

Shopify Cart App: Speed and Fit

Pick a cart or upsell app without undoing your Core Web Vitals. Measure first.

1. Measure before you install

Run the App Bloat Detector on your store
Know your current blocking-time budget first.

Note total main-thread blocking time
Every new app spends from the same budget.

Install nothing until you know the number
You cannot budget what you have not measured.

2. Know your INP budget

Good INP is under 200ms
That is the whole responsiveness budget, not per app.

Blocking time feeds INP
Main-thread work that blocks a tap is the raw material.

Mobile is where it hurts
Most traffic and most CVR problems live there.

3. Match the category

Personalization engine = Rebuy
Cross-sell across PDP, cart, checkout, post-purchase.

Cart drawer = UpCart
Slide cart, in-cart upsell, free-shipping bar.

In-cart widget = Selleasy
Upsell without replacing the whole cart.

4. Rebuy fit

~140ms measured blocking time
Heavier because it does more.

Worth it if you use the personalization
Larger brand, real traffic, funnel-wide cross-sell.

Audit widgets, cut the unused ones
Every live widget is weight you pay for.

5. UpCart fit

~80ms measured blocking time
Modern slide cart, acceptable cost.

The right default for most stores
Fast drawer, simple upsells, predictable price.

Flat tiers by order volume
Smaller store pays a smaller, known number.

6. Lighter alternatives

Selleasy ~80ms
In-cart and PDP upsell, no full drawer.

In Cart Upsell ~90ms
Rule-based in-cart offers.

AfterSell ~60ms
Post-purchase only, runs after checkout.

7. Ask before you install

Does it run site-wide or cart-only?
Site-wide JS costs you on every page.

How much does it add on mobile?
Desktop numbers hide the real cost.

Can I disable the parts I skip?
Unused features should not load.

8. Price against order volume

Both are free to install
The cost starts at the paid tiers.

Rebuy scales up with usage
Premium spend, priced for larger brands.

Read the live app store tiers
Plans change, do not trust an old number.

9. Test on a real phone

Re-check INP after install
Confirm you did not blow the budget.

Watch CLS on the cart open
Drawers can shift layout as they load.

Compare before and after
If it got slower, it is not worth it.

10. Keep it lean over time

Never stack two cart apps
Two drawers = double the blocking time.

Audit widgets quarterly
Dead features creep back in.

Lightest option that does the job wins
Speed is a feature your shoppers feel.