ToolGPA

NOVEMBER 2026

Elevar

The Insider's Guide

Server-side conversion tracking for Shopify and e-commerce stores



Every plan, grade, refund rule and rival among website and product analytics tools, read from Elevar's own pages.

Made by Audiense · checked Nov 13, 2026 · toolgpa.com

2.2

GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Elevar's own pages, its app-store listings and our grades. Every fact in it is on Elevar's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 29 of the 100 other website and product analytics tools we grade

Elevar is a server-side tracking platform for online stores that collects product, order, customer and attribution data and sends it to more than 50 marketing and analytics destinations, including Meta and GA4. It runs through a Shopify app or an API for other e-commerce platforms. It is now sold as Audiense Online, after Elevar became part of Audiense.

To get you started, here are **9 things to know about Elevar**, taken from its own pages and our grades.

> **A Shopify app and destinations to set up, with an optional paid installation, and no store rating on record.**
>
> From our grade for ease of use

1 **Best for server-side conversion tracking for Shopify stores**

Elevar does server-side conversion tracking for Shopify and other stores, with a free Base plan for 100 orders a month.

2 **Paid plans start at $225 a month**

As its pricing page puts it: $225 per month for up to 2,000 orders a month.

3 There is a free plan

Base plan: free for up to 100 orders a month, limited to 2 destinations, with AI chat and knowledge base support.

4 It runs on Web

Web.

5 Server-side tracking

Sends conversion events directly to marketing platforms to capture data that browser pixels miss. Included on every plan.

6 Data layer and event pipeline

Collects ecommerce event data for GTM, the Shopify Web Pixel and server-side tracking.

7 Identity resolution and session enrichment

Recognizes returning users, stores attribution data server-side for up to a year and passes customer and marketing signals to destinations.

8 A 2.2 GPA, above 29 of 100

That is against the other website and product analytics tools we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

The plain part of Elevar you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Elevar at a glance

PRICING
Free plan, from $225 per month for up to 2,000 orders a month

FREE PLAN
Yes

FREE TRIAL
15-day free trial of a paid plan

RUNS ON
Web

MADE BY
Audiense

CATEGORY
Website & Product Analytics

OUR GRADE
2.2 GPA, fair

The report card

Best for server-side conversion tracking for Shopify stores

Elevar does server-side conversion tracking for Shopify and other stores, with a free Base plan for 100 orders a month. Core is $225 a month, and getelevar.com now redirects to Audiense.

TOOLGPA REPORT CARD	Elevar	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	Core is $225 a month and Advanced $650, well above the $150 where the dearer quarter starts, and installation is an optional $1,000.
Free plan and trial	C	A free Base plan with 100 orders a month and 2 destinations, plus a 15-day trial of a paid plan.
Features	B	Server-side tracking, a data layer, identity resolution, monitoring and privacy tools cover the whole job for a store.
Ease of use	C	A Shopify app and destinations to set up, with an optional paid installation, and no store rating on record.
Platforms and integrations	B	Web, with Shopify, Meta, GA4, Klaviyo, Google Tag Manager, WooCommerce and BigCommerce.
Grade point average		Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Elevar is for

- ✓ Fits if you run a Shopify store with several ad platforms
- ✓ Works for stores under 100 orders a month on the free plan

Who it is not for

- ✕ Tight if you stay free, as Base stops at 100 orders and 2 destinations
- ✕ Pricey if your orders grow, since overage is $0.75 to $0.10 per order
- ✕ Watch out: expert installation is $1,000 ($4,500 for headless) and analyst services $500 to $1,000 a month
- ✕ Watch out: multi-storefront tracking, global markets and the API need Advanced at $650
- ✕ Watch out: Elevar is now part of Audiense

Good to know

Good for

- ✓ Shopify brands that want fuller conversion data in ad platforms
- ✓ Stores on WooCommerce, BigCommerce or custom platforms, through the API
- ✓ Brands feeding Klaviyo flows and GA4 from one data layer

