

Shopify App Store gap report: Product reviews

Category: apps.shopify.com/categories/marketing-and-conversion-social-trust-product-reviews · generated 2026-10-19 · 198 recent 1-3★ merchant reviews across the top 9 apps in Shopify's category ranking (198 classified by AI).

How to read it: each review is tagged with the complaint themes it contains. A **gap** is a theme that many merchants complain about across several top apps: nobody in the category solves it well, so it is a positioning or roadmap opportunity.

Top gaps, ranked

#	Theme	Complaints	Avg severity (0-3)	Apps where ≥20% of 1-3★ reviews mention it
1	Bugs / broken features	92	2.2	9 of 9
2	Missing feature	52	1.9	6 of 9
3	Support	42	2.3	4 of 9
4	Misleading listing	40	2.3	4 of 9
5	Price / plan limits	41	2.0	2 of 9
6	Billing / surprise charges	19	2.3	2 of 9
7	Integrations / app conflicts	22	2.1	1 of 9
8	Setup / ease of use	21	1.7	1 of 9

Gap matrix: share of each app's sampled 1-3★ reviews that mention the theme

A = Judge.me Product Reviews App · **B** = Reputon Google Reviews · **C** = Entangle Google Reviews · **D** = TrustShop: Product Reviews · **E** = Loox - Product Reviews App · **F** = Judge.me Ali Reviews Importer · **G** = Reputon Customer Reviews App · **H** = LAI Product Reviews App · **I** = Junip Product Reviews App & AI

Theme	A	B	C	D	E	F	G	H	I
Bugs / broken features	58%	37%	50%	62%	35%	67%	42%	67%	38%
Missing feature	28%	37%	0%	12%	27%	0%	26%	33%	25%
Support	30%	5%	25%	0%	30%	50%	5%	0%	0%
Misleading listing	18%	21%	50%	0%	22%	17%	32%	17%	12%
Price / plan limits	8%	0%	0%	12%	50%	0%	5%	50%	6%
Billing / surprise charges	2%	11%	25%	0%	22%	0%	5%	17%	0%
Integrations / app conflicts	20%	16%	0%	0%	7%	0%	5%	17%	6%
Setup / ease of use	22%	0%	0%	12%	5%	0%	11%	0%	12%
Data / uninstall issues	10%	0%	0%	0%	5%	0%	0%	67%	0%
Theme / design fit	15%	11%	0%	0%	5%	0%	0%	0%	0%
Store speed	0%	5%	0%	0%	3%	0%	0%	0%	6%
Sampled 1-3★ reviews	60	19	4	8	60	6	19	6	16
Dev replied (in sample)	78%	79%	100%	100%	73%	33%	79%	100%	6%

Darker = larger share. Shares are within each app's sample (up to ~60 of its most recent 1-3★ reviews), not of all its reviews. Apps with few negative reviews have small samples: read their columns with care.

What merchants say, by gap

Bugs / broken features – 92 complaints, avg severity 2.2

“We faced significant challenges while integrating Judge.me widgets into our theme. The process was plagued by bugs, requiring us to repeatedly explain the same issue to different chat support agents, which was both time-consuming and frustrating. Unfortunately, after nearly a month of setup, we stil...” (2★, Judge.me Product Reviews App, October 22, 2024)

"I'd give zero stars if I could. The "write your review" box did not show at all on mobile. I reached out to support for help and was met with the agent telling me how it does work and I am not refreshing/clearing my cache (which I did several times). She took an extremely long time to respond and co..." (1★, Loox - Product Reviews App, Edited June 12, 2026)

"The app stopped working correctly months ago. Now, it just sends emails to customers even when the orders haven't delivered, causing them to become frustrated, charge back their orders, and leave negative feedback on trustpilot. So you're paying for your own customers to think you scammed them, and..." (1★, Reputon Customer Reviews App, January 30, 2025)

Missing feature – 52 complaints, avg severity 1.9

"App was quick and easy to install. The options to select how it displays are straight forward. It would be nicer if it had options to select colors, as the color palate is not in sync with our branding. It could also be nice if there was an option to select how many reviews it shows on the page. WOU..." (3★, Reputon Google Reviews, Edited December 9, 2022)

"I'd give zero stars if I could. The "write your review" box did not show at all on mobile. I reached out to support for help and was met with the agent telling me how it does work and I am not refreshing/clearing my cache (which I did several times). She took an extremely long time to respond and co..." (1★, Loox - Product Reviews App, Edited June 12, 2026)

"I'm giving this app a lower review because it is missing something that is critical to my needs, not because the app is not good otherwise. It simply won't work for a store like mine. Functionality was good. But then we started getting complaints from customers who were worried about the way Junip W..." (3★, Junip Product Reviews App & AI, Edited August 21, 2023)

