

# The Ultimate List of Shopify Apps, Tools & Features to Add to Your Store

## Pop-Ups

- [Email capture tool](#)
- [SMS capture tool](#)
- [Customer support help bot or live chat](#)
- Prize wheel builder
- Web push notifications app
- Recent sales pop up tool
- Exit intent pop up app

## Product Pages

- Embedded user-generated content (UGC) shoppable video tool
- Integrated Instagram feed tool
- Upsell and cross-sell builder
- Global announcement bar tool
- Countdown timer
- Cart reservation app
- Wishlist tool
- Product badge tool
- Accessibility plugin
- FAQ page designer
- Product video app

## Social Proof

- Affiliate marketing platform
- Loyalty program platform
- [Reviews capture tool](#)

## Sales

- Digital gift card app
- Subscription and recurring payment program
- Currency converter
- [Shopify POS](#)
- Dropshipping tool
- Shipping discount app
- Pre-order tool
- Donation app
- Personalized quiz builder
- Local delivery tool

## Omnichannel Marketing

- [AdRoll](#)
- [Google channel](#)
- [Facebook channel](#)
- [TikTok Shopify app](#)