

Shopify Loyalty Apps: The Speed Cost

Smile.io vs LoyaltyLion vs Growave vs Yotpo. Blocking time measured, pricing verified July 2026. By Kaspian Fuad.

The four most stores pick

LoyaltyLion	140ms
Free-\$199. Heaviest. Enterprise tiers quote-only.	
Growave	130ms
Free-\$499. Loyalty + wishlist + reviews in one.	
Smile.io	120ms
Free-\$199. Lightest program, 4,135 reviews.	
Yotpo Loyalty	120ms
Quote-based. Part of the Yotpo suite.	

Price + proof (verified 7/18)

Smile.io
4.9 stars . 4,135 reviews . Free-\$199
Growave
4.8 stars . 1,171 reviews . Free-\$499
LoyaltyLion
4.6 stars . 469 reviews . Free-\$199
Yotpo Loyalty
4.7 stars . pricing not published

The budget you are spending

Google flags at	250ms
Total for ALL third-party code on the page.	
Loyalty widget	140ms
One app uses over half the budget.	
Add a chat widget	+150ms
Two widgets and you are already over.	
Loyalty programs	120-140ms
Tightly clustered. Speed is a weak tiebreaker.	

The Growave math

Smile.io loyalty	120ms
Loyalty only.	
+ separate wishlist	+~70ms
Second script.	
+ separate reviews	+~110ms
Third script. Total 300ms+.	
Growave (all three)	130ms
One install. Consolidation is the speed play.	

Make any widget faster

1. Idle-load it
Defer until scroll or main-thread idle.
2. Scope the pages
PDP, cart, account. Not blog or policy pages.
3. Audit the whole stack
kaspianfuad.com/tools/shopify-app-bloat-detector/
4. Verify on field data
kaspianfuad.com/tools/shopify-crux-grader/

Pricing gotchas

Smile.io overages
Order-based above each tier. \$199 is not the cap.
LoyaltyLion top tiers
Advanced + Plus are quote-only, not \$199.
Growave is \$499
Because it bundles wishlist + reviews too.
Yotpo has no public price
Quote-based suite. Hard to compare.

Pick by the job

Default small-mid store
Smile.io. Lightest, most reviewed, free tier.
High-volume enterprise
LoyaltyLion. Custom tiers + account team.
Need loyalty+wishlist+reviews
Growave. One app beats three.
Already on Yotpo suite
Yotpo Loyalty as an add-on.

The rule

Speed is a weak tiebreaker here
120-140ms is a 20ms spread. Judge on fit.
Same price, more proof
Smile.io = LoyaltyLion price, 9x the reviews.
Fewer scripts win
Consolidation beats picking the lightest one.