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Online stores
Prices 2026 · inreallab

1.3 Online stores and e-commerce

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Mini store (up to ~100 products)	Catalogue, product page, basket, online payment, 1 delivery method, simple CMS	$750 – $1,900	**from $1,100**	per project
Mid-size store (hundreds–thousands of SKUs)	Filters/search, promo codes, several payment/delivery methods, customer account, 1C data exchange (basic)	$1,900 – $7,500	**Basic from $2,400 / Pro from $4,900**	per project
Large store on 1C-Bitrix	Bespoke design, real-time 1C data exchange, price types, B2B, highload	$5,000 – $125,000+; standard build from $7,500	**from $6,900**	per project
Marketplace storefront / aggregator	Many sellers/warehouses, supplier accounts, moderation, settlements	$10,000 – $62,500+	**from $9,400**	per project
MVP marketplace (entry tier)	1 seller type, basic moderation, no settlements	$5,000 – $10,000	**from $5,700**	per project
Storefront for marketplaces (WB/Ozon + brand site)	Brand website + integration with marketplaces, single catalogue	$1,200 – $3,800	**from $1,700**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Online payment / acquiring integration (YooKassa, T-Kassa, SberPay, Robokassa) — per payment provider	$65 – $500 per provider (a ready module for Bitrix/InSales is often free); typical custom setup $130 – $320	**from $250**	per integration
Online till and 54-FZ (Russian fiscal receipts law) fiscalisation setup (ATOL Online, Modul.Kassa, OFD)	$130 – $500	**from $320**	per integration

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Delivery service integration with cost calculation and pickup-point map (CDEK, Boxberry, Russian Post, DPD) — per service	$130 – $650 per service (the ready CDEK module on Bitrix Marketplace is 0)	**from $320**	per integration
Instalments/BNPL setup (T-Credit, Podeli, Dolyami, Split)	$130 – $500 (essentially the same as a payment provider integration; providers supply ready modules)	**from $320**	per integration
Two-way 1C data exchange — customisation/extended scenario (products, stock, prices, orders, statuses)	$500 – $2,500; typical customisation $650 – $1,200	**from $700**	per project
Marketplace integration (Ozon / WB / Yandex Market) — syncing stock, prices and orders via API	$650 – $3,200; basic integration from $750 (alternative — SaaS aggregators such as MoySklad are cheaper on a monthly basis)	**from $1,000**	per integration
Smart search + faceted catalogue filters — setup	$380 – $1,500	**from $500**	per project
Product feed/export setup (YML for Yandex Market, XML for Google Merchant, ad feeds)	$40 – $320 (most CMSs have YML export out of the box or via a plugin)	**from $190**	per feed
Loyalty programme: bonuses, coupons, promo codes, discount rules — module	$380 – $1,900	**from $600**	per project
B2B / wholesale account: contract price types, invoices, deferred payment, minimum order, price lists	$1,000 – $5,000	**from $1,500**	per project
Customer account: order history and statuses, repeat order, favourites, documents	$500 – $1,900	**from $700**	per project
Trigger scenarios: abandoned basket, abandoned browse, price-drop emails	$190 – $750 per setup (the standard route is SaaS: Mindbox/RetailRocket/CarrotQuest on a monthly fee)	**from $380**	per project
Store integration with CRM (amoCRM / Bitrix24): passing orders, leads, statuses	$130 – $750 (ready amoCRM/B24 connectors — $65 – $190); complex custom integration up to $1,300+	**from $440**	per integration
Recommendation blocks: "bought together", upsell/cross-sell, personalised results	$190 – $900 for a custom build (personalisation is usually covered by SaaS RetailRocket/Mindbox)	**from $380**	per project
Subscription / recurring payments module	$250 – $1,300	**from $700**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Stock management: multiple warehouses, reservations, per-warehouse stock display	$500 – $2,500	**from $750**	per project
Filling the catalogue / product pages (content, attributes, photos, descriptions)	80 – 400 per product page; a pack of 100 SKUs $130 – $440	**from 100/product page**	per product page
Migrating a store to another CMS (Bitrix / MODX / custom): catalogue, orders, customers, SEO	$1,000 – $5,000	**from $1,400**	per project
SEO preparation of the catalogue: clean URLs, meta tags, Schema.org product markup (Product/Offer/Rating), breadcrumbs	$380 – $1,500	**from $500**	per project
Online store audit (technical + UX + conversion) with a remediation plan	$380 – $1,900	**from $600**	per audit
Store speed / Core Web Vitals optimisation (cache, images, code)	$190 – $1,000 (complex projects up to $1,900)	**from $500**	per project
Store ongoing support and technical support on a monthly retainer (updates, customisations, monitoring, reserved hours)	$190 – $1,300/month by tier/hours	**from $320**	per month

