

Shopify Upsell App Speed Comparison

Measured blocking time, where each app runs, and verified pricing. Built by Kaspian Fuad, Shopify CRO consultant.

1. AfterSell - 60ms

Lightest of the four

Stays mostly post-purchase, so it barely touches conversion.

Runs on the thank-you page

Weight lands after the sale, not during it.

No standard free plan

From \$34.99/mo, scales to \$99.99 by 2,000 orders.

2. ReConvert / Upsell.com - 90ms

Mid-weight

50% heavier than AfterSell.

Now a full on-page funnel

Product, cart, checkout and post-purchase.

Free (dev only), then \$4.99+

Tiers scale with order volume and upsell revenue.

3. Zipify One Click Upsell - 110ms

Second heaviest

Nearly 2x AfterSell.

Also moved on-page

Product widget, cart drawer, pre-purchase, checkout.

Free (dev only), then \$8

One flat plan that scales with upsell revenue.

4. Rebuy Smart Cart - 140ms

Heaviest of the four

More than 2x AfterSell.

Runs on live cart + product pages

Weight lands where conversion happens.

\$25 to \$534 / month

Usage-based. Free Monetize plan is an ad unit.

The rule that decides risk

Where it runs beats the number

A heavy post-purchase app is safer than a light on-page one.

Post-purchase = after the sale

Blocking time never touches the buying decision.

On-page = during the sale

Blocking time competes with the Add to Cart tap.

The budget you share

250ms

Lighthouse flags third-party code at or above this.

Shared across ALL apps

Reviews, chat, recorder and upsell draw from it together.

Category median: 90ms

Cart and Upsell, heavier than analytics at 65ms.

The trap: AOV up, CVR down

AOV rises loudly

Everyone sees the upsell revenue climb.

Conversion dips quietly

A slower product page loses sales you never counted.

Measure both, not one

Net gain is AOV lift minus conversion loss.

Fix: defer the on-page widget

Load after interactive

The offer appears a beat later, the page stays fast.

Biggest single win

Do this before switching apps to chase speed.

Post-purchase needs no defer

It already runs off your storefront.

Pricing reality check

Headlines are usage-based

\$4.99 and \$8 scale with your volume.

No true free plan for live stores

Free tiers are dev-only or ad-supported.

Compare at YOUR order count

Not at the tier that fits a starter store.

How I choose

Start post-purchase

AfterSell for the thank-you page, low risk.

Add on-page only if needed

And defer it when you do.

Rebuy when logic earns 140ms

Rule-based bundles AfterSell cannot do.