ALLIED BizTech SOLUTIONS

FIELD GUIDE · 2026

Rebuild Yotpo yourself.
The plan we follow.

For D2C teams who want to own their reviews, UGC, loyalty, referrals and SMS in one app, and stop paying per app, per order, per SMS and per loyalty member.

- → Is it worth it, for your setup
- → What to rebuild and what to drop
- → The architecture, in three layers
- → Migration and go-live checklists
- → The data model
- → A week-by-week build plan
- → Review integrity and SEO markup
- → Where teams get stuck

Yotpo charges four ways. *A rebuild charges one.*

Yotpo sells reviews, loyalty, referrals and subscriptions as separate apps, billed per app, per order and per loyalty member. Since it retired SMS on December 31, 2025, a separate SMS vendor sits on top. A rebuild puts all of it in one app on Postgres, with email and SMS at provider prices.

SETUP	YOTPO A YEAR	REBUILT: YEAR ONE / AFTER	SAVED IN YEAR ONE
Reviews only · small D2C	~$2,400	~$12,900 / $1,200	Stay on Yotpo
Reviews + Loyalty · growing D2C	~$8,400	~$16,700 / $1,800	Stay on Yotpo
Reviews + Loyalty + SMS · scaling D2C	~$22,000	~$17,900 / $3,000	~$4,100
Full suite + Email + Subscriptions	~$48,000	~$36,800 / $7,000	~$11,200
Multi-brand · 1M contacts	~$120,000+	~$56,600 / $14,000	~$63,400

Yotpo list prices, May 2026, multi-app bundle. "Rebuilt" runs on Postgres, AWS SES and Twilio direct, plus our fixed build price at the top of each tier: $11,700 for reviews only, $14,900 for the full suite, $29,800 with subscriptions, $42,600 for multi-brand with subscriptions. If your own team builds it, put your engineering cost in that place.

THE RULE OF THUMB

Below about $22K a year on Yotpo and SMS, stay: the build pays back too slowly. **At Reviews + Loyalty + SMS, the rebuild pays back in about ten months, then ~$19K a year stays with you: ~$42K over three years.** With the full suite and subscriptions, year one alone saves ~$11K; across several brands, ~$63K.

Who you need

- **A senior full-stack engineer** at home with Postgres, Shopify webhooks and the Admin API, embeddable front-end widgets and Twilio. Our team ships this in 4–5 weeks; one engineer between other priorities should plan for longer.
- **Your ecommerce or CRM lead**, two hours a week: the widgets, loyalty rules and SMS flows that matter, the pilot brand, the go-live call.
- **An owner after launch**: hosting, the moderation queue, SMS deliverability and consent, and on-call.

02 · SCOPE

Rebuild the 12 features in daily use. *Drop the rest.*

Yotpo ships four sub-products with dozens of features each. A D2C team uses about 12 every day. Those are the project; the long tail is where rebuilds stall.

REBUILD ONE FOR ONE

- **Review collection**: timed post-purchase email and SMS requests, with reminders
- **Review widgets**: product page, listing stars, carousel, badge; brand-styled, mobile-first
- **UGC photos and video**: uploads, a moderation queue, a gallery
- **Star-rating markup**: AggregateRating JSON-LD for Google rich snippets
- **Loyalty programme**: earn rules, points, tiers, rewards, redemption, expiry
- **Referrals**: unique codes, tracking, automatic rewards
- **SMS marketing**: opt-in, campaigns, automations, on Twilio direct
- **Shopify sync**: orders, customers, products, returns

REBUILD, SIMPLER

- **Subscriptions**: ReCharge or Skio direct, joined by webhook
- **Yotpo Email**: on Klaviyo already? Drop it
- **Moderation**: rules and a profanity filter; AWS Comprehend direct if you want sentiment

DROP ON PURPOSE

- **Visual UGC and influencer outreach**: Aspire or Grin direct
- **The cross-merchant syndication network**: Yotpo's network effect; keep Yotpo for it, or let it go
- **The features nobody opens**: about 80% of the set

ADD WHAT PER-APP PRICING PENALISES

- No fee per redeemed reward
- SMS at Twilio's ~$0.0079, no reseller markup
- One attribution layer across reviews, loyalty, SMS and referrals

Three layers. *One app, four modules.*

Reviews, loyalty, referrals and SMS as four modules of one app, sharing customer data, analytics and sign-in. No four-vendor login and no four-dashboard reporting; every module reads the same customers and orders.

