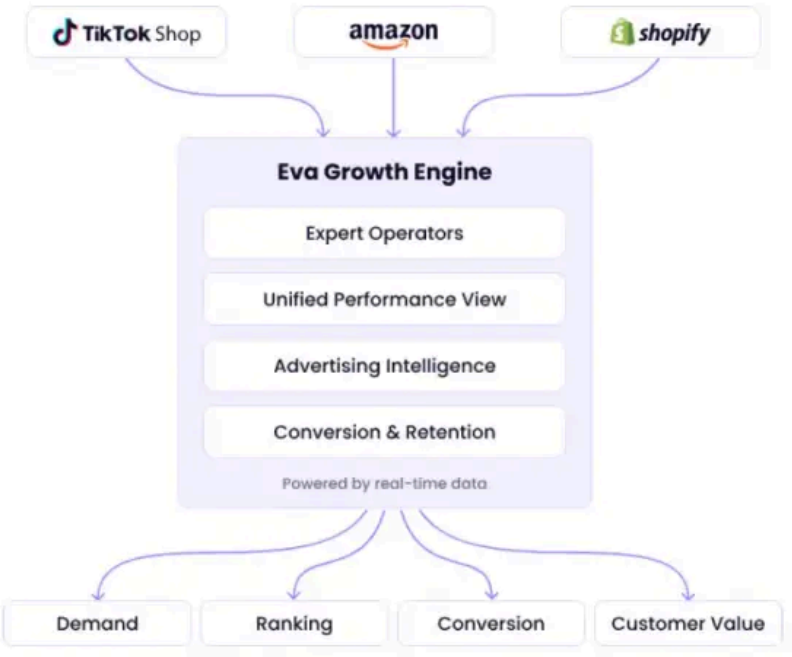
ToolGPA

NOVEMBER 2026

Eva

The Insider's Guide

Managed Amazon advertising and catalog service with its own software



Every plan, grade, refund rule and rival among Amazon seller tools, read from Eva's own pages.

Made by Eva Commerce · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

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

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

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

ToolGPA put this guide together from Eva's own pages, its app-store listings and our grades. Every fact in it is on Eva'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

1.6

GPA, above 4 of the 46 other Amazon seller tools we grade

Eva Commerce is a San Diego ecommerce agency that runs Amazon advertising, catalog and account health for brands, and also Walmart, Shopify, TikTok Shop, Google and Meta. Its Vueria software, which the agency developed, is included with Amazon engagements and sold separately from $95 a month.

To get you started, here are **8 things to know about Eva**, taken from its own pages and our grades.

> "
>
> **Onboarding is an account review and a scoped plan.**
>
> From our grade for ease of use

1 **Best for a managed Amazon advertising service**

Eva is a San Diego agency that runs Amazon ads, catalogue and account health for brands, with Vueria as its software.

2 **Paid plans start at $1,295 a month**

As its pricing page puts it: $1,295 per month and up.

3 **It runs on Web**

Web.

4 **Managed Amazon advertising**

Experts run Sponsored Products, Brands and Video campaigns, with a fee that is not a percentage of ad spend.

5 **Catalog and account health**

Covers listings, variations, cases and a dedicated operations specialist, at $300 a month if bought alone.

6 **Vueria software**

Automates campaign structure, bidding and budget allocation; included with Amazon engagements.

7 **A 1.6 GPA, above 4 of 46**

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

8 **Keep it**

To replace Eva you would be making data from Amazon's seller tools and years of sales estimates. That is not a weekend's work, with an AI app builder or without one.

Eva at a glance

PRICING Paid, from $1,295 per month and up	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Eva Commerce, since 2020	CATEGORY Amazon Seller Tools
OUR GRADE 1.6 GPA, weak	

The report card

Best for a managed Amazon advertising service

Eva is a San Diego agency that runs Amazon ads, catalogue and account health for brands, with Vueria as its software. The Amazon package starts at

$1,295 a month, with ad spend paid on top, which makes it a service bill, not a software one. If you want self-serve software, Vueria starts at $95 a month.

