The Dumo App Stack

The CPG DTC Playbook | Prepared by Dumo Digital Strategies

Pricing as of October 2026

Every app we install and run on specialty CPG stores: what it does, what it costs, which plan to start on, and when you actually need it.

How We Pick Apps

Fewer apps, set up right, beats a stack of tools nobody owns. Every app on a store should have a clear job and a number it moves. If it does not, it is slowing your site down and costing you every month.

This is the same stack we recommend to our own clients. Start with the core, then add the rest as the business earns it. Where there is a real choice, we lay out the options and tell you which one we would pick.

The Stack at a Glance

Job	Our pick	Starting cost	When to add it
Platform	Shopify	$39/mo	Day one
Checkout	Shop Pay	Included	Day one
Email and SMS	Klaviyo	Free up to 250 profiles	Day one
Reviews	Judge.me	$15/mo	Day one
Subscriptions	Stay AI, Recharge or Skio	From $99/mo + fees	When you launch subscribe and save
Post-purchase upsell	AfterSell	$34.99/mo	Once orders are coming in
Loyalty	Smile.io or Yotpo	Free to start	Once you have repeat buyers
Store locator	Storeify	From $8.99/mo	When you are on shelf
Behavior analytics	Microsoft Clarity	Free	Day one
Tracking	GA4 and Meta Pixel	Free	Day one
Attribution	Triple Whale	Free to start	When ad spend is real
Testing	Intelligems	From $69/mo	20,000 to 30,000+ sessions a month
Cookie consent	Pandectes GDPR	$9/mo	Before pixels go live
Accessibility	Accessibly	$5/mo	Day one
Affiliates	GoAffPro	Free to start	When creators drive sales
Gifting	Send to Many	Pay as you go	When gifting is real for you

01 Platform and Checkout

Shopify | Day one

What it does	Your store, catalog, checkout and payments, and the base every app below plugs into. The only sales channel you fully own.
Pricing	Basic is $39/mo (often $1/mo for the first 3 months). Shopify Plus starts around $2,300/mo for larger brands. Card processing runs about 2.9% + 30¢ online on Basic, lower on higher plans.
When to move up	Shopify Plus unlocks checkout customization, checkout upsells and B2B wholesale. Most brands do not need it until revenue and checkout needs justify it.
Good to know	We are a Shopify Plus partner.

Shop Pay | Day one

What it does	One-tap checkout with card and address already saved for millions of shoppers across Shopify stores.
Pricing	Included with Shopify Payments. No extra fee.
Set it up right	Turn on Shop Pay, Apple Pay and Google Pay, and make sure they show at the very top of checkout, before the form fields.

02 Email and SMS

Klaviyo | Day one

What it does	Every email and text you send: the welcome series, abandoned cart and checkout, browse abandonment, post-purchase, replenishment, review requests, winback and campaigns. Deep Shopify data for segmentation.
Pricing	Free up to 250 active profiles and 500 sends a month. About $30/mo at 1,000 profiles and about $150/mo at 10,000. SMS is priced separately by credits.
Set it up right	Build in this order: Welcome, Abandoned Checkout, Abandoned Cart, Browse Abandoned, then Post-Purchase. Send the first cart and checkout reminder within the hour. Split subscribers and one-time buyers so they never get the same email.
Why we recommend it	The standard for DTC brands, with the deepest Shopify and subscription app integrations. Your list is an asset you own, not rented from an ad platform.

03 Reviews

Judge.me | Our pick

What it does	Collects and displays reviews, including photo and video. Star ratings on product and collection pages, Q&A, AI review summaries, and stars in Google search and Shopping.
Pricing	Free plan with unlimited review requests. Awesome is $15/mo flat with no order caps, and adds Q&A, full design control, Google Shopping and the Klaviyo integration.
Set it up right	Send the review request once they have used the product, not the day it ships. Turn on photo and video reviews and put the star rating and review count right under the product title.
Good to know	We are a Judge.me partner. If you are moving from another review app, your existing reviews come with you.

Okendo | Premium alternative

What it does	A premium reviews and UGC platform with attribute ratings, media galleries, surveys and deeper segmentation.
Pricing	Starts around $19/mo and rises with order volume into the hundreds per month.
When to choose it	When reviews and UGC become a central, heavily merchandised part of the brand and the budget is there.