LAYER 1 · CUSTOMER

On-site widgets

- Review forms and display widgets
- UGC gallery, photos and video
- Loyalty: earn, redeem, tier
- Referral pages and share links
- SMS opt-in, TCPA-compliant

LAYER 2 · MERCHANT

Ops dashboard

- Moderation queue, auto-publish rules
- Loyalty admin: tiers, rules, rewards
- Referral tracking and rewards
- SMS campaigns and automations
- One analytics view, four modules

LAYER 3 · INFRA

Direct providers

- **Postgres**: reviews, points, referrals
- **Shopify webhooks**: orders, customers
- **AWS SES**: requests, notices
- **Twilio**: campaigns, transactional
- **S3**: photos and video

Decisions to make in week one

DECISION	OUR DEFAULT	WHY
Where it runs	Your AWS account, your Postgres	Reviews, photos and loyalty data stay yours
Widgets	One small script for Shopify Liquid, Next or WooCommerce; stars and JSON-LD rendered in the page	Fast pages, and markup search engines read without running scripts
Store sync	Shopify webhooks, plus a nightly reconcile	A missed webhook never loses a review request or points
Rewards	Redeemed as Shopify discount codes	Checkout stays untouched
SMS	Twilio direct; double opt-in and STOP handling from day one	Compliance is built in, not added later
Sign-in	Your SSO for the ops dashboard	Offboarding happens where it already does

Compliance: double opt-in, TCPA-compliant disclosure, automatic STOP and UNSTOP, a GDPR data-export endpoint and suppression lists are part of the core build. Keep consent records with their source and date from the first subscriber.

Ten tables *carry the whole product.*

Model these before writing any widget. Keep Yotpo's ID on every imported row, so the import can run twice and every review traces back to its source.

TABLE	KEY COLUMNS
`customers`, `orders`	id, shopify_id, email, phone; orders: customer_id, lines (product, variant), total, delivered_at
`review_requests`	id, order_id, channel (email, SMS), token, sent_at, reminder_at, completed_at
`reviews`	id, external_id, product_id, order_id, customer_id, rating, title, body, verified_buyer, status (pending, published, rejected), source, created_at, published_at
`review_media`	review_id, s3_key, type (photo, video), status, exif_stripped
`moderation_log`	review_id, action (publish, reject, reply, edit), actor, reason, at
`product_ratings`	product_id, review_count, average_rating, updated_at; feeds the widget and the JSON-LD
`loyalty_ledger`	id, customer_id, points (+ or −), reason (order, review, referral, redemption, expiry, import), order_id, created_at
`tiers`, `rewards`	tiers: name, threshold, perks; rewards: points_cost, type (discount, free product), shopify_discount_id
`referrals`	id, referrer_id, code, referee_email, order_id, status, reward_issued_at
`sms_subscribers`	phone, customer_id, status (subscribed, stopped), consent_source, disclosure_version, opted_in_at, stopped_at

TWO RULES THAT SAVE A REBUILD

Points are a ledger, never a balance column: the balance is the sum, so every point can be explained to the customer who asks. **One rating source**: feeds both the widget and the markup, so shoppers and Google always see the same stars.

Five weeks, *pilot included.*

This is the order we build in. Each week ends with something your ecommerce lead can try, and the last runs one brand or category for real before the rest move.

WEEK	BUILD	DONE WHEN
1	**Export and model.** The ten tables. Export from Yotpo's API into staging: reviews with photos and videos, loyalty balances, referral history, SMS subscribers. Shopify webhooks and the nightly reconcile.	Counts in staging match Yotpo; review counts match per product
2	**Reviews.** Request emails and SMS, the moderation queue, product-page, listing and carousel widgets, the UGC gallery, the JSON-LD.	Product pages show the same stars and counts; Google's Rich Results Test passes
3	**Loyalty and referrals.** The points ledger, earn rules, tiers, rewards redeemed as Shopify discount codes; referral codes, tracking and rewards.	Every member's balance matches Yotpo
4	**SMS and analytics.** Twilio, double opt-in, STOP and UNSTOP, campaigns and automations; one analytics view across the four modules; brand styling.	Compliance flows pass; a test campaign reaches a test segment
5	**Pilot and cutover.** One brand or category for a week with a daily fix list, a delta export from Yotpo, then the widgets swapped everywhere.	Review submissions and redemptions hold steady through the pilot

AFTER CUTOVER

Keep Yotpo **read-only until your renewal date**, then cancel. The reviews and balances already live in your Postgres, and nobody is in a hurry.