Worth knowing

- ⓘ Plans are priced by order volume, with overage fees of $0.75 to $0.10 per order depending on the plan.
- ⓘ The Base plan is limited to 2 destinations, and global markets and multi-storefront tracking need Advanced or higher.
- ⓘ Expert installation is an optional $1,000 one-off fee ($4,500 for headless), and analyst services cost $500 or $1,000 a month.
- ⓘ Elevar is now part of Audiense, and getelevar.com redirects to the Audiense Online pages; the API needs Advanced or above and usually carries an install fee.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$225

A month to start. There is a free plan too

Elevar has a free plan. Paid plans start at $225 per month for up to 2,000 orders a month.

BASE

$0

Up to 100 orders a month and 2 destinations; $0.75 per order over the limit.

CORE

$225

per month for up to 2,000 orders a month

All destinations and standard support within 24 hours, Monday to Friday; $0.50 per order over the limit.

ADVANCED

$650

per month for up to 10,000 orders a month

Adds global markets, multi-storefront tracking, profit optimization and API access; $0.15 per order over the limit.

PREMIUM

$1,250

per month for up to 30,000 orders a month

Priority support within 12 hours, plus predicted lifetime value and comeback score with Fast Start; $0.10 per order over the limit.

ELITE

Custom

For more than 30,000 orders a month, with custom infrastructure and support.

The free plan

Base plan: free for up to 100 orders a month, limited to 2 destinations, with AI chat and knowledge base support.

Trying it first

15-day free trial of a paid plan

Read from audiense.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Server-side conversion tracking for Shopify and e-commerce stores. Here is what it does, as its own site describes it, and what it covers: public API, reports, web analytics.

> **Server-side tracking, a data layer, identity resolution, monitoring and privacy tools cover the whole job for a store.**
>
> From our grade for features

Server-side tracking

Sends conversion events directly to marketing platforms to capture data that browser pixels miss. Included on every plan.

Data layer and event pipeline

Collects ecommerce event data for GTM, the Shopify Web Pixel and server-side tracking.

Identity resolution and session enrichment

Recognizes returning users, stores attribution data server-side for up to a year and passes customer and marketing signals to destinations.

Monitoring and alerts

Daily or weekly emails on marketing tag problems, and alerts when tracking accuracy drops below a target.

Privacy tooling

Pre-built configurations for regulations such as CCPA and GDPR.

Predictive metrics

Predicted lifetime value and a Comeback score (beta) are on Premium and Elite, and also listed for Advanced.

Where it runs

Web

What it works with

Shopify
Meta
GA4
Klaviyo
Google Tag Manager
WooCommerce
BigCommerce
AppLovin

Elevar is made by Audiense.

Where it stands

Its grades against its category, and whether to keep it or make your own

29/100

Other website and product analytics tools it is graded above

Elevar's GPA of 2.2 is higher than 29 of the 100 other website and product analytics tools we grade, and level with 25.

