foxy.io, Big Cartel and Storenvy.

How does Shoprocket compare with other online store builders?

Shoprocket's GPA of 2.2 is higher than 43 of the 80 other online store builders we grade, and level with 16.

Is Shoprocket good value for money?

ToolGPA grades Shoprocket C for value for money. Its paid plans start at $24.17 a month when paid by the year, against a middle price of $29.25 for the category: 13 of the 44 others that charge start lower.

Could I make my own version of Shoprocket?

To replace Shoprocket 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 Shoprocket'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 Shoprocket'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 Shoprocket Ltd. Prices change, so check shoprocket.io before you buy.

shoprocket.io/pricing

shoprocket.io

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

Shoprocket, kept up to date

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

toolgpa.com/tools/shoprocket

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:

```
ToolGPA, "Shoprocket: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/shoprocket
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Know someone choosing between online store builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after Shoprocket, each with an Insider's Guide of its own.

Online Store Builders Insider's Guide

Every one of the 84 online store builders we grade, compared

Big Cartel Insider's Guide

Simple online store for artists, makers and independent sellers

2.8 GPA

Shopify Insider's Guide

Hosted commerce platform for online, in-person and social selling

2.8 GPA

BigCommerce Insider's Guide

Hosted ecommerce platform with plans set by yearly sales

2.6 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 Shoprocket'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. Shoprocket is a trademark of its owner, and this guide is not made, paid for or approved by Shoprocket Ltd. Prices and plans change: check shoprocket.io before you buy.