

Retenzy Earns Shopify's Built for Shopify Status for Its Loyalty and Retention Platform

Retenzy joins Shopify's Built for Shopify apps, recognised for app quality, performance, and an exceptional merchant experience for growing brands worldwide!

PUNE, MAHARASTRA, INDIA, September 1, 2026 /EINPresswire.com/ -- — Retenzy, a [customer loyalty and retention app for Shopify merchants](#), today

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This milestone reflects the work of our product and development teams. We will continue reviewing, improving, & refining Retenzy as the Shopify ecosystem evolves.”

Vijay Payghan, Founder & CEO, Retenzy

announced that it has earned Built for Shopify status, Shopify's recognition for apps that meet its standards across areas including performance, ease of use, reliability, safety, and usefulness.

Retenzy provides Shopify merchants with tools for managing loyalty and customer retention programs, including rewards, referrals, reviews, VIP tiers, memberships, and other customer engagement activities. The app is currently rated 4.8 out of 5 stars on the Shopify App Store with 731 installs. Retenzy's Shopify App Store

listing places the app in the Loyalty and rewards category and lists features including [point programs](#), memberships, VIP tiers, referrals, gift cards, and cash back programs.

Retention Features Within Shopify

Retenzy is designed to give merchants a single application for managing several customer retention activities. Merchants can configure reward programs around customer actions such as purchases, referrals, reviews, account creation, and other activities. The platform supports different reward types, including points, discounts, coupons, free shipping, free products, and other configurable rewards.

Retenzy also provides features for VIP tiers and memberships, allowing merchants to define different customer levels and associated benefits. Referral functionality allows merchants to create programs that reward customers for referring others, while review-related features connect customer feedback with loyalty activity.

The app also supports loyalty experiences across storefront placements and Shopify POS, allowing merchants to use loyalty features across different customer touchpoints.

Built for Shopify Status

Shopify's Built for Shopify program recognises apps that meet its requirements for quality and the merchant experience. Shopify's published criteria cover areas including performance, ease of use, integration, safety, reliability, and usefulness.

Apps that receive Built for Shopify status are also subject to continued review. Shopify states that apps must continue meeting the program's requirements to retain their status.

For Retenzy, earning Built for Shopify status marks a development milestone following continued work on the application's functionality, Shopify integration, performance, and user experience.

Retenzy's Approach to Customer Retention

Customer retention involves more than a points program. Merchants may need to combine rewards with referrals, reviews, memberships, VIP programs, and other customer interactions.

Retenzy brings these functions together within one Shopify application. The platform allows merchants to configure different ways for customers to earn and redeem rewards while providing additional tools for structuring loyalty programs around customer activity.

The application also provides integrations with customer engagement and support platforms, allowing merchants to connect retention activities with other systems used in their businesses.

Founder Statement

"We are proud to have first established our presence as a Shopify Partner and now to have earned Built for Shopify status. For us, these are two different milestones in the development of Retenzy. Becoming a Shopify Partner marked the beginning of our work within the Shopify ecosystem, while earning Built for Shopify status reflects the work we have continued to put into the product. With 731 installs, we have a growing group of merchants using Retenzy, and our responsibility is to keep improving the product and the experience we provide to them. This recognition encourages us to keep doing better for the customers who are already using Retenzy and for the merchants who join us in the future."

— Vijay Payghan, Founder & CEO of Retenzy

Current Shopify App Store Presence

Retenzy currently has a 4.8/5 rating and 731 installs in the Shopify App Store. The app's current Shopify App Store listing identifies Retenzy as a [Loyalty and rewards application](#) and lists reward programs, memberships, VIP tiers, referrals, gift card programs, and cashback programs among its supported functionality. Retenzy also provides multiple storefront loyalty placements, loyalty analytics, and support for Shopify POS as part of its available functionality.

Continuing Development

Built for Shopify status is subject to Shopify's ongoing requirements. Shopify periodically reviews apps that hold the status, and apps are expected to continue meeting the applicable standards. Retenzy will continue developing its loyalty and retention functionality while maintaining its focus on Shopify integration, application performance, reliability, and the merchant experience.

About Retenzy

Retenzy is a Shopify customer loyalty and retention app that provides tools for loyalty rewards, referrals, reviews, VIP tiers, memberships, milestones, and related customer engagement activities.

Retenzy is available through the Shopify App Store.

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