Dumo Recommendation: Judge.me Awesome at $15/mo. It covers everything a CPG brand needs, for a fraction of what premium review platforms cost.

04 Subscriptions

For any consumable, this is the most important app decision you make. The right platform decides how easily people sign up, how easily they manage their subscription, and how many you keep.

Stay AI | Our top pick

What it does	Subscriptions built around retention: churn prediction, smart cancel flows that learn why people leave and offer a reason to stay, failed payment recovery, offer tools and clean subscription analytics.
Pricing	Starts around $499/mo plus 1% + $0.19 per transaction. Partner pricing is available through Dumo.
Why we recommend it	The strongest retention tools we have used. If subscription is the engine of your business, this is the platform that works to grow and keep it, not just bill it.
Good to know	We are a Stay AI partner. Their team migrates existing subscribers for you, so nobody has to re-subscribe.

Recharge | Most established

What it does	The most widely used subscription platform on Shopify. Subscribe and save on the product page, a customer portal to skip, swap, pause or cancel, failed payment recovery and deep Klaviyo integration.
Pricing	$25/mo for up to 50 active subscribers to start. Then $99/mo plus 1.49% + $0.19 per transaction. 60-day free trial.
Example cost	At about $20,000 a month in subscription revenue across 2,000 orders, fees run about $630/mo on top of the $99, so roughly $729/mo.
When to choose it	When you want proven infrastructure and the widest set of integrations at a lower monthly base than Stay AI or Skio.

Skio | Premium alternative

What it does	Subscriptions with a clean, easy customer portal, passwordless login and strong tools for moving subscribers over from another app.
Pricing	$599/mo, or about $499/mo billed annually, plus 1% + $0.20 per subscription order.
When to choose it	When the customer portal experience is the priority and the subscription base is big enough to justify the monthly fee.

Dumo Recommendation: Stay AI if subscription is your growth engine. Recharge if you want to start at a lower monthly cost. Whatever you pick, make subscribe and save the default, show the price per serving, set the default frequency to how fast one order runs out, and put pause, skip or cancel anytime right under the button.

05 Order Size

AfterSell | Our pick

What it does	One-click offers on the thank-you page, after payment has gone through. The customer adds it without re-entering their card, and there is no checkout left to abandon.
Pricing	$34.99/mo up to 500 orders, $54.99/mo up to 1,000. 30-day free trial. Checkout upsells are a separate surface that requires Shopify Plus.
Set it up right	Offer one product that goes with what they just bought, at a small discount, and never offer something already in the order.

AfterShip Upsell | Alternative

What it does	One-click post-purchase and checkout upsells with conditional rules, like swapping the offer when an item is already in the order.
Pricing	$49/mo up to 500 orders, $99/mo up to 1,000.
When to choose it	If you already run other AfterShip tools and want them in one place.

06 Loyalty and Referrals

Smile.io | Fastest to launch

What it does	Points, referrals and VIP tiers, with a loyalty page, account page embed and Klaviyo integration. Native Shopify feel, no developer needed to run it.
Pricing	Free plan for small stores. Starter $49/mo. Growth $199/mo unlocks VIP tiers and full Klaviyo integration. Plus $999/mo for enterprise.
Best for	Brands launching their first loyalty program who want it live fast and working well from day one.

Yotpo Loyalty | Most customizable

What it does	Loyalty and referrals with dynamic VIP tiers, AI reward suggestions, advanced segmentation and fully custom widgets.
Pricing	Free under 100 orders a month. Pro $199/mo up to 500 orders. Premium $799/mo for advanced segmentation and analytics.
Best for	Brands that want a premium, fully branded loyalty experience and are ready for a more involved setup.

Dumo Recommendation: Smile.io for your first program. Move to Yotpo when you want the loyalty experience to feel fully custom.

07 Retail

Storeify (S: Store Locator) | Our pick

What it does	A searchable map of every store that carries you: zip and city search, directions, filters by chain or category, and a page per location that Google can index. Your team updates it from a spreadsheet.
Pricing	$8.99/mo to $39.99/mo depending on how many locations you have. About $19.99/mo for up to 1,000 locations. 14-day free trial.
Set it up right	Import your retailer list from a spreadsheet, link it in your main menu and footer, and add "Find us in stores near you" to your product pages.
Why it matters	Every shopper who finds you online and sees you are carried nearby is a warm lead for the shelf. It is a trust signal as much as a tool.

