

SMSBump Migration Checklist

Yotpo SMSBump shut down Dec 31, 2025. Where to migrate, by speed and cost. By Kaspian Fuad.

What happened

Announced

Yotpo exits SMS, Aug 5, 2025.

Shut down

SMSBump end of life, Dec 31, 2025.

Now

Decommissioned. Migrate off it.

Blocking time (measured)

Postscript

90 ms. The lightest.

Omnisend

100 ms.

Attentive

110 ms.

Klaviyo

120 ms. Heaviest of the four.

Price floor (per month)

Postscript

\$49 minimum spend. Transparent.

Omnisend

Free, then about \$16.

Attentive

Quote only. Enterprise.

Klaviyo

Email plan + SMS credits.

Postscript: pick for most

Shopify-native

Theme App Extension.

Lightest + cheapest entry

90 ms, from \$49.

Fit

Normal stores wanting SMS done well.

Klaviyo: SMS + email

One tool

SMS and email together.

Heaviest

120 ms, klaviyo.js onsite.

Fit

Stores consolidating channels.

Attentive / Omnisend

Attentive

Enterprise, quote only, 110 ms.

Omnisend

Cheapest, 100 ms, Yotpo's pick.

Both

Yotpo's own named replacements.

Migrate: data first

Export subscribers

Before the dashboard goes dark.

Export consent

Proof of opt-in matters most.

Then the app

Not the other way around.

Stay TCPA compliant

Import as opted-in

Keep the original timestamp.

Not fresh contacts

Do not re-message blind.

Proof of intent

Carry the consent record over.

Rebuild flows first

Abandoned checkout

The top revenue automation.

Shipping + welcome

Before any campaign.

Then campaigns

Once flows are verified.

Verify after install

Send a test

Confirm delivery and links.

CrUX grader

Core Web Vitals did not regress.

Lighter is a win

Migrating down in ms is free CWV.