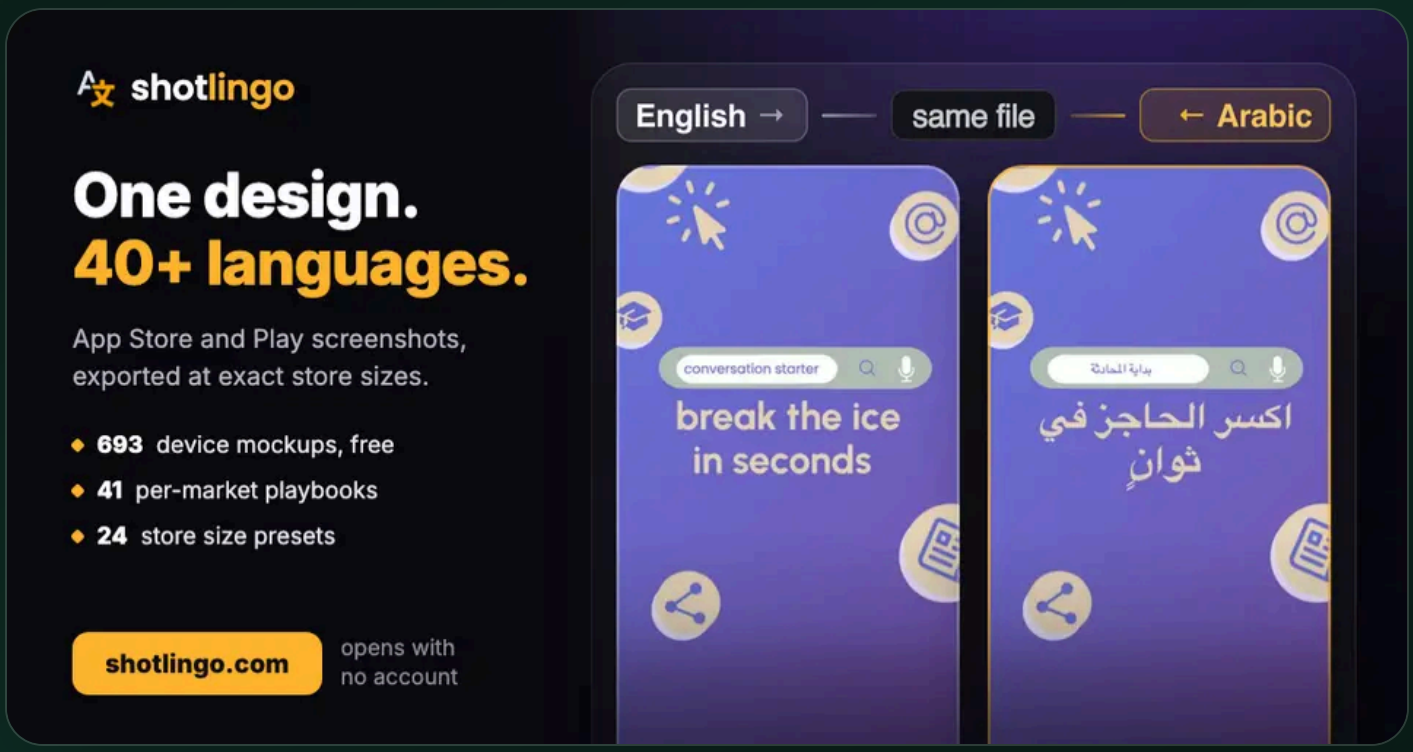
ToolGPA

NOVEMBER 2026

Shotlingo

The Insider's Guide

App Store screenshot generator with built-in localization



Every plan, grade, refund rule and rival among app store optimization tools, read from Shotlingo's own pages.

