

Shopify Affiliate App Cheat Sheet

Base price, the percent-of-sales fee, tracking, and measured speed. By Kaspian Fuad.

The fee that adds up

Base fee + % of your affiliate sales
UpPromote 1-2%, Refersion 2-3%, Social Snowball 3%.

GoAffPro = no % fee
On \$100K/mo affiliate revenue, 3% = \$3,000/mo extra.

Measured blocking time

UpPromote 40 . Social Snowball 40
My measured main-thread cost. Good INP is <= 200ms.

Refersion 60 . GoAffPro 70 . Impact 80
Lightest category there is. Speed is a tie here.

No native affiliate program

Shopify Collabs = influencer gifting
Not tiers, portal, or rules-based payouts.

Shopify Affiliate Program = promotes Shopify
Neither runs YOUR program. You need an app.

UpPromote

Free, Growth \$29.99 +2%, Pro \$89.99 +1.5%
Enterprise \$199.99 +1%. Fee drops as you scale.

40ms . 4.9 stars (3,609)
Most-installed. Cheapest. The low-risk default.

Refersion

Launch \$39 +3%, Growth \$199 +2%, Scale flat
Highest entry fee; earns it on tracking.

60ms . 4.8 stars (460)
First-party COOKIELESS. Survives Safari ITP.

GoAffPro

Free <100 orders/day, Premium \$49, Biz \$99+
NO % fee. You keep your full commission setup.

70ms . 4.6 stars (883)
Cookie-based tracking. Most exposed to Safari.

Social Snowball

Snow Day \$249 +3%, Blizzard \$899 no %
No free plan. Premium DTC floor.

40ms . 4.5 stars (194)
Post-purchase: turns customers into affiliates.

The % fee at scale

On \$100K/mo affiliate revenue
GoAffPro \$0 . UpPromote 2% = \$2,000

Refersion / Social Snowball 3% = \$3,000
Every month, on top of the subscription.

Tracking model

Refersion = first-party, cookieless
Best attribution on iOS / paid traffic.

GoAffPro = cookie-based (weaker on Safari)
UpPromote + Snowball = anti-fraud coupon codes.

Coupon-leak protection

Leaked codes credit the wrong affiliate
Aggregator sites steal your commissions.

Snowball Safelinks = single-use per visitor
UpPromote anti-leak. GoAffPro most exposed.

Which to pick

Starting out -> UpPromote (cheap, safe)
iOS/paid-heavy -> Refersion (cookieless).

High volume, fee-shy -> GoAffPro (no %)
Established DTC -> Social Snowball.

Keep it off your CWV

Conversion pixel = thank-you page / Web Pixel
It has zero reason to load site-wide.

Audit for an SDK on every page, then defer
All 4 measured light, so this is rarely an issue.