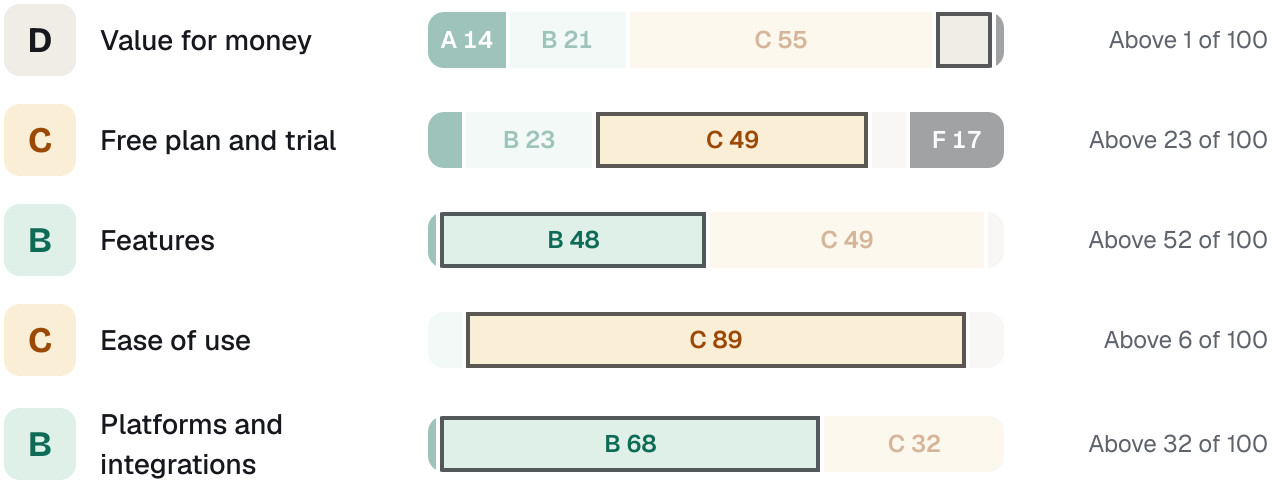
It stands best on features (B, above 52 of 100) and worst on value for money (D, above 1).

Its paid plans start at $225 a month, against a middle price of $25 for the category: 54 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

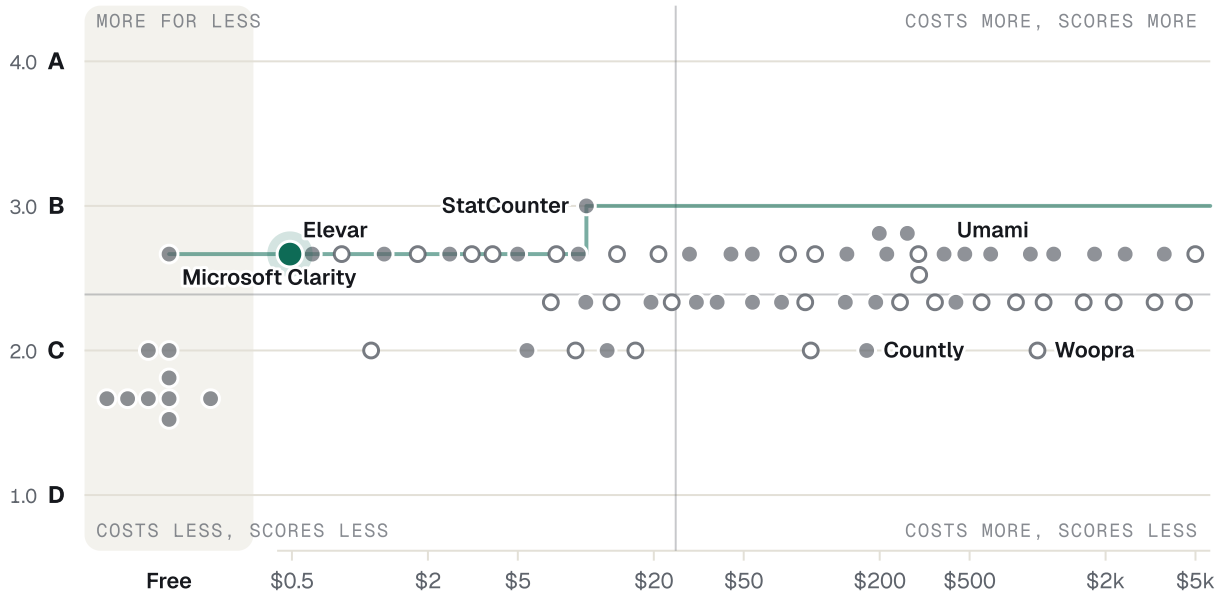
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Elevar's own letter is outlined.



Price against what you get

Each dot is one of 74 website and product analytics tools. Further left costs less; higher up scores better on features, ease of use and platforms. Elevar is the marked dot.