08 Analytics and Tracking

Microsoft Clarity | Day one

What it does	Session recordings, heatmaps, scroll depth and rage-click tracking, so you can see exactly where shoppers get stuck.
Pricing	Free. No traffic limits.
Set it up right	Watch 20 phone sessions from paid traffic. Note every spot people pause, scroll back up or leave. That list is your next round of fixes.

Google Analytics 4 and Meta Pixel | Day one

What they do	Traffic sources, conversion and ecommerce reporting, plus ad tracking for retargeting and lookalike audiences. Use the Conversions API for Meta where you can.
Pricing	Free.

Triple Whale | When ad spend is real

What it does	First-party pixel and multi-touch attribution that pulls Meta, Google, TikTok, Klaviyo and Shopify into one dashboard, so you know which channels actually drive revenue.
Pricing	Free Founders Dash to start. Paid plans start around $149/mo and scale with revenue.
When to add it	Start free at launch. Upgrade once paid media is running and attribution is driving daily decisions.

Intelligems | When you have the traffic

What it does	Tests prices, free shipping thresholds, offers and page content on real traffic, so you make changes on data instead of opinions.
Pricing	Build Your Own starts at $69/mo, with add-on modules for pricing, shipping and post-purchase tests. 14-day free trial.
When to add it	At least 20,000 to 30,000 sessions a month. Below that, tests take too long to reach a real answer.

09 Compliance and Accessibility

Pandectes GDPR | Before pixels go live

What it does	The cookie consent banner, cookie and privacy declarations, consent records and a do-not-sell link. Works with Shopify's native consent so pixels only fire once a visitor agrees.
Pricing	Free plan for the banner and store scan. Plus is $9/mo ($90/yr) and adds the do-not-sell link, preferences popup and Google Consent Mode v2.
Set it up right	Go with Plus. Google Consent Mode v2 is what keeps your ad conversion tracking accurate once Meta and Google are live.

Accessibly | Our pick

What it does	An accessibility widget for text size, contrast, keyboard navigation and screen readers, plus background fixes and an accessibility statement.
Pricing	Standard $5/mo. Premium $25/mo adds text-to-speech and AI alt text for your images. Enterprise $75/mo.
Alternative	Avada Accessibility. Its plans are capped by how many visitors see the widget, so once paid media is running, its unlimited Scale plan at $19/mo is the one to use.

10 When You Need Them

GoAffPro | Affiliates and creators

What it does	Affiliate and creator codes and links, commission tracking, signup and an affiliate dashboard.
Pricing	Free Hobby plan with unlimited affiliates. Premium $49/mo adds a branded portal and payout scheduling. Business from $99/mo.

Send to Many | Gifting

What it does	One order shipped to many addresses, each with its own gift note. Great for holidays and corporate gifting.
Pricing	Pay as you go: 25 orders free, then $1 per order. Starter $50/mo for 75 orders.

What It Costs

A rough monthly budget for the recommended stack at each stage.

Stage	What you run	Roughly per month
Launch	Shopify Basic, Klaviyo, Judge.me Awesome, Clarity, GA4, Meta Pixel, Pandectes Plus, Accessibly Standard	About $70, plus Klaviyo as your list grows
Subscriptions on	Add Recharge to start, or Stay AI if subscription is the engine	+$99 to $499, plus per-transaction fees
Growing	Add AfterSell, a store locator and Smile.io	+$45 to $250
Scaling	Upgrade attribution, add Intelligems and a loyalty program with VIP tiers	+$400 and up, mostly tied to revenue

Keep the Stack Clean

One job, one number	Every app should have an owner and a number it moves. If it does not, cut it.

Check speed	Test page speed after every install. Apps are the most common reason a store gets slow.
Ask before you install	Can Shopify or an app you already pay for do this? Klaviyo, Judge.me and your subscription app cover more than most brands use.
Audit twice a year	List every app, what it costs and what it moved. Cancel anything that has not earned its spot. Most stores find at least one app nobody is using.

Want us to set this up for you? Book a strategy call at dumodigital.com. We will look at your current stack, your goals, and what to add or cut.

Prices are set by each provider, are current as of October 2026, and may change. Confirm the current plan at install.