TOOLGPA REPORT CARD	Eva	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$1,295 a month and up for the Amazon package, in the dearest tenth by far when software tools start at $24.99. It's a managed service, and Vueria alone is $95.
Free plan and trial	F	Nothing free. There's a free account review, but plans start at $1,295 a month.
Features	C	Managed Amazon ads, catalogue, account health, revenue recovery and other channels. The self-serve software is sold separately.
Ease of use	C	No store rating on record. Onboarding is an account review and a scoped plan.
Platforms and integrations	B	Web only, with 4 integrations through Vueria and services for Walmart, TikTok Shop and Shopify.
Grade point average		Weak, out of 4.0 **1.6**

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 Eva is for

- ✓ Fits if you'd rather pay an agency to run Amazon ads than do it in-house
- ✓ Works for brands with ad budgets large enough to carry a $1,295 monthly fee on top

Who it is not for

- ✕ Pricey if you're a small seller: $1,295 a month and up, before ad spend
- ✕ Watch out: ad spend is paid directly to each platform on top of the fee
- ✕ Not for you if you want a tool, since this is a service business and the software is Vueria, sold separately
- ✕ Watch out: published prices are starting prices; the final plan comes after a free account review

Good to know

Good for

- ✓ Brands that want to hand Amazon advertising to an agency
- ✓ Sellers who also need Walmart or Shopify handled

Worth knowing

- ⓘ Published prices are starting prices; the final plan is confirmed after a free account review.
- ⓘ Ad spend is paid directly to each platform on top of the fee.
- ⓘ This is a service business; the self-serve software is Vueria, sold separately.

PART 02 · PRICING

What it costs

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

$1,295

A month to start

Eva is a paid product, starting at $1,295 per month and up.

AMAZON GROWTH PACKAGE

$1,295

per month and up

Managed Amazon ads, AI visibility, catalog and account health with Vueria included; ad spend is paid to Amazon.

WALMART AND OTHER MARKETPLACES

$1,500

per month and up

Managed ads, catalog and account health for Walmart, Target, Instacart, eBay, Chewy or Macy's.

TIKTOK SHOP FULL SERVICE

$2,500

per month and up

Full-service TikTok Shop management with creator intelligence included.

SHOPIFY FULL SERVICE

$3,000

per month and up

Full-service Shopify management, including 20 hours of development at onboarding.

GOOGLE OR META ADVERTISING

$950

per month and up

Managed paid media per channel; Google and Meta together start at $1,500 a month.

VUERIA (SELF-SERVE)

$95

per month and up

The standalone Amazon advertising software, without the managed service.

Read from eva.guru 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

Managed Amazon advertising and catalog service with its own software. Here is what it does, as its own site describes it, and what it covers: AI features, reports, amazon selling.

> "
>
> **Managed Amazon ads, catalogue, account health, revenue recovery and other channels.**

From our grade for features

Managed Amazon advertising

Experts run Sponsored Products, Brands and Video campaigns, with a fee that is not a percentage of ad spend.

Catalog and account health

Covers listings, variations, cases and a dedicated operations specialist, at $300 a month if bought alone.

Vueria software

Automates campaign structure, bidding and budget allocation; included with Amazon engagements.

Revenue recovery

Recovers lost funds from FBA errors, charging 10% of what it finds, and 20% for vendor and Walmart recovery.

Other channels and services

Walmart, Shopify, TikTok Shop, Google and Meta management, plus company formation and bookkeeping.

Where it runs

Web

What it works with

Amazon
Walmart
Shopify
TikTok Shop

Eva is made by Eva Commerce, and has been around since 2020.

Where it stands

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

4/46

Other Amazon seller tools it is graded above

Eva's GPA of 1.6 is higher than 4 of the 46 other Amazon seller tools we grade, and level with 4.

