

Shoppable Video App Cheat Sheet

What each Shopify video app costs in speed and price. Measured by Kaspian Fuad, Shopify developer.

Measured blocking time

Bambuser 220ms . Videowise 180ms
The full video players. Heavier than any image gallery.

Firework 170ms . Tolstoy 160ms
My measured main-thread cost, the INP proxy. Lower is better.

Lighter feed apps

Foursixty 100ms . Instafeed 90ms
Instagram and UGC carousels, not full video platforms.

Good is INP <= 200ms
A player is never zero. Lazy-load it below the fold.

Tolstoy

Free forever, then \$19/mo
5,000 impressions. Bundles to \$199 for AI features.

160ms . 4.7 stars (237)
Lightest of the four platforms. Softest on-ramp.

Videowise

\$9/mo App Store, \$239/mo platform
Two price ladders under one brand. Read carefully.

180ms . 4.9 stars (217)
Markets a 37KB script and no impact on site speed.

Firework

Free Pilot, then \$39/mo, \$259 Growth
Enterprise for 1M+ monthly visitors.

170ms . 5.0 stars (43)
Site says Zero Impact on Performance. Not zero.

Bambuser

Free to 250 views, then \$79/mo
Built for live shopping first.

220ms . 5.0 stars (3)
Heaviest here. WebRTC live stack. Only if you go live.

Instafeed

Free, Pro \$8/mo, Plus \$20/mo
Instagram feed and Reels shopping.

90ms . 4.9 stars (1,934)
Lightest measured. Built for Shopify badge.

Moast

Free forever, then \$15/mo
Shoppable UGC carousels, one paid tier.

6KB claim, not yet measured
Loads after theme, lazy-loads video. Built for Shopify.

Foursixty

No free tier, from \$90/mo to \$500
Influencer and UGC programs. Priced like it.

100ms . 4.9 stars (127)
Reels, TikTok, ambassador shops, Klaviyo.

Native Shopify video

3 media types: image, video, 3D
Theme video is playback only. No clickable tags.

Shoppable video = Shop app only
TikTok, YouTube, Meta channels. Not your storefront.

The KB trap

6KB / 37KB is the download, not the work
Small script tag, real cost after it boots.

Measure blocking time, not kilobytes
The player parses, streams, wires hotspots. That blocks.

Ship it without CLS

Keep autoplay video out of the LCP slot
Fast image up top, video lower. Reserve space.

One app, then measure INP in the field
Stacking video + UGC + reviews triples the cost.