1.6 Website integrations

INTEGRATION	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Connecting a form to CRM (mini option)	Form enquiries sent to CRM without pipeline setup	$40 – $230	**from $100**	per project
CRM integration (Bitrix24 / amoCRM)	Form enquiries into CRM, fields/pipelines, deduplication, notifications	amoCRM from $290; Bitrix24 from $480	**from $300**	per project
1C data exchange (basic)	Syncing products/stock/prices/orders (1 price type, 1 warehouse; full scope — from $850)	$440 – $850	**from $600**	per project
Online payments (YooKassa/Tinkoff/SBP (instant payments))	Acquiring, 54-FZ receipts, statuses	$190 – $750	**from $190**	per project
Delivery (CDEK/Russian Post/Boxberry)	Cost/timing calculation, pickup points on a map	$190 – $650	**from $230**	per project

INTEGRATION	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Analytics and goals	Counters, goals/events, e-commerce, call tracking	$100 – $500	**from $150**	per project
Ad pixels (Yandex Direct, VK)	Pixels, conversion events, audiences	$65 – $250	**from $100**	per project
Messengers/chats	Enquiry notifications, chat widget, intake bots	$130 – $650	**from $150**	per project
Captcha / anti-spam / personal-data consent	Form protection, 152-FZ (Russian data-protection law)	$65 – $250	**from $75**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Audit of the current 1C integration (data exchange diagnostics)	$65 – $320	**from $100**	per project
Data exchange setup for a specific 1C configuration (UT / UNF / Accounting / Complex / ERP)	UNF/Accounting $500 – $1,000; UT/KA $750 – $1,500; ERP from $1,500	**from $700**	per project
Two-way exchange of orders and statuses with 1C (order from the website → 1C, status/payment/tracking → back to the website)	$250 – $650	**from $320**	per project
Syncing several price types / warehouses / discounts and attributes from 1C	$190 – $600	**from $230**	per project
1C data exchange ongoing support on a monthly retainer (monitoring, export error triage, customisations)	$65 – $250/month	**from $100/month**	per month
Setting up pipelines, stages and deal fields in CRM	$100 – $380	**from $130**	per project
IP telephony (SIP) integration into CRM (call recording, click-to-call, pop-up card)	$100 – $380	**from $150**	per project
End-to-end analytics setup (Roistat / Calltouch / CoMagic)	$250 – $1,000 implementation + the service's subscription fee	**from $320**	per project
CRM automation (robots, triggers, digital pipeline, auto-tasks)	$130 – $650	**from $190**	per project
Migrating / transferring data into CRM (customers, deals, history from the old system)	$130 – $500	**from $150**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Exporting products to market-places (Ozon / Wildberries / Yandex Market)	$250 – $1,000	**from $320**	per project
Generating YML/XML product feeds (Yandex Market, VK Ads, Merchant, price aggregators)	$65 – $320	**from $100**	per project
Integration with the MoySklad inventory system (stock/orders/product list)	$250 – $750	**from $320**	per project
Email/SMS mailing integration (Unisender / Sendsay / Mindbox / DaData)	Unisender/Sendsay/SMS/DaData $65 – $380; Mindbox (CDP) from $650	**from $130**	per project
Instalments/BNPL setup (Podeli / Dolyami / Tinkoff credit)	$100 – $380	**from $150**	per project
Recurring / subscription pay-ments (auto-charging, renewals)	$190 – $650	**from $230**	per project
Online till and 54-FZ fiscalisa-tion setup (ATOL Online / Robocheki / cloud till)	$100 – $380	**from $130**	per project
Custom API integration with a third-party service (REST/SOAP, task-specific webhooks)	$190 – $1,300+	**from $250**	per project
Online booking / reservation integration (YCLIENTS / Dikidi / Bitrix)	$130 – $500	**from $150**	per project
Authentication integration (so-cial login / Gosuslugi-ESIA / SSO)	social/OAuth SSO $65 – $320; Gosuslugi-ESIA from $650 (re-quires accreditation/ESIA integration)	**from $150**	per project
No-code integrations (Albato / Make / Zapier-like, linking ser-vices via webhooks)	$65 – $320	**from $100**	per project
Chatbot/assistant integration with a neural network (GPT/YandexGPT: answers, lead qualification)	$250 – $1,300	**from $320**	per project

