

Shopify Reviews App Comparison

Judge.me vs Loox vs Okendo vs Yotpo . 2026

kaspianfuad.com

App	Free plan	~1,500 orders/mo	~3,500 orders/mo	Best for
Judge.me	Unlimited, no order cap	\$15 flat	\$15 flat	Best value; reviews + Google stars
Loox	500 orders, 100 emails	\$249.99	\$299.99	Photo/video UGC + paid social
Okendo	50 orders/mo	\$119	\$299	Reviews + loyalty + quizzes bundle
Yotpo	50 orders/mo	\$119 and up	Quote	Enterprise reviews + SMS + loyalty

The cost story

Judge.me is flat: \$0 free or \$15/mo, the most you can ever pay. Loox, Okendo and Yotpo meter on monthly orders, so the reviews line climbs as you grow. Loox Convert is \$49.99 + \$50 per extra 300 orders; above ~1,800 orders the \$299.99 Unlimited plan wins. Model your own order count, not GMV.

SEO check: all four inject AggregateRating markup

The stars are near-identical. The risk is a DUPLICATE Product node: the app's schema fighting your theme's, which can drop your Google stars. Check your rendered JSON-LD before you blame the app.

Validate free: kaspianfuad.com/tools/shopify-schema-validator/