Made by Shotlingo · checked Nov 13, 2026 · toolgpa.com

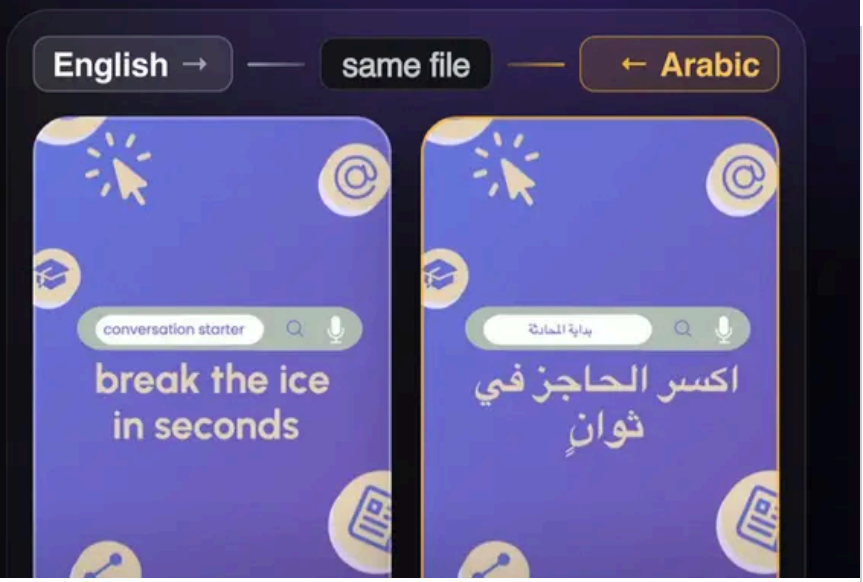
2.4
GPA

shotlingo

One design.
40+ languages.

App Store and Play screenshots, exported at exact store sizes.

- **693** device mockups, free
- **41** per-market playbooks
- **24** store size presets



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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 Shotlingo's own pages, its app-store listings and our grades. Every fact in it is on Shotlingo'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

2.4

GPA, above 34 of the 49 other app store optimization tools we grade

Shotlingo is a browser tool for designing App Store screenshots once and translating the captions into 41 languages. It renders every page for each language and size into a ZIP, and paid plans can upload straight to App Store Connect. It also offers a Claude connector (MCP) and AI design credits.

> **It's a web editor where you build the screenshots yourself.**
>
> From our grade for ease of use

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

1 **Best for App Store screenshots with built-in translation**

Shotlingo designs App Store screenshots once and translates them.

2 **Paid plans start at $9 a month**

As its pricing page puts it: $9 per month, billed monthly.

3 **There is a free plan**

20 export credits a month, 100 translations a day, 3 cloud projects and 10 pages per project.

4 **It runs on Web**

Web.

5 **Design once, translate**

Captions are written once and translated per locale in a table, where each cell can be edited by hand. The layout is not duplicated per language.

6 **Device mockups**

Raw simulator screenshots are fitted into a plain iPhone frame, an angled 3D render or a hand holding the phone, without manual masking.

7 **ZIP export**

Every page in every selected language is rendered into one archive, nested by device size when a project has several.

8 **A 2.4 GPA, above 34 of 49**

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

9 **Keep it**

To replace Shotlingo you would be making keyword rankings and popularity scores from both app stores, gathered every day. That is not a weekend's work, with an AI app builder or without one.

Shotlingo at a glance

PRICING Free plan, from $9 per month, billed monthly	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Shotlingo, since 2026	CATEGORY App Store Optimization (ASO)
OUR GRADE 2.4 GPA, fair	

The report card

Best for App Store screenshots with built-in translation

Shotlingo designs App Store screenshots once and translates them. Every exported file uses a credit, 20 a month on free and 300 on the $9 Pro plan, and only the Apple store is named for upload.