Support – 42 complaints, avg severity 2.3

"We faced significant challenges while integrating Judge.me widgets into our theme. The process was plagued by bugs, requiring us to repeatedly explain the same issue to different chat support agents, which was both time-consuming and frustrating. Unfortunately, after nearly a month of setup, we stil..." (2★, Judge.me Product Reviews App, October 22, 2024)

"I have been using this application for 2 months. I do not recommend it! I selected the Scale plan and after some time I noticed that in addition to the amount related to the plan they charged me another 40 dollars. I studied a little and saw that they charge a commission for each order!! From my poi..." (1★, Loox - Product Reviews App, January 27, 2026)

"I'd give zero stars if I could. The "write your review" box did not show at all on mobile. I reached out to support for help and was met with the agent telling me how it does work and I am not refreshing/clearing my cache (which I did several times). She took an extremely long time to respond and co..." (1★, Loox - Product Reviews App, Edited June 12, 2026)

Misleading listing – 40 complaints, avg severity 2.3

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"The app stopped working correctly months ago. Now, it just sends emails to customers even when the orders haven't delivered, causing them to become frustrated, charge back their orders, and leave negative feedback on trustpilot. So you're paying for your own customers to think you scammed them, and..." (1★, Reputon Customer Reviews App, January 30, 2025)

"I was really excited to move from another app as Loox seemed to have everything I need for my store which relies heavily on reviews to generate sales. The previous review app posted all of our reviews to our FB business page. Loox DOES NOT even though they claim they syndicate reviews to Meta. Given..." (3★, Loox - Product Reviews App, August 24, 2024)

Price / plan limits – 41 complaints, avg severity 2.0

"I have been using this application for 2 months. I do not recommend it! I selected the Scale plan and after some time I noticed that in addition to the amount related to the plan they charged me another 40 dollars. I studied a little and saw that they charge a commission for each order!! From my poi..." (1★, Loox - Product Reviews App, January 27, 2026)

"Very bad app and I suggest not to waste your time using it. It is not reliable, it is not legit, and it sounded to me as a scam. Why scam? be careful giving them access to your shop. Who knows what

they are doing?. Another very important issue is they try to make you pay to use it. They get jealous...” (1★, LAI Product Reviews App, April 14, 2021)

“Be careful with this app. It draws you in with the beginner plan, but once you reach the quota, a number of limitations appear that were never clearly explained when signing up. Communication then becomes extremely poor, and I was given incorrect information on more than one occasion. Although they...” (1★, Loox - Product Reviews App, March 16, 2026)

Billing / surprise charges – 19 complaints, avg severity 2.3

“I have been using this application for 2 months. I do not recommend it! I selected the Scale plan and after some time I noticed that in addition to the amount related to the plan they charged me another 40 dollars. I studied a little and saw that they charge a commission for each order!! From my poi...” (1★, Loox - Product Reviews App, January 27, 2026)

“The application stopped working, so I uninstalled, but was still billed after uninstalling. Unclear to me how I can resolve this.” (1★, Reputon Google Reviews, August 23, 2023)

“App keeps sending a monthly bill even after Uninstalling it from the store” (1★, Loox - Product Reviews App, August 26, 2026)

Opportunities

- **Bugs / broken features:** 9 of 9 top apps draw repeated complaints here. A new or existing app that visibly solves it can use it in listing copy, screenshots and onboarding; check the quotes above for the exact words merchants use.

- **Missing feature:** 6 of 9 top apps draw repeated complaints here. A new or existing app that visibly solves it can use it in listing copy, screenshots and onboarding; check the quotes above for the exact words merchants use.

- **Support:** 4 of 9 top apps draw repeated complaints here. A new or existing app that visibly solves it can use it in listing copy, screenshots and onboarding; check the quotes above for the exact words merchants use.

- **Misleading listing:** 4 of 9 top apps draw repeated complaints here. A new or existing app that visibly solves it can use it in listing copy, screenshots and onboarding; check the quotes above for the exact words merchants use.

- **Price / plan limits:** 2 of 9 top apps draw repeated complaints here. A new or existing app that visibly solves it can use it in listing copy, screenshots and onboarding; check the quotes above for the exact words merchants use.

Method: the ranked app list is read from Shopify's public category page (one request). Reviews come from Shopify's public review pages via an Apify actor, filtered to 1, 2 and 3 stars, most recent first. Merchant names are not included. Each review was classified by TypeSafe Jev into 11 themes (threshold 0.6; 74 reviews had at least one borderline tag, left out of counts) and a severity score. Gap rank = complaints × (0.5 + severity) × breadth across apps. AI can misclassify individual reviews; quotes are the evidence. Not affiliated with Shopify or the apps listed. Reply within 7 days for one free clarification.