

App stack checklist: 28 kinds of Shopify app

Tick each kind you pay for and write its monthly cost from your statements, not from memory. Yearly plans: divide by 12. Your app may fit a different group than the one it's listed under.

My own data

Shows your own orders and customers back to you. Usually the first worth replacing.

☐	Support inbox / helpdesk Customer email in one place, ideally next to each order	\$
☐	Reports and analytics Reports Shopify's own reports don't give you	\$
☐	Spreadsheet or data feed (ERP) Pushes sales, stock or marketplace data into spreadsheets	\$
☐	Invoicing Makes invoices and packing slips from orders	\$
☐	Inventory and purchase orders Stock levels, reorder points, purchase orders	\$
☐	Customer lookup / CRM A customer's history and notes in one place	\$

Acts for me

Sends messages, moves money or changes orders. Replace later, with more checking.

☐	Email marketing Newsletters and automated emails	\$
☐	SMS marketing Text messages to customers	\$
☐	Back-in-stock and pre-order emails Tells customers when an item returns	\$
☐	Review requests Asks buyers for reviews and shows them	\$
☐	Subscriptions Recurring orders and billing	\$
☐	Loyalty and rewards Points, referrals, rewards	\$
☐	Upsell and cross-sell Offers at cart and checkout	\$
☐	Discounts Discounts beyond Shopify's own	\$
☐	Bundling Sells bundles and splits them into line items	\$
☐	Shipping labels and fulfilment Picking, packing, buying labels	\$
☐	Events and tickets Ticket sales (some take a cut per ticket)	\$

Tied to another system

Connected to another company. Keep until you have a reason to change.

☐	Retailer order feed (EDI) Connects your store to a big retailer's system	\$
☐	Marketplace connector Lists products and syncs orders with a marketplace	\$
☐	Accounting sync Sends sales into your accounting software	\$

Faces customers

Runs on your storefront. Change carefully.

☐	Shoppable video Video widgets on the homepage and product pages	\$
☐	Blog Powers the blog	\$
☐	Help centre / FAQ Help articles for customers	\$
☐	A/B testing Tests headlines, layouts or prices	\$
☐	Page builder Builds landing pages	\$
☐	Pop-ups and forms Email capture and announcement bars	\$
☐	Translation and currency Other languages and currencies	\$
☐	SEO app Meta tags, sitemaps, image alt text	\$

Anything else: _____ \$ _____

Total per month: \$ _____ × 12 = \$ _____ a year

Free to print and share. Made by Tim Haines at getdorris.com. Want it added up for you? The \$9 App stack audit worksheet does the sums by group, names the line to replace first, and includes Tim's own twelve tools as an example: getdorris.com/app-stack-audit