

[Back to home](#)

Popsixle App Pricing & Subscription

Details and frequently asked questions about the Popsixle App's pricing and subscription

Note: If your account was subscribed to Popsixle prior to the launch of the Popsixle App in Shopify, [click here for information](#) to manage your subscription. (Not sure? [Email us for help](#))

Popsixle App's Subscription & Pricing

What is Popsixle's subscription price?

Popsixle's base plan is a month-to-month subscription of \$95/month, plus added usage charges based on store revenue over \$10,000:

- Usage charges are based on the amount of monthly Shopify revenue processed by Popsixle, in USD currency (*revenue is converted to USD with daily exchange rates*). This allows your subscription price to automatically reflect your store's fluctuations for seasonality and scale.

- Processed revenue over the monthly allotted \$10,000 will be charged at a rate of \$1.00 per \$1K, up to a maximum charge of \$1,000 in a month**

Examples of Popsixle App's monthly pricing + usage charges:

- If your store processes \$100,000 of revenue in a month, your total price for that month would be \$185:**
 - \$95 monthly subscription + \$90 usage fees** (\$100,000 revenue - \$10,000 allotted revenue = \$90,000. Usage fees are \$1 for \$1,000)
- If your store processes \$200,000 of revenue in the next month, your total price for that month would be \$285:**
 - \$95 monthly subscription + \$190 usage fees** (\$200,000 revenue - \$10,000 allotted revenue = \$190,000. Usage fees are \$1 for \$1,000)

How do I subscribe after the trial?

Popsixle's free trial is 14 days from the time of app installation*, then there's no action needed to continue support: **after the 14 days, your Shopify account will simply be charged for the first monthly subscription price of \$95.**

**Remember your trial starts at the time of app installation, not when Popsixle's data connection is "live" on your site (the connection will only be live after you've completed the [onboarding process](#)). continuing support requires an ongoing subscription. Fortunately, the Popsixle App in Shopify makes it easy to sustain Popsixle's connection of better data flow beyond the trial:*

Does it cost more to add connections to TikTok and Google?

These additional connections are included as part of your subscription, so adding a second or third ad connection in addition to Popsixle's Meta/Facebook support does not increase subscription pricing.

Conversely, disconnecting the ad connections to Meta, TikTok or Google will not pause/cancel or reduce your subscription. To cancel, you must remove/uninstall the Popsixle App in Shopify Admin.

Note: In order to send Popsixle data to TikTok or Google your account must be updated to the latest version of Popsixle. If you are not sure if you are, please reach out to the Popsixle team at success@popsixle.com and we will assist you.

Canceling Popsixle in Shopify

What if I don't want to continue after the trial?

If you choose to not continue with Popsixle beyond the 14-day trial, you can simply cancel before the trial ends by removing/uninstalling the app in Shopify.

There's no penalty to cancel after subscribing. Popsixle's subscription is based on a month-to-month plan (with no contract or longterm commitment), so you can you choose to move forward after the trial and cancel later without any financial penalty. Any charges to your account after cancelling are based on usage charges incurred from revenue processed during that month.

Be advised that disconnecting the individual ad connections to Meta, TikTok or Google (or toggling Popsixle "off" in your theme's app embed) will not pause/cancel or reduce your subscription. To cancel, you must remove/uninstall the Popsixle App in Shopify Admin.

- Before uninstalling the app, be sure to review our guide to know what performance changes could occur by turning off Popsixle: [What to expect after ending Popsixle support](#)
- You can resume Popsixle's data connection at any time by [reinstalling the app](#).**

