CHEAT SHEET

Shopify Attribution App Cheat Sheet

Triple Whale, Northbeam and Polar Analytics: three different buyers, one speed cost.

START HERE

Pick by fit first, then by speed: Triple Whale adds **2.4x** Polar's blocking time. Never run two attribution pixels at once.

Blocking time I measured

Polar Analytics Native Shopify Web Pixel, sandboxed	**50ms**
Northbeam	**80ms**
Triple Whale The price of the all-in-one	**120ms**

Entry price per month

Triple Whale Automate $749; tiers scale by GMV band	**Free, then $219**
Polar Analytics No free plan	**$750**
Northbeam Professional $3,500; no free trial	**$1,500**

Pick by buyer

Solo operator or small team Profit and attribution in one screen, no analyst needed	**Triple Whale**
Scaling paid media MMM and incrementality testing	**Northbeam**
Have a data person SQL and a Snowflake warehouse	**Polar**

What each one is

Triple Whale Profit, attribution, creative analytics, Moby assistant	**All-in-one**
Northbeam For when platform-reported ROAS no longer adds up	**Paid-media**
Polar Analytics Custom dashboards on your own warehouse	**BI layer**

Install it light

Prefer the Web Pixels or server-side install over a raw theme.liquid script.

Load one attribution tool. Two doubles blocking time and double-counts conversions.

Run the CrUX grader on your top pages before and after install.

Why the price gap

Northbeam's entry tier is roughly 7x Triple Whale's first paid plan.

Not overcharging: a brand spending six figures a month on ads treats $1,500 as a rounding error.

Northbeam gates its entry plan at brands under $1.5M a year in ad spend.

Want your app stack audited for speed? Ask me. kaspianfuad.com/contact

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Measured three attribution apps: 50ms to 120ms of blocking time.

kaspianfuad.com/blog/triple-whale-vs-northbeam-vs-polar-analytics | v1.0 | 2026-10-09
Sources: App Bloat Detector, Aug 2026; vendor pricing pages; Shopify App Store