

Personalization App Comparison

Nosto vs LimeSpot vs Rebuy: speed, cost, and fit. Measured by Kaspian Fuad.

Blocking time (measured)

Rebuy

140 ms. Lightest of the three.

LimeSpot

160 ms.

Nosto

170 ms. Heaviest, and priciest.

Price floor (per month)

LimeSpot

~\$10 (App Store). Self-serve.

Rebuy

\$25 per package, usage-based.

Nosto

Quote only. Enterprise.

Nosto in a line

What

Enterprise AI personalization + CDP.

Add

Search, merchandising, data layer.

Fit

Enterprise brands with a strategist.

LimeSpot in a line

What

Recommendations, upsells, bundles.

Setup

No-code, self-serve.

Fit

SMB and mid-market stores.

Rebuy in a line

What

AI recommendations + Smart Cart.

Add

Search, post-purchase, A/B testing.

Fit

Growth-stage Shopify brands.

Who each is for

SMB / self-serve

LimeSpot (from ~\$10).

Growth-stage

Rebuy (smart cart, lightest).

Enterprise

Nosto (quote, data platform).

Why they are heavy

Client-side widgets

Recs render in the browser.

Every page

Home, PDP, cart, checkout.

The trade

The weight buys personalization.

The LimeSpot price mess

App Store

Free up to about \$50/mo.

Marketing site

A single \$150 plan.

Use

The App Store listing is the live one.

Speed hygiene

Run one app

Two double the blocking time.

Lazy-load widgets

Below-fold recs can defer.

Watch INP

Not just the Lighthouse score.

Verify after install

CrUX grader

Real-user Core Web Vitals.

Before and after

Confirm the number moved.

Break-even

Lift must clear the speed cost.