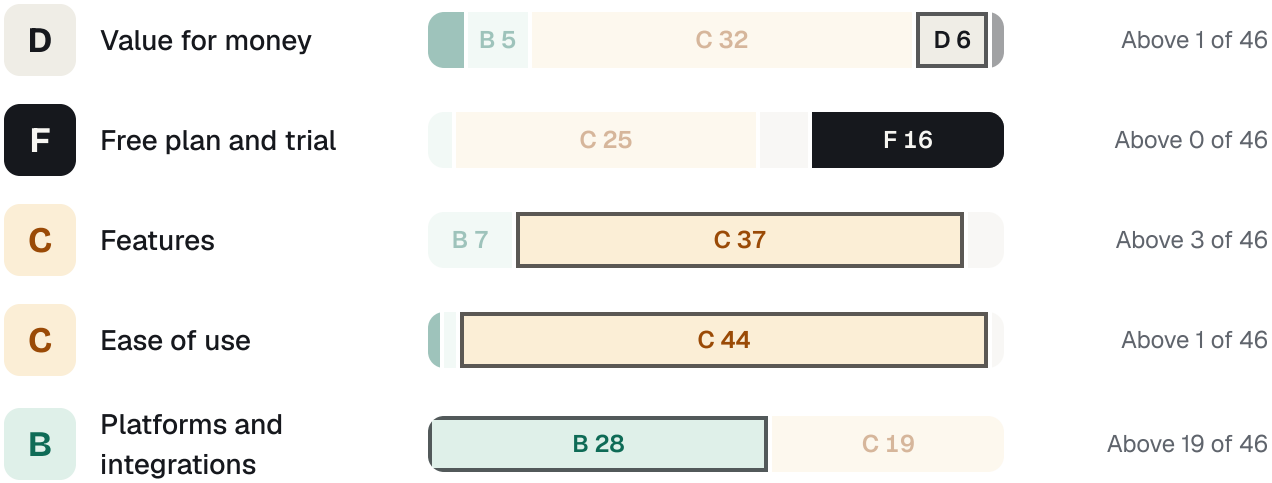
It stands best on platforms and integrations (B, above 19 of 46) and worst on free plan and trial (F, above 0).

Its paid plans start at $1,295 a month, against a middle price of $39 for the category: 32 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 6 tools score higher and cost less.

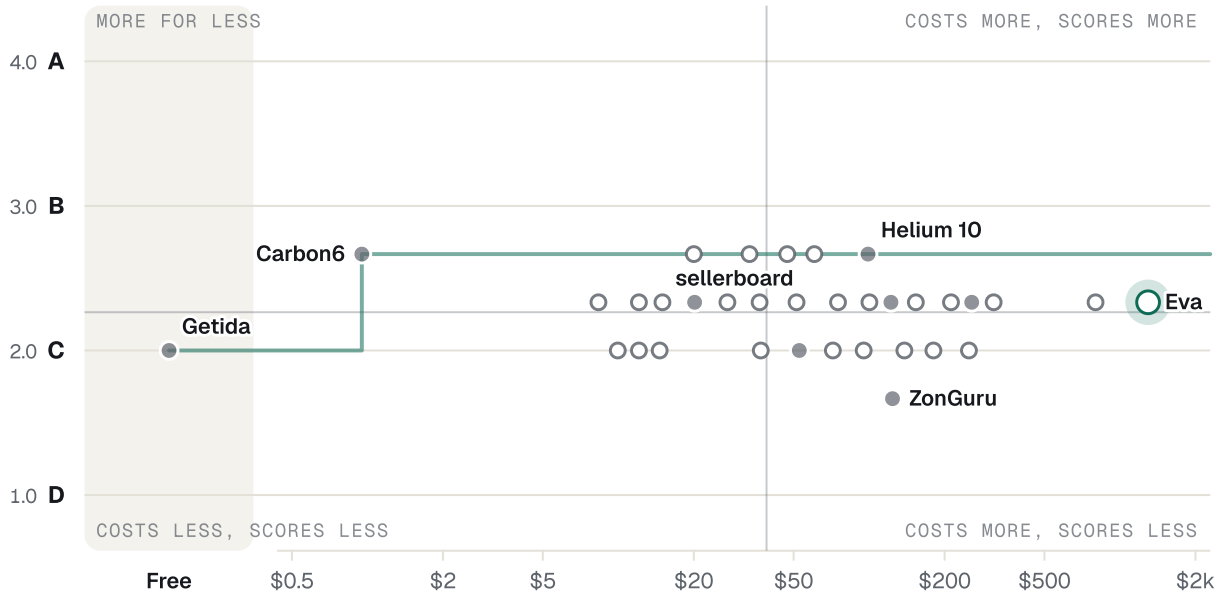
Each grade against the category

Every bar is all 47 Amazon seller tools we grade, cut by the letter each got. Eva's own letter is outlined.



