

Shopify Quiz App Comparison

Octane AI vs Quizell vs Shop Quiz vs Lantern, on speed and cost. Built by Kaspian Fuad, Shopify developer.

The two numbers that decide

All four sit at 4.9 to 5.0 stars
The rating tells you nothing.

Blocking time -> INP
A quiz is measured on taps.

Price -> gated by quiz volume
The sticker is a floor, not a cap.

Speed, measured (blocking time)

Shop Quiz (RevenueHunt) 80ms
Lightest of the four.

Quizell 90ms · Lantern 90ms
Middle of the pack.

Octane AI 130ms
Heaviest. 60% more than Shop Quiz.

Price, from (2026)

Quizell \$15/mo
Cheapest start.

Lantern \$39 · Shop Quiz \$39
Mid tier.

Octane AI \$50 and climbing
Scales steepest for enterprise.

Shop Quiz (RevenueHunt)

Lightest widget, 80ms
Best for Core Web Vitals.

Deepest analytics of the four
Reporting + integrations.

From \$39/mo
My default CWV-conscious pick.

Quizell

Cheapest start, \$15/mo
Budget-first choice.

AI quiz generation on low tiers
Build the quiz fast.

90ms, middle of the pack
Fine on weight.

Lantern

Balanced all-rounder
Nothing to fault.

From \$39/mo, 90ms
Good value.

The safe default
If you have no strong constraint.

Octane AI

Most powerful for automation
Klaviyo + SMS off quiz answers.

Heaviest at 130ms, priciest
The premium is a trade.

Worth it IF you use the flows
Overkill for a simple quiz.

Which fits your store

Speed + analytics -> Shop Quiz
Lightest, best reporting.

Budget -> Quizell
\$15 start, AI build.

Enterprise marketing -> Octane AI
Only if you use the automation.

Is a quiz worth it?

Strong CRO for big catalogs
Replaces a filter maze.

Lifts add-to-cart and AOV
Guided path, less overwhelm.

Only if it is fast enough to finish
A laggy quiz is worse than none.

Keep it fast

Load on the quiz page only
Not site-wide.

Defer + lazy-init below the fold
IntersectionObserver hydrate.

Run one quiz app, not two
Two widgets double the cost.

Measure it yourself

App Bloat Detector
Blocking time each app adds.

CrUX grader
Your real field INP after install.

Check before and after
Prove the number moved.