ToolGPA

NOVEMBER 2026

Mirakl

The Insider's Guide

Marketplace and dropship platform for enterprises, plus a seller tool



Every plan, grade, refund rule and rival among online store builders, read from Mirakl's own pages.

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

1.8
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 Mirakl's own pages, its app-store listings and our grades. Every fact in it is on Mirakl'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 15 of the 80 other online store builders we grade

Mirakl sells enterprise software for retailers, distributors and manufacturers to launch and run their own marketplaces or dropship programs, plus retail media and agentic-commerce products. Its seller product, Mirakl Connect, lists a catalog on 450+ marketplaces from one place and has published monthly plans. The enterprise platforms are sold through sales.

> **It's an enterprise rollout, and Connect needs channels and catalogs set up.**
>
> From our grade for ease of use

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

1 **Best for big retailers and brands building a marketplace**

The marketplace products have no public price, and Connect's caps are set by sales volume.

2 **Paid plans start at $699 a month**

As its pricing page puts it: $699 per month for Mirakl Connect (billing basis not stated).

3 **It runs on Web**

Web.

4 **Marketplace platform**

Software for retailers, distributors and manufacturers to launch a marketplace, onboard sellers, manage catalog quality and run operations.

5 **Dropship platform**

Mirakl Dropship onboards vendors and manages catalog quality and operations, with a pre-vetted vendor network available to connect.

6 **Mirakl Connect for sellers**

A seller tool for selling on Amazon and 450+ marketplaces with order management, stock and price sync, oversell protection and a shared message inbox.

7 **A 1.8 GPA, above 15 of 80**

That is against the other online store builders we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace Mirakl you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

Mirakl at a glance

PRICING
Paid, from $699 per month for Mirakl Connect (billing basis not stated)

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Mirakl

CATEGORY
Online Store Builders

OUR GRADE
1.8 GPA, weak

The report card

Best for big retailers and brands building a marketplace

Mirakl runs marketplaces and dropship programs for large companies, and sells a seller tool, Connect, from $699 a month. The marketplace products have no public price, and Connect's caps are set by sales volume.

TOOLGPA REPORT CARD

Mirakl

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Connect Growth is $699 a month and Pro is $2,299, well above the category's $29 middle and $89 dearer quarter. The marketplace products aren't priced.
Free plan and trial	F	No free plan and no trial are on record, so nothing can be tried without paying or a sales call.
Features	B	Marketplace, dropship and a seller tool with AI catalog tools and channel links. Nothing in the listing is missing from its core job.
Ease of use	C	No rating on record. It's an enterprise rollout, and Connect needs channels and catalogs set up.
Platforms and integrations	B	Web platform with Amazon, Walmart, Zalando, TikTok, Target, Shopify and Magento links.

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 Mirakl is for

- ✓ Fits if you run a large retailer or brand opening a marketplace
- ✓ Works for sellers pushing products to many marketplaces

Who it is not for

- ✗ Skip it if you want a price for the marketplace products, which go through sales
- ✗ Tight if your sales are small: Growth stops at $50,000 of sales a month and 10,000 products
- ✗ Pricey if you want AI image or agentic channels, extra at $399 to $699 a month each
- ✗ Watch out: the pricing page doesn't say whether Connect bills monthly or yearly

Good to know

Good for

- ✓ Large retailers and distributors launching a seller marketplace
- ✓ Enterprises adding a dropship vendor network without holding stock
- ✓ Sellers listing one catalog across many marketplaces

Worth knowing

- ⓘ Marketplace, Dropship, Ads and Agentic Activation have no public prices and are sold through sales conversations.
- ⓘ The published plans are for Mirakl Connect only; each is capped by monthly GMV and number of products stored.
- ⓘ AI image transformation and agentic channels cost extra: $399 a month each on Growth, $699 on Pro.
- ⓘ The pricing page does not say whether Connect is billed monthly or annually.

PART 02 · PRICING

What it costs

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

$699

A month to start

Mirakl is a paid product, starting at $699 per month for Mirakl Connect (billing basis not stated).

> **No free plan and no trial are on record, so nothing can be tried without paying or a sales call.**
>
> From our grade for free plan and trial

CONNECT GROWTH

$699

per month, billing basis not stated, up to $50,000 GMV a month

Mirakl Connect for sellers: up to 10,000 products, unlimited channels, order management, stock and price sync, AI product creation.

CONNECT PRO

$2,299

per month, billing basis not stated, up to $200,000 GMV a month

Up to 20,000 products and insights on top of Growth. AI image transformation and agentic channels are add-ons at $699 a month each.

