

Shopify Popup Apps: Speed, Price + the LCP Claim

Blocking time measured on real stores. Prices verified Aug 2026. Built by Kaspian Fuad, Shopify CRO consultant.

Shopify Forms

Native . free . no third-party script
Email, SMS, WhatsApp capture with a signup discount.

Feeds Shopify Email + segments
Shopify Email sends 10,000/mo free. Lightest option.

OptiMonk . 110ms

Free tier (10k views), then \$29/mo
Lightest paid app with a real free plan. Best default.

Claims it 'won't interfere with LCP'
Fair for LCP, but that is not the whole story (see below).

Wisepops . 90ms

~\$99 to \$299/mo . premium
Light (Preact engine), but priced out for most SMBs.

Claims 'no perceptible impact'
Lighter than Privy, still a script with a cost.

Justuno . 130ms

From \$59/mo . priced by sessions
Priciest entry. Strong targeting + A/B testing.

Markets itself as async / fast
Not actually the lightest of the three.

Privy . 150ms

From \$24/mo . no free plan
Most-installed (3,968 reviews), most familiar.

Heaviest measured, makes no speed claim
Familiarity is its main argument, not speed.

Hello Bar . 80ms

Lightest paid option measured
A simple bar/popup rather than a full CRO suite.

Good when you want minimal weight
Fewer advanced features than OptiMonk/Justuno.

'Won't hurt LCP' decoded

Async loading protects LCP only
A script loaded after content is not in the render path.

It is one of three Core Web Vitals
Async does nothing for the other two.

The two risks async ignores

CLS: the popup shifts your layout
Reserve space or use a true overlay. Good CLS <= 0.1.

INP: the tap to close costs response time
Good INP <= 200ms. Blocking time makes it worse.

What native Forms does

Popup + inline capture, discount on signup
Email, SMS, WhatsApp. A segment per form.

No third-party script
Shopify renders it via a theme app embed.

What native will not do

A/B testing . exit-intent . gamification
Spin-to-win and multi-step flows need a paid app.

Only basic targeting
Granular audience rules are a paid-app feature.

When to pay for an app

You will A/B test and use exit-intent
Real conversion levers native Forms lacks.

Pick the lightest that offers them
That points at OptiMonk over Privy.

Test your own store

Measure with the popup LIVE
Check CLS and INP, not just load time.

Do it on a product page
The money page, not the homepage.