TOOLGPA REPORT CARD	Shotlingo	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	Pro is $9 a month billed monthly, just under the $9.90 where the cheaper quarter starts. Plus is $19 and Studio $39.
Free plan and trial	C	A free plan with 20 export credits a month, 3 cloud projects and 10 pages each. One credit per exported file means a few languages will use it up.
Features	C	Design once and translate, device mockups, ZIP export, App Store Connect upload and a Claude connector. No Google Play upload is mentioned, and the pages disagree on which plan includes App Store upload.
Ease of use	C	No store rating on record. It's a web editor where you build the screenshots yourself.
Platforms and integrations	B	Web only, with App Store Connect upload and a Claude connector.
Grade point average		Fair, out of 4.0 **2.4**

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 Shotlingo is for

- ✓ Fits if you ship an iPhone app in several languages
- ✓ Works for solo developers who export a few sets a month

Who it is not for

- ✕ Tight if you stay free: 20 credits a month, 3 projects and 10 pages each
- ✕ Skip it if you need Google Play upload, as only Apple's store is named
- ✕ Watch out: the homepage ties App Store upload to Plus, while the pricing page lists it on Pro
- ✕ Pricey if you export a lot, as 300 credits on Pro runs out fast with many languages

Good to know

Good for

- ✓ Indie developers localizing screenshots into many languages
- ✓ Solo makers who want a free tier with export credits

Worth knowing

- ⓘ Each exported file uses one credit, so credits cap how many screenshots you can export a month.
- ⓘ The homepage ties App Store Connect upload to the Plus plan, but the pricing page lists it on Pro too.
- ⓘ The vendor offers a 14-day money-back guarantee.
- ⓘ Only the Apple App Store is named for upload; no Google Play upload is mentioned.

PART 02 · PRICING

What it costs

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

$9

A month to start. There is a free plan too

Shotlingo has a free plan. Paid plans start at $9 per month, billed monthly.

> **One credit per exported file means a few languages will use it up.**
>
> From our grade for free plan and trial

FREE

$0

20 credits a month (1 per exported file), 3 cloud projects, 10 pages per project, 100 translations a day.

PRO

$9

per month, billed monthly

300 credits a month, 20 cloud projects, 30 pages per project, unlimited translations, App Store Connect upload.

PLUS

$19

per month, billed monthly

1,000 credits a month, 50 cloud projects, 50 pages per project, App Store Connect upload and priority support.

STUDIO

$39

per month, billed monthly

3,000 credits a month, unlimited cloud projects, 100 pages per project, unlimited stickers and priority support.

The free plan

20 export credits a month, 100 translations a day, 3 cloud projects and 10 pages per project.

Read from shotlingo.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 17% with yearly billing

The pricing page has a Yearly toggle marked Save 17%. The yearly prices were not shown in the page text we could read.

Stated on shotlingo.com

What it does

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

1

Place it runs: Web

App Store screenshot generator with built-in localization. Here is what it does, as its own site describes it, and what it covers: AI features, templates, screenshots, app store optimization.

> **Design once and translate, device mockups, ZIP export, App Store Connect upload and a Claude connector.**
>
> From our grade for features

Design once, translate

Captions are written once and translated per locale in a table, where each cell can be edited by hand. The layout is not duplicated per language.

Device mockups

Raw simulator screenshots are fitted into a plain iPhone frame, an angled 3D render or a hand holding the phone, without manual masking.

ZIP export

Every page in every selected language is rendered into one archive, nested by device size when a project has several.

App Store Connect upload

Paid plans send finished sets to App Store Connect with your own API key.

AI design and Claude connector

AI design costs 10 credits per use on paid plans, and a Claude connector (MCP) is listed on every plan.

Where it runs

Web

What it works with

App Store Connect

Claude

Shotlingo is made by Shotlingo, and has been around since 2026.

PART 04 · STANDING

Where it stands

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

34/49

Other app store optimization tools it is graded above

Shotlingo's GPA of 2.4 is higher than 34 of the 49 other app store optimization tools we grade, and level with 8.