1.7 Technical support and development (monthly retainer)

TIER	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Lite (monitoring)	Uptime, backups, CMS/plugin updates, up to 2 h of revisions/month	$25 – $100	**from $65**	per month

TIER	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Standard	+ up to 5–6 h of revisions/month, content, incident response, minor customisations	$100 – $190	**from $150**	per month
Pro (support + development)	Up to 12–15 h/month, new blocks/pages, A/B, conversion work, report	$190 – $500	**from $320**	per month
Business (dedicated team)	20+ h/month, dev+design+SEO, SLA, development roadmap, sprints	$500 – $1,500+	**from $700**	per month
One-off work	Specific tasks	$15 – $40/hour	**from $30/hour**	per hour
Partner subcontracting (from 40 h/month, work under the partner's brand)	Tasks for an integrator partner, no contact with their client	retail outstaffing $35 – $45	**$20 – $25/hour**	per hour
Emergency recovery	Diagnostics, restore from backup, removing a hack/virus	$65 – $650	**from $75**	per incident

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Content filling (uploading articles/news/pages)	500–$20 /hour; or $40 – $100 per pack; studio-side filling is common	**from 800 /hour**	per hour
Filling a product page (description + photos + attributes + SEO fields)	30–300 per product page depending on the number of attributes; bulk work — from 20–50	**from 120/product page**	per product page
Updating prices/stock/catalogue manually (without 1C data exchange)	$40 – $130/month for regular upkeep	**from $50/month**	per month
CMS and plugin/module updates (WordPress) — one-off, security	$40 – $190 per project depending on the number of updates and the risks	**from $50**	per project
1C-Bitrix update (core + modules) with a compatibility check	$65 – $250 one-off; complex/heavily customised projects cost more	**from $75**	per project
Renewing the 1C-Bitrix licence/technical support + installing updates	licence at the vendor's price list: "Start" = $90 initial (one-off), technical support renewal = $25/year (25%); + installation work $40 – $130	**licence at the vendor's price list + from $40 for installation**	per year + work

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Uptime monitoring + downtime alerts	basic monitoring is often free/cheap (UptimeRobot, ping-admin); a managed service with alerts and studio response — 500–$40/month	**from $15/month**	per month
Setting up automatic backups	$40 – $150 one-off to set up the backup schedule	**from $50**	per project
Backup as a service (off-site storage, daily)	500–$40/month for running and storing backups	**from 900/month**	per month
Security monitoring / website antivirus (scanning, hack protection)	$25 – $130/month on a retainer	**from $40/month**	per month
Hours bank / prepaid pack of hours (discounted against the hourly rate)	a 10 h pack ~$190 – $380; a 10–25% saving against the one-off rate	**from $230 / 10 h**	per 10 h pack
Moderating reviews/comments/UGC	$40 – $190/month depending on volume	**from $50/month**	per month
Monthly website report (status, metrics, work completed)	$25 – $100/month as an option; more often included in the higher support tiers	**from $40/month**	per month
Scheduled technical inspection / website health check (quarterly)	$40 – $130 for a checklist review (speed, links, errors, security)	**from $50**	per check
Consultancy / training on using the CMS admin panel	$20 – $50 /hour for one-to-one training	**from $25 /hour**	per hour
SLA agreement (guaranteed response time, priority)	a 20–50% surcharge on the retainer, or $65 – $380/month for a dedicated SLA	**from $100/month**	per month
Updating banners / campaigns / special offers (one-off)	$15 – $40 per task	**from $15**	per task
Updating legal documents (personal-data policy, offer, cookies)	studio-side adaptation of a template set $40 – $190 one-off; legally vetted drafting by a lawyer is markedly more expensive and outside a web studio's remit	**from $50 (template adaptation; no legal liability)**	per project

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи