ToolGPA

NOVEMBER 2026

Intentwise

The Insider's Guide

Marketplace data and ad automation for Amazon and Walmart teams



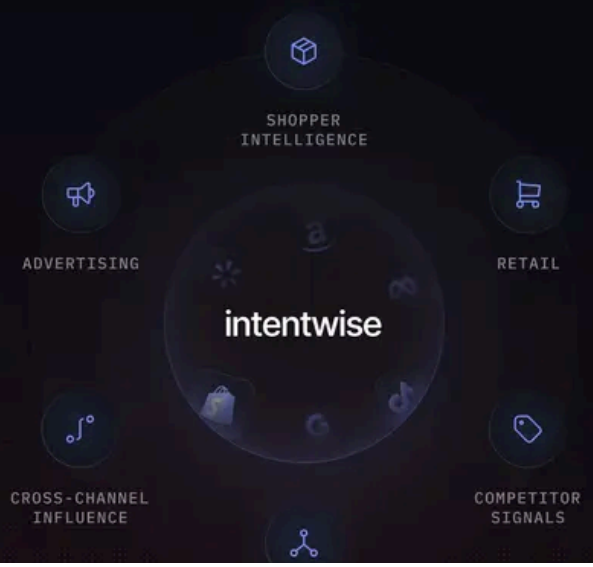
Every plan, grade, refund rule and rival among Amazon seller tools, read from Intentwise's own pages.

Made by Intentwise, Inc. · checked Nov 13, 2026 · toolgpa.com

1.8
GPA

intentwise

Marketplace commerce cannot be run without observability



ToolGPA

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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 Intentwise's own pages, its app-store listings and our grades. Every fact in it is on Intentwise'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

1.8

GPA, above 9 of the 46 other Amazon seller tools we grade

Intentwise is a sales-led platform that pulls data from Amazon, Walmart and other marketplaces into one data layer for brands and agencies. On top of that it offers analytics dashboards, Amazon Marketing Cloud reporting, an MCP server for AI assistants, and advertising automation including a DSP.

To get you started, here are **7 things to know about Intentwise**, taken from its own pages and our grades.

> "
>
> **Connecting data pipelines for many clients takes setup and staff time.**
>
> From our grade for ease of use

1 **Best for brands and agencies pooling marketplace data**

It is sold through demos with no prices, and the site doesn't say how its three product lines are bundled.

2 **It runs on Web**

Web.

3 **Intentwise Foundation**

Data pipelines and a data store that bring marketplace data from several channels into one standardized set, for agencies managing many clients.

4 **Intentwise Intelligence**

AI-assisted diagnostics, dashboards, anomaly detection and Amazon Marketing Cloud shopper analysis.

5 **Intentwise Optimize**

Advertising automation, a DSP and audience activation, with Walmart, Criteo, Instacart, Target Roundel and TikTok listed under the products.

6 **A 1.8 GPA, above 9 of 46**

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

7 **Keep it**

To replace Intentwise 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.

Intentwise at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Intentwise, Inc., since 2016	CATEGORY Amazon Seller Tools
OUR GRADE 1.8 GPA, weak	

The report card

Best for brands and agencies pooling marketplace data

Intentwise pulls data from Amazon, Walmart and other marketplaces into one data layer, with dashboards, Amazon Marketing Cloud reports and ad automation. It is sold through demos with no prices, and the site doesn't say how its three product lines are bundled.

TOOLGPA REPORT CARD	Intentwise	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published and the site sends you to a demo, so it sits in the middle by default.
Free plan and trial	F	No free plan and no trial on record, so you pay before you see it.
Features	C	Data pipelines, dashboards, AMC reports, an MCP server and ad automation with a DSP. The site doesn't say which parts work on which of its 21 marketplaces.
Ease of use	C	No store rating on record. Connecting data pipelines for many clients takes setup and staff time.
Platforms and integrations	B	Web, with links to Amazon, Walmart, Instacart, Criteo, Target Roundel and TikTok, and an MCP server. A mobile app is linked but its platforms aren't stated.

Grade point average — Weak, out of 4.0 **1.8**

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 Intentwise is for

- ✓ Fits if you are an agency running many brands and want one data set
- ✓ Makes sense if you use Amazon Marketing Cloud and want ready reports

Who it is not for

- ✗ Skip it if you want to see a price first: the site directs you to book a demo
- ✗ Not for you if you want a free try, as there is no free plan or trial
- ✗ Too light to size up from the site: it doesn't say how Foundation, Intelligence and Optimize are bundled
- ✗ Watch out: it supports 21 marketplaces, but which products work on each isn't stated

Good to know

Good for

- ✓ Agencies that manage many Amazon and Walmart client accounts
- ✓ Brands that want marketplace data unified before building reports
- ✓ Teams that run Amazon Marketing Cloud queries

Worth knowing

- ⓘ No prices are published; the site directs visitors to book a demo.
- ⓘ The site says it supports 21 marketplaces, but it does not say which products work on each one.
- ⓘ It is split into Foundation, Intelligence and Optimize, and the site does not say how they are bundled.
- ⓘ A mobile app is linked in the footer, but the site does not say which phone platforms it covers.

What it costs

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

Intentwise's current pricing could not be confirmed from its own site.

> **No price is published and the site sends you to a demo, so it sits in the middle by default.**
>
> From our grade for value for money

We could not confirm Intentwise's current prices from its own site, so this guide lists no plans. intentwise.com has them.

What it does

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

1

Place it runs: Web

Marketplace data and ad automation for Amazon and Walmart teams. Here is what it does, as its own site describes it, and what it covers: public API, AI features, reports, dashboards, amazon selling.

