DECISION SHEET

Shopify Reviews App Decision Sheet

Judge.me, Loox, Okendo or Yotpo: choose on cost as orders grow, then check your schema.

START HERE

Default to Judge.me at **$15** a month flat. Pay a metered app only for UGC, a retention bundle or an enterprise suite you will use.

Which one fits?

Do you only need reviews, photos and Google stars?	**Yes: Judge.me**
Does photo and video UGC feed your paid social?	**Yes: Loox**
Past 200 orders and want loyalty, quizzes and referrals too?	**Yes: Okendo**
Need reviews wired into SMS and loyalty at enterprise scale?	**Yes: Yotpo**
Do you want a bill that never rises with orders?	**Yes: Judge.me**

Monthly price by orders

Orders	Judge.me	Loox	Okendo
Free cap	No cap	500	50
~1,500	$15	$249.99	$119
~3,500	$15	$299.99	$299

Yotpo: $15 and $119 starting prices, then quote
The full Yotpo suite is quote-only.

Switch without losing reviews

Export reviews to CSV before anything else
Judge.me, Loox and Okendo import each other.

Keep the old app until new reviews render live
Then uninstall it to reclaim the page weight.

Budget an hour to re-place the widget

After you install

Check for a duplicate Product node
Theme and app both output Product JSON-LD.

Paste the product page into a schema validator
It flags duplicate Product nodes.

Defer the script, lazy-init below the fold

Reserve the widget height with min-height
Stops the stars shifting layout on load.

If all you use is reviews, the flat price wins at every order count.

Choose Judge.me when

- Reviews and Google stars are the job
- You want the bill capped at $15

Choose a metered app when

- UGC feeds your ads (Loox)
- One retention contract (Okendo, Yotpo)

Cost of being wrong with Judge.me: no AI social layer or retention bundle.
Cost of being wrong with a metered app: $3,400 to $5,800 a year more at 3,500 orders.
Default: Judge.me; it imports from all three, so export first.

Want your review schema checked? Ask me. kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant
Cleaned up the rich-results conflicts review apps leave on client stores.

kaspianfuad.com/blog/judge-me-vs-loox-vs-okendo-vs-yotpo | v1.0 | 2026-10-09
Sources: Shopify App Store pricing, Jul 2026; Vendor pricing pages; Google structured data docs