Price against what you get

Each dot is one of 34 Amazon seller tools. Further left costs less; higher up scores better on features, ease of use and platforms. Eva 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

To replace Eva you would be making data from Amazon's seller tools and years of sales estimates. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 38 of the 46 other Amazon seller tools grade higher. It costs $15,540 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Data from Amazon's seller tools and years of sales estimates.

- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Eva'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



Perpetua, Teikametrics, Quartile and Helium 10

The 4 tools Eva is most often weighed against, with where each one differs from it.

1.2 GPA

Perpetua

From $695/mo

Goal-based ad automation for Amazon, Walmart and other marketplaces.

Eva and Perpetua compared in full

2.0 GPA

Teikametrics

Free trial · from $149/mo

AI ad, listing and inventory platform for Amazon, Walmart and TikTok.

- Eva also covers reports.
- Teikametrics also covers chat assistant, inventory and dashboards.

Eva and Teikametrics compared in full

1.8 GPA

Quartile

Paid

AI ad platform with a managed team for Amazon and retail media ads.

Eva and Quartile compared in full

2.4
GPA

Helium 10

Free plan · from $99/mo

All-in-one Amazon seller suite for research, listings, ads and profits.

- Helium 10 has a free plan. Eva does not.
- Only Helium 10 lists a browser extension.
- Eva also covers reports.

Eva and Helium 10 compared in full

Quick answers

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

12

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 Eva free?

No. Eva is a paid product, starting at $1,295 per month and up.

How much does Eva cost?

Eva lists 6 plans. Amazon Growth Package: $1,295 per month and up.

What platforms does Eva work on?

Eva is available on Web.

Does Eva have an Android app?

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

Does Eva have an iPhone app?

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

Is Eva open source?

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

What does Eva integrate with?

Eva's listing names Amazon, Walmart, Shopify and TikTok Shop. A listing names up to eight integrations, so it may connect to more.

Who makes Eva?

Eva is made by Eva Commerce. It dates from 2020.

What are the alternatives to Eva?

The closest alternatives to Eva in our directory are Perpetua, Teikametrics, Quartile and Helium 10.

How does Eva compare with other Amazon seller tools?

Eva's GPA of 1.6 is higher than 4 of the 46 other Amazon seller tools we grade, and level with 4.

Is Eva good value for money?

ToolGPA grades Eva D for value for money. Its paid plans start at $1,295 a month, against a middle price of $39 for the category: 32 of the 32 others that charge start lower.

Could I make my own version of Eva?

To replace Eva you would be making data from Amazon's seller tools and years of sales estimates.

Where this guide comes from

The prices, plans, platforms and features were read from Eva'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 Eva Commerce'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 Eva Commerce. Prices change, so check eva.guru before you buy.

eva.guru/
eva.guru/about-us/
eva.guru/pricing/

PART 07 · ABOUT

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

Eva, kept up to date

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

toolgpa.com/tools/eva

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:

```
ToolGPA, "Eva: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/eva
```

Know someone choosing between Amazon seller tools?

Send them this guide: toolgpa.com/tools/eva/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded Amazon seller tools after Eva, each with an Insider's Guide of its own.

Amazon Seller Tools Insider's Guide

Every one of the 47 Amazon seller tools we grade, compared

Keepa Insider's Guide

Amazon price history charts, price-drop alerts and market data

2.8 GPA

Carbon6 Insider's Guide

Family of Amazon seller tools for profit, reimbursements and ads

2.6 GPA

RevSeller Insider's Guide

Chrome extension and mobile app for Amazon product sourcing

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Eva'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. Eva is a trademark of its owner, and this guide is not made, paid for or approved by Eva Commerce. Prices and plans change: check eva.guru before you buy.