Reviews people trust. *Stars Google shows.*

Collecting reviews is the easy part. The value is in reviews shoppers believe, markup search engines accept, and counts that survive the move from Yotpo.

1. **Tie each review to an order.** Send requests after delivery with a signed, single-use link; one review per order line, marked as a verified buyer. Reviews without an order stay possible, and are labelled.
2. **Publish every genuine review.** Moderate for abuse, spam and personal data, not for rating. Hiding the bad ones misleads buyers and breaks consumer-protection rules.
3. **Keep the trail.** Log every moderation action with who, when and why, and keep the original text when a customer edits a review.
4. **Handle media safely.** Uploads go to S3, EXIF data is stripped, and photos and video wait in the moderation queue before they appear.
5. **Render the markup in the page.** Product JSON-LD with AggregateRating and a few reviews, server-rendered, with the same count and average the widget shows, on the product's own page only.
6. **Syndicate on purpose.** Google reads your reviews through that schema markup; TrustPilot syndication runs through its API if you hold an account. Yotpo's cross-merchant network does not come with you.

Move the stars, not just the text

Import every review with its original date, rating, verified flag, photos and Yotpo ID, then compare counts and averages product by product. Review counts on product pages must never reset to zero.

Loyalty is a liability

Outstanding points are a promise to customers. Report the open balance every quarter, and set expiry rules before launch, not after.

Move it, launch it, *run it.*

Migration

- ☐ Export twice: everything in week one, the changes since at cutover
- ☐ Keep Yotpo's ID on every row
- ☐ Import reviews with dates, ratings, verified flags and media
- ☐ Match every review to its product, and to its order where possible
- ☐ Open each member's ledger with one entry for the imported balance
- ☐ Move referral history and open referral codes
- ☐ Move SMS subscribers with their consent records; never re-opt-in by import
- ☐ Compare review counts and averages per product with Yotpo

Go-live

- ☐ Widgets swapped on every template and theme
- ☐ JSON-LD passing Google's Rich Results Test
- ☐ Requests sending from your own domain and number
- ☐ Double opt-in, STOP and UNSTOP tested end to end
- ☐ Reward codes redeeming at checkout
- ☐ Rollback ready: the Yotpo widgets one deploy away

Running it

- ☐ **Always on:** widget, webhook and SMS alerts, security patches
- ☐ **Weekly:** moderation queue cleared, review volume and rating trend
- ☐ **Monthly:** updates, rich-result report in Search Console, SMS deliverability
- ☐ **Quarterly:** cost review against the Yotpo bill you replaced, open loyalty balance
- ☐ **Yearly:** a restore drill, an access review, a consent audit

Who owns it

Name one person before launch. Reviews are public and points are a promise: someone has to clear the moderation queue and answer when a customer's balance looks wrong.

Five ways a rebuild *stalls.*

1. Swapping to a cheaper review tool

Okendo and Stamped cost less than Yotpo for reviews only. Same economics, a lower starting price; you run this analysis again when their prices rise.

2. Best of breed in every category

Loox, Smile, Friendbuy and Postscript are each fine. Together they are four logins, four dashboards, four attribution sources and four contracts.

3. The $10K freelancer

You get review collection. The loyalty engine, referral tracking, SMS compliance and the attribution layer, the parts Yotpo charges for, stay on your list.

4. Starting the stars from zero

A migration that drops dates, verified flags or photos resets the social proof that sells. Import everything, and check counts per product before cutover.

5. Dropping reviews and loyalty altogether

Fine for an early brand; Shopify's free reviews app covers the basics. From $5M GMV, reviews and loyalty drive order value and lifetime value. Own them.

And one that is not a mistake: negotiating

Yotpo discounts 10–25% on annual commits. Do it if the rebuild is a year away; it captures less than an eighth of what the rebuild does.

RATHER HAVE IT BUILT?

We build this exact plan. *Fixed price.*

The same scope, architecture and five weeks, delivered by a senior team that has shipped 250+ products.

$14,900 fixed for reviews, loyalty, referrals and SMS; reviews only $9,600–$11,700; multi-brand +$6,400–$12,800; subscriptions +$8,500–$14,900

Live in 4–5 weeks, with a one-week pilot on one brand or category before cutover

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Migration in week one: reviews with photos and videos, loyalty balances, referrals and SMS subscribers

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90-day warranty, and the code is in your GitHub from day one

We can run it for $1,200 a year: hosting, monitoring, monthly updates and deliverability

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