"

Data pipelines, dashboards, AMC reports, an MCP server and ad automation with a DSP.

From our grade for features

Intentwise Foundation

Data pipelines and a data store that bring marketplace data from several channels into one standardized set, for agencies managing many clients.

Intentwise Intelligence

AI-assisted diagnostics, dashboards, anomaly detection and Amazon Marketing Cloud shopper analysis.

Intentwise Optimize

Advertising automation, a DSP and audience activation, with Walmart, Criteo, Instacart, Target Roundel and TikTok listed under the products.

AI Gateway (MCP)

An MCP server that lets assistants such as Claude and Copilot query Intentwise analytics.

Where it runs

Web

What it works with

Amazon | Walmart | Instacart | Criteo | Target Roundel | TikTok

Intentwise is made by Intentwise, Inc., and has been around since 2016.

Where it stands

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

9/46

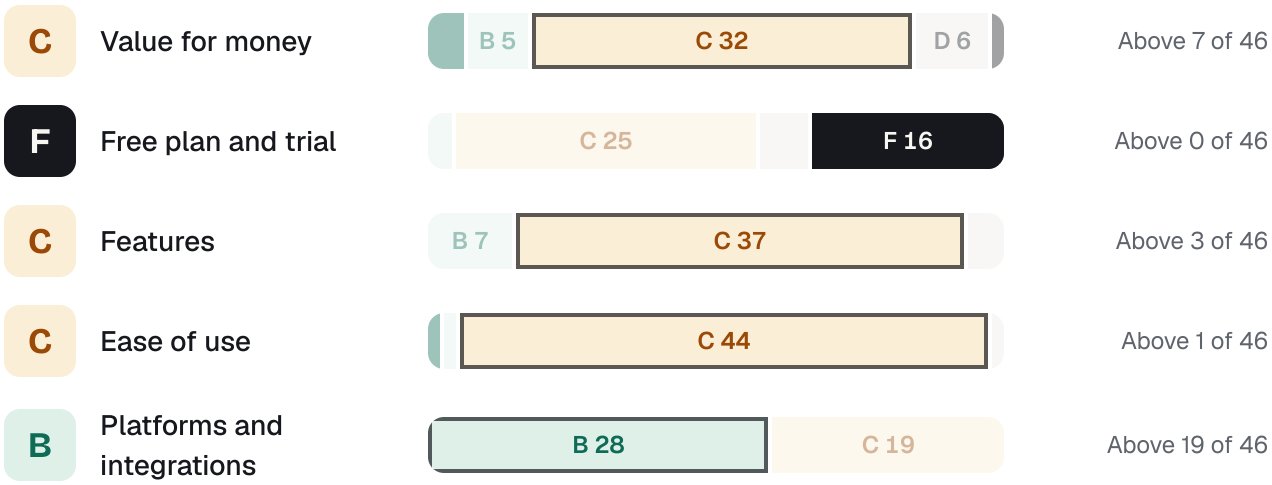
Other Amazon seller tools it is graded above

Intentwise's GPA of 1.8 is higher than 9 of the 46 other Amazon seller tools we grade, and level with 8.

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

Each grade against the category

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



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 Intentwise 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: 29 of the 46 other Amazon seller tools grade higher.

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.
- Connections that pull numbers from dozens of other services.
- It plugs into other products, Amazon, Walmart and Instacart among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Intentwise'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



Stackline, Teikametrics, Perpetua and Quartile

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

1.8 GPA

Stackline

Paid

Enterprise retail analytics and ad platform for consumer brands.

- Stackline also covers AI agents.

Intentwise and Stackline compared in full

2.0 GPA

Teikametrics

Free trial · from $149/mo

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

- Intentwise also covers reports.
- Teikametrics also covers chat assistant and inventory.

Intentwise and Teikametrics compared in full

1.2 GPA

Perpetua

From $695/mo

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

- Intentwise also covers dashboards.

Intentwise and Perpetua compared in full



1.8
GPA

Quartile

Paid

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

- Intentwise also covers dashboards.

Intentwise and Quartile compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 Intentwise free?

No. Intentwise is a paid product.

What platforms does Intentwise work on?

Intentwise is available on Web.

Does Intentwise have an Android app?

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

Does Intentwise have an iPhone app?

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

Is Intentwise open source?

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

Does Intentwise have an API?

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

What does Intentwise integrate with?

Intentwise's listing names Amazon, Walmart, Instacart, Criteo, Target Roundel and TikTok.

Who makes Intentwise?

Intentwise is made by Intentwise, Inc. It dates from 2016.

What are the alternatives to Intentwise?

The closest alternatives to Intentwise in our directory are Stackline, Teikametrics, Perpetua and Quartile.

How does Intentwise compare with other Amazon seller tools?

Intentwise's GPA of 1.8 is higher than 9 of the 46 other Amazon seller tools we grade, and level with 8.

Could I make my own version of Intentwise?

To replace Intentwise 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 Intentwise'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 Intentwise'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 Intentwise, Inc. Prices change, so check intentwise.com before you buy.

intentwise.com

intentwise.com/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

Intentwise, kept up to date

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

toolgpa.com/tools/intentwise

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, "Intentwise: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/intentwise
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Know someone choosing between Amazon seller tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded Amazon seller tools after Intentwise, 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 Intentwise'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. Intentwise is a trademark of its owner, and this guide is not made, paid for or approved by Intentwise, Inc. Prices and plans change: check intentwise.com before you buy.