CONNECT ENTERPRISE

Custom

For sellers above $200,000 GMV a month, with custom product limits, tailored professional services and a dedicated account manager.

Read from mirakl.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

Marketplace and dropship platform for enterprises, plus a seller tool. Here is what it does, as its own site describes it, and what it covers: AI features, inventory, online store, dropshipping.

"

Marketplace, dropship and a seller tool with AI catalog tools and channel links.

From our grade for features

Marketplace platform

Software for retailers, distributors and manufacturers to launch a marketplace, onboard sellers, manage catalog quality and run operations.

Dropship platform

Mirakl Dropship onboards vendors and manages catalog quality and operations, with a pre-vetted vendor network available to connect.

Mirakl Connect for sellers

A seller tool for selling on Amazon and 450+ marketplaces with order management, stock and price sync, oversell protection and a shared message inbox.

AI catalog tools

A Catalog Transformer matches, enriches and reformats product data to each marketplace's rules; image transformation is a paid add-on.

Retail media and agentic commerce

Mirakl Ads covers retail media for retailers, and Agentic Activation enriches catalogs so products can be found on LLM-based shopping tools.

Where it runs

Web

What it works with

Amazon
Walmart
Zalando
TikTok
Target
Shopify
Magento

Mirakl is made by Mirakl.

Where it stands

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

15/80

Other online store builders it is graded above

Mirakl's GPA of 1.8 is higher than 15 of the 80 other online store builders we grade, and level with 13.

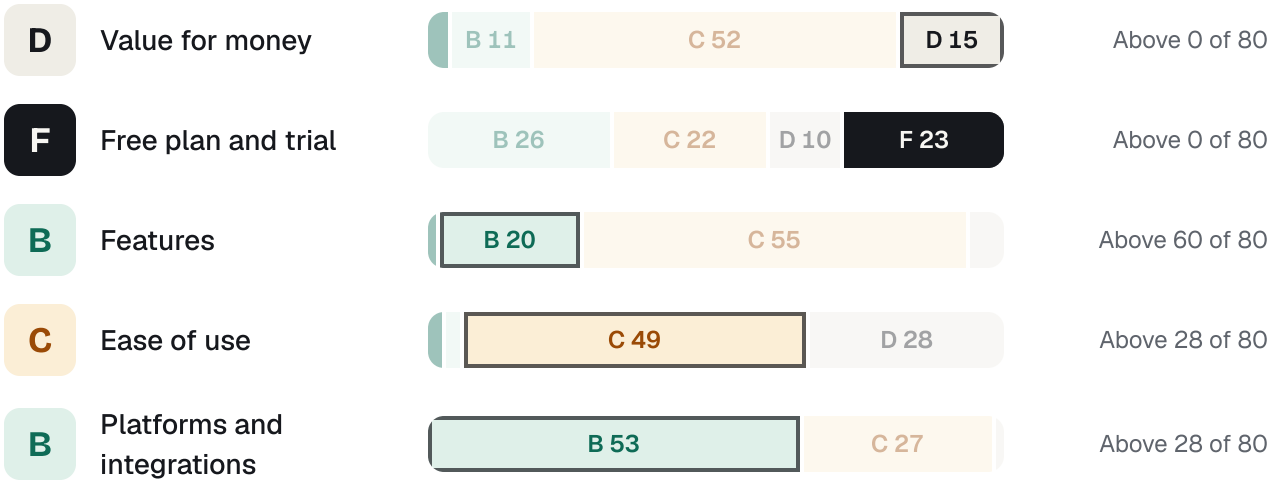
It stands best on features (B, above 60 of 80) and worst on free plan and trial (F, above 0).

Its paid plans start at $699 a month, against a middle price of $29.25 for the category: 42 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 4 tools score higher and cost less.