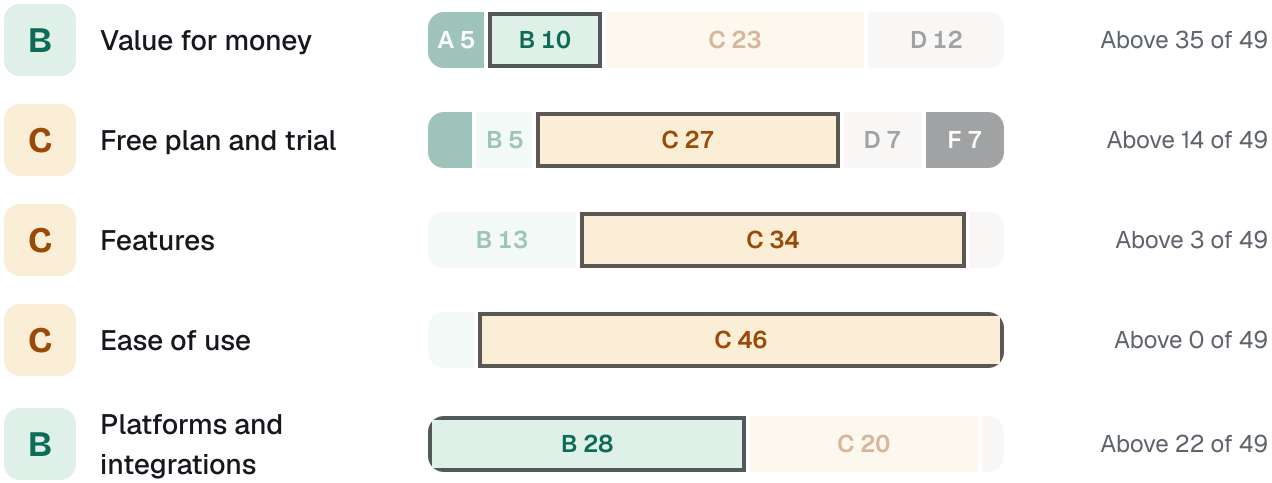
It stands best on value for money (B, above 35 of 49) and worst on ease of use (C, above 0).

Its paid plans start at $9 a month, against a middle price of $19 for the category: 6 of the 37 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

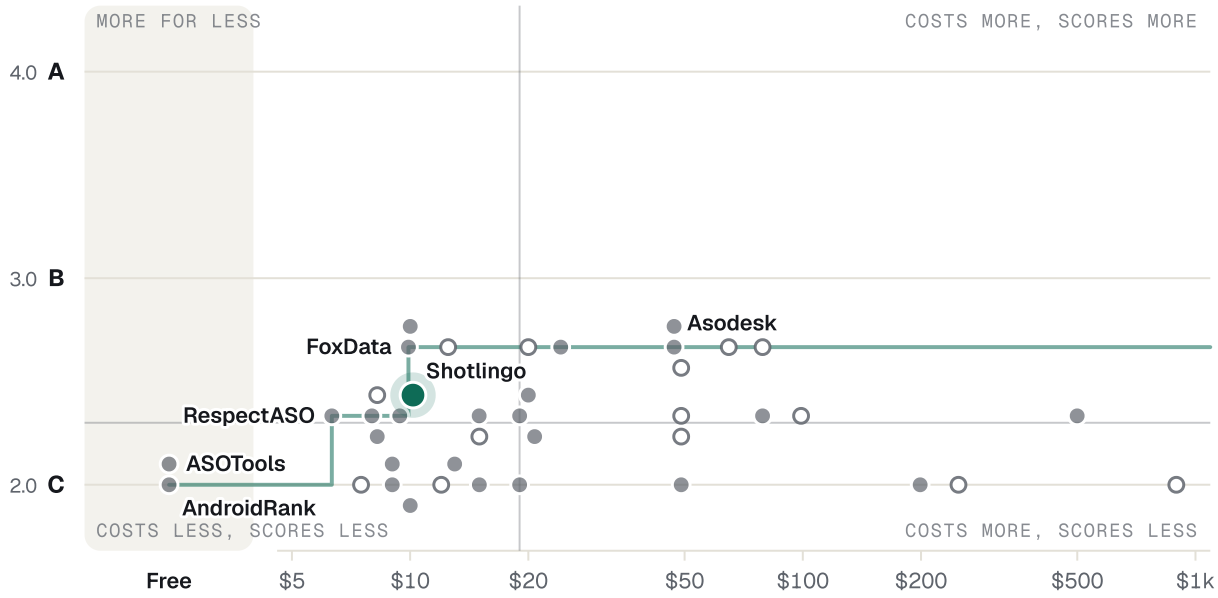
Each grade against the category

Every bar is all 50 app store optimization tools we grade, cut by the letter each got. Shotlingo's own letter is outlined.