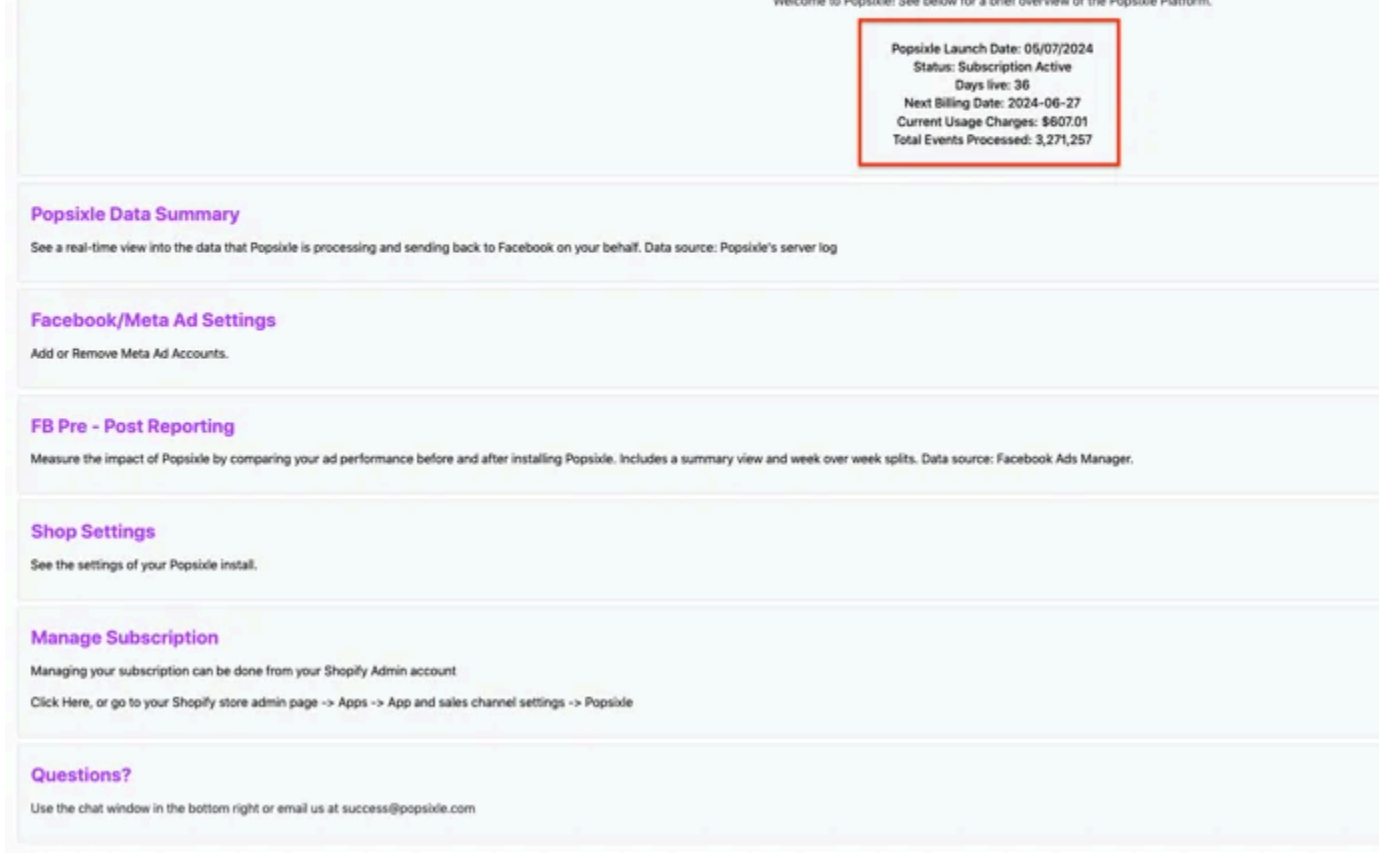
Is there a way to "pause" Popsixle's subscription if I need to pause my ads?

There's no option to "pause" your subscription, but you can keep Popsixle's support running even while ads are paused to maintain access to historic data in your Dashboard's Data Summary and ensure an easy transition once you've resumed/relaunched your campaigns

Other frequently asked questions:

Where can I see how much my usage charges will be?

Once your subscription with Popsixle is active (ie beyond the 14 days of the trial), you'll be able to see from the Popsixle App's account dashboard the amount the will be added to your subscription payment from usage charges:



Why is pricing based on total processed revenue if Popsixle's benefit is to my ads?

Popsixle subscription plans are based on the revenue processed on your site from all web purchases, not just revenue from Facebook-attributed purchases.

That's because Popsixle is processing 100% of your site's data and sending 100% of the data to Facebook, so while Facebook might only match some of these purchases to an ad impression and then attribute the purchase, it can use all of this data to train its system on who your best customers are. That's our primary goal at Popsixle -- to teach the Facebook Machine Learning system who your best customers are so it can do a better job of finding more of them.

Do offline orders and recurring subscriptions count toward total processed revenue?

No -- nonstandard purchases like recurring subscriptions or offline orders are not counted toward total revenue thanks to our Popsixle [PRO code](#).

Do I need to sign a contract or commit to a fixed period?

Nope! Popsixle's subscription does not require a long-term commitment. You can cancel at any time by removing/uninstall the app from Shopify without penalty. Any charges to your account after cancelling are based on usage charges incurred from revenue processed during that month.

My business is seasonal, so I only want to continue for a month after the trial -- can I sign up for one month only?

Popsixle is only available with a subscription, but can you can simply cancel before your next renewal date to stop support and avoid an auto-charge.

Do separate Shopify stores need separate Popsixle subscriptions?

Yes. Even if the pixel and ad accounts are shared for regional stores, a separate installation makes for a separate subscription. We do provide some discounts for multiple stores installed for separate regions -- [contact our team](#) to learn more and find out if your store is eligible!

Have questions about the Popsixle App's subscription and pricing? Reach out to the Popsixle team [via email](#) or through the [live chat on our site](#). We're happy to help!

Note: The Popsixle App in Shopify launched in late April 2024, so previously-subscribed accounts are supported through a separate pricing & subscription system. Click here for information: [How to manage your Popsixle subscription](#)

All Popsixle accounts will eventually be migrated to the Popsixle App in Shopify, starting in May 2024. If you'd like to migrate your account now, [email the Popsixle team](#) to learn next steps.

Was this article helpful?

Related articles

- [How to turn off the Shopify-TikTok CAPI connection for Popsixle](#)
- [How to add a Popsixle-TikTok Ads Data Connection](#)
- [Understanding the Popsixle Google Ads data connection](#)
- [How to add a Popsixle-Meta Ads Data Connection](#)
- [Installing & Onboarding the Popsixle App](#)

