CHEAT SHEET

Shopify Personalization App Cheat Sheet

Nosto, LimeSpot and Rebuy on speed, price and fit, plus how to keep them light.

START HERE

This is the heaviest app lane on Shopify: **140ms to 170ms**. Run one app, lazy-load below-the-fold widgets, and pick by stage. Nosto adds **170ms**, the most.

Blocking time I measured

Rebuy Lightest; more logic rides Shopify's cart	**140ms**
LimeSpot	**160ms**
Nosto Fullest suite, all client-side	**170ms**

A session recorder or review app usually lands under 100ms.

What it costs

LimeSpot App Store listing; its own site says $150	**~$10 to $50/mo**
Rebuy Platform One from $534/mo	**$25/mo per package**
Nosto Priced on your GMV and traffic	**Quote only**

Pick by stage

Small or mid-size, self-serve No data team or sales call	**LimeSpot**
Growth-stage, wants smart cart Only if you will use the A/B testing	**Rebuy**
Enterprise Where the data platform earns the price	**Nosto**

What each one is

Nosto Personalization, search, data layer	**4.8, 51 reviews**
LimeSpot Owned by Pantastic since 2022	**4.6, 391 reviews**
Rebuy Smart Cart plus recommendations	**4.8, 746 reviews**

Keep it off your main thread

Run one personalization app. Two doubles the blocking time and the widgets fight.

Lazy-load below-the-fold carousels with the app's defer or on-scroll option.

Run the CrUX grader on your busiest pages before and after install; watch INP.

Before you decide

The revenue lift has to clear the speed cost. You cannot judge that without the number.

LimeSpot's App Store listing and marketing site disagree on price. Treat the listing as live.

Rebuy straddles recommendations and upsells, so weigh it against your upsell app too.

Want your personalization stack measured? Ask me. kaspianfuad.com/contact

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Measured three personalization apps: 140ms to 170ms of blocking time.

kaspianfuad.com/blog/nosto-vs-limespot-vs-rebuy | v1.0 | 2026-10-09
Sources: App Bloat Detector, Aug 2026; vendor pricing pages; Shopify App Store