Price against what you get

Each dot is one of 40 app store optimization tools. Further left costs less; higher up scores better on features, ease of use and platforms. Shotlingo 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 Shotlingo you would be making keyword rankings and popularity scores from both app stores, gathered every day. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.4 is higher than 34 of the 49 other app store optimization tools we grade. It costs $108 a year.

What you could make

- Templates: an app builder makes this well.

What you could not

- Keyword rankings and popularity scores from both app stores, gathered every day.
- Capture tools hooked into the operating system.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Shotlingo'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



AppScreens, AppMockUp Studio and AppLaunchpad

The 3 tools Shotlingo is most often weighed against, with where each one differs from it.

2.4 GPA

AppScreens

Free plan · from $8.25/mo

App Store and Google Play screenshot designer with localization.

Shotlingo and AppScreens compared in full

2.8 GPA

AppMockUp Studio

Free plan

Free browser editor for App Store and Google Play screenshots.

Shotlingo and AppMockUp Studio compared in full

2.2 GPA

AppLaunchpad

Free plan · from $10/mo

Browser-based App Store and Google Play screenshot generator.

- Shotlingo also covers screenshots.

Shotlingo and AppLaunchpad 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 Shotlingo free?

Shotlingo has a free plan. 20 export credits a month, 100 translations a day, 3 cloud projects and 10 pages per project.

How much does Shotlingo cost?

Shotlingo lists 4 plans. Free: $0.

What platforms does Shotlingo work on?

Shotlingo is available on Web.

Does Shotlingo offer any discounts?

Shotlingo publicly lists the following: Save 17% with yearly billing.

Does Shotlingo have an Android app?

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

Does Shotlingo have an iPhone app?

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

Is Shotlingo open source?

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

What does Shotlingo integrate with?

Shotlingo's listing names App Store Connect and Claude. A listing names up to eight integrations, so it may connect to more.

Who makes Shotlingo?

Shotlingo is made by a company of the same name. It dates from 2026.

What are the alternatives to Shotlingo?

The closest alternatives to Shotlingo in our directory are AppScreens, AppMockUp Studio and AppLaunchpad.

How does Shotlingo compare with other app store optimization tools?

Shotlingo's GPA of 2.4 is higher than 34 of the 49 other app store optimization tools we grade, and level with 8.

Is Shotlingo good value for money?

ToolGPA grades Shotlingo B for value for money. Its paid plans start at $9 a month, against a middle price of $19 for the category: 6 of the 37 others that charge start lower.

Could I make my own version of Shotlingo?

To replace Shotlingo you would be making keyword rankings and popularity scores from both app stores, gathered every day.

Where this guide comes from

The prices, plans, platforms and features were read from Shotlingo'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 Shotlingo'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 Shotlingo. Prices change, so check shotlingo.com before you buy.

shotlingo.com
shotlingo.com/about/
shotlingo.com/pricing/

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

Shotlingo, kept up to date

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

toolgpa.com/tools/shotlingo

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, "Shotlingo: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/shotlingo
```

Know someone choosing between app store optimization tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded app store optimization tools after Shotlingo, each with an Insider's Guide of its own.

App Store Optimization (ASO) Insider's Guide

Every one of the 50 app store optimization tools we grade, compared

RespectASO Insider's Guide

Open-source Mac app for App Store keyword research, with AI Pro tools

3.0 GPA

AndroidRank Insider's Guide

Free Google Play rankings with install and rating history

2.8 GPA

AppMockUp Studio Insider's Guide

Free browser editor for App Store and Google Play screenshots

2.8 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 Shotlingo'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. Shotlingo is a trademark of its owner, and this guide is not made, paid for or approved by Shotlingo. Prices and plans change: check shotlingo.com before you buy.