What paid plans start at, a month (each step along is roughly double) ⍰

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of Elevar you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 46 of the 100 other website and product analytics tools grade higher. It costs $2,700 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- A tracking script and a database that counts every visit.
- It plugs into other products, Shopify, Meta and GA4 among them, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Elevar's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Stape, TAGGRS, Littledata, Segment and RudderStack

The 5 tools Elevar is most often weighed against, with where each one differs from it.

2.4 GPA

Stape

Free plan · from $17/mo

Server-side GTM hosting and tracking gateways.

- Elevar also covers reports.
- Stape also covers dashboards.

Elevar and Stape compared in full

2.2 GPA

TAGGRS

Free plan · from $24/mo

Server-side tracking and server-side GTM hosting.

Elevar and TAGGRS compared in full

2.2 GPA

Littledata

Free trial · from $159/mo

Server-side tracking and data layer for Shopify stores.

- Elevar has a free plan. Littledata does not, though it has a free trial.
- Littledata also covers workflow automation and online store.

Elevar and Littledata compared in full

2.4 GPA

Segment

Free trial

Customer data platform from Twilio that collects and routes events.

- Elevar has a free plan. Segment does not, though it has a free trial.
- Elevar also covers reports and web analytics.
- Segment also covers workflow automation.

Elevar and Segment compared in full

2.6 GPA

RudderStack

Free plan · from $265/mo

Customer data platform that collects events and sends them on.

- RudderStack is self-hostable, according to its own site.
- Elevar also covers reports and web analytics.

Elevar and RudderStack compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Elevar free?

Elevar has a free plan. Base plan: free for up to 100 orders a month, limited to 2 destinations, with AI chat and knowledge base support.

How much does Elevar cost?

Elevar lists 5 plans. Base: $0.

What platforms does Elevar work on?

Elevar is available on Web.

Does Elevar have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Elevar is listed for Web.

Does Elevar have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Elevar is listed for Web.

Is Elevar open source?

Elevar is not described as open source on its own site, as read on Nov 13, 2026.

Does Elevar have an API?

Yes. Elevar offers a public API, according to its own site.

What does Elevar integrate with?

Elevar's listing names Shopify, Meta, GA4, Klaviyo, Google Tag Manager, WooCommerce, BigCommerce and AppLovin.

Does Elevar have a free trial?

Yes. 15-day free trial of a paid plan.

Who makes Elevar?

Elevar is made by Audiense.

What are the alternatives to Elevar?

The closest alternatives to Elevar in our directory are Stape, TAGGRS, Littledata, Segment and RudderStack.

How does Elevar compare with other website and product analytics tools?

Elevar's GPA of 2.2 is higher than 29 of the 100 other website and product analytics tools we grade, and level with 25.

Is Elevar good value for money?

ToolGPA grades Elevar D for value for money. Its paid plans start at $225 a month, against a middle price of $25 for the category: 54 of the 63 others that charge start lower.

Could I make my own version of Elevar?

The plain part of Elevar you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Elevar's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Elevar (now part of Audiense)'s own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Audiense. Prices change, so check audiense.com before you buy.

audiense.com/products/audiense-online/pricing/ audiense.com/products/audiense-online/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Elevar, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/elevar

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Elevar: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/elevar
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ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Elevar, each with an Insider's Guide of its own.

Website & Product Analytics Insider's Guide

Every one of the 101 website and product analytics tools we grade, compared

Google Analytics Insider's Guide

Google's free website and app analytics, with a paid 360 tier

3.4 GPA

Microsoft Clarity Insider's Guide

Free session recordings and heatmaps from Microsoft, no traffic cap

3.2 GPA

PostHog Insider's Guide

Open-source product analytics with replays, flags and surveys

3.2 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Elevar's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Elevar is a trademark of its owner, and this guide is not made, paid for or approved by Audiense. Prices and plans change: check audiense.com before you buy.