

SHOPIFY ROLLOUTS

Free native A/B testing, **built-in**

No app. No fee. Winter 2026.

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Run your first test

1

Find it

Online Store > Themes > Rollouts

2

Build variant

Duplicate and edit your live theme

3

Set traffic split

Start at 10% of visitors

4

Read results

Promote, pause, or roll back

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WHAT TO TEST

What **actually** works

Homepage hero, layout, CTAs

Product page structure

Collection grids and navigation

Full redesigns with auto-rollback

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Native **wins** on cost

TESTING APP

- ✗ \$49+ per month
- ✗ Client-side flicker
- ✗ Speed impact
- ✗ External scripts

ROLLOUTS

- ✓ Free, built-in
- ✓ Server-side, no flicker
- ✓ Zero speed impact
- ✓ Native analytics

KNOW THE LIMITS

What it does **not** do

No checkout testing

No pricing experiments

No new vs returning segmentation

No custom conversion goals

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Zero **extra** cost

\$0

Monthly cost with Rollouts

built into your existing Shopify plan

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Four things to know



Test themes

no app needed



Server-side

zero flicker



Free

all plans



14 days

minimum run

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YOUR MOVE

Open **Rollouts** today



Want the test priority list?

ROLLOUTS

Comment it and I will send it over.