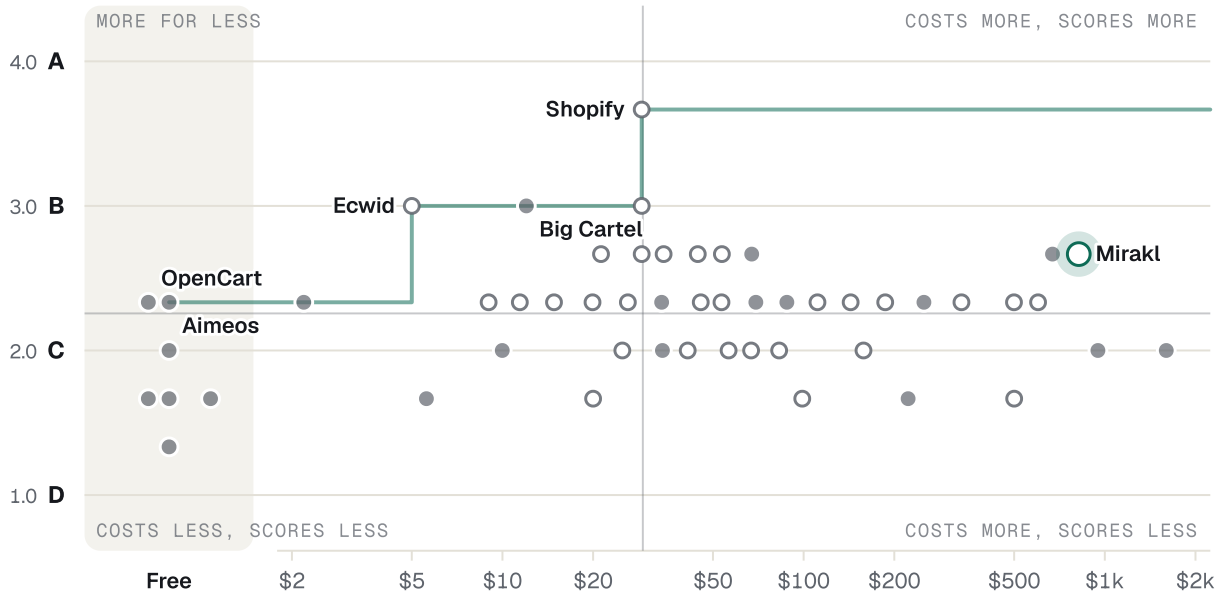
Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. Mirakl's own letter is outlined.



Price against what you get

Each dot is one of 52 online store builders. Further left costs less; higher up scores better on features, ease of use and platforms. Mirakl 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 Mirakl you would be making checkout, card payments and sales tax handled for you. 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: 52 of the 80 other online store builders grade higher. It costs $8,388 a year.

What you could make

- Inventory: an app builder makes this well.

What you could not

- Checkout, card payments and sales tax handled for you.

- Suppliers who ship each order for you.
- It plugs into other products, Amazon, Walmart and Zalando among them.
- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Mirakl'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



commercetools, VTEX, Sharetribe, Arcadier and Shopify

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

commercetools

2.0 GPA

Free trial

API-first headless commerce platform for large retailers.

- Mirakl also covers inventory and dropshipping.

Mirakl and commercetools compared in full

VTEX

2.0 GPA

Paid

Enterprise commerce platform for B2C, B2B and marketplaces.

- Mirakl also covers dropshipping.
- VTEX also covers whatsApp messaging.

Mirakl and VTEX compared in full



2.2
GPA

Sharetribe

Free trial · from $39/mo

Marketplace builder with no-code tools and full code access.

- Mirakl also covers inventory and dropshipping.
- Sharetribe also covers no-code and appointment booking.

Mirakl and Sharetribe compared in full



1.6
GPA

Arcadier

Paid

API-first marketplace platform for B2C, B2B, P2P and services.

- Mirakl also covers inventory and dropshipping.

Mirakl and Arcadier compared in full



2.8
GPA

Shopify

Free trial · from $29/mo

Hosted commerce platform for online, in-person and social selling.

- Only Shopify lists iOS and Android apps.
- Mirakl also covers dropshipping.
- Shopify also covers email campaigns and shipping labels.

Mirakl and Shopify compared in full

PART 06 · QUESTIONS

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 Mirakl free?

No. Mirakl is a paid product, starting at $699 per month for Mirakl Connect (billing basis not stated).

How much does Mirakl cost?

Mirakl lists 3 plans. Connect Growth: $699 per month, billing basis not stated, up to $50,000 GMV a month.

What platforms does Mirakl work on?

Mirakl is available on Web.

Does Mirakl have an Android app?

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

Does Mirakl have an iPhone app?

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

Is Mirakl open source?

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

What does Mirakl integrate with?

Mirakl's listing names Amazon, Walmart, Zalando, TikTok, Target, Shopify and Magento.

Who makes Mirakl?

Mirakl is made by a company of the same name.

What are the alternatives to Mirakl?

The closest alternatives to Mirakl in our directory are commercetools, VTEX, Sharetribe, Arcadier and Shopify.

How does Mirakl compare with other online store builders?

Mirakl's GPA of 1.8 is higher than 15 of the 80 other online store builders we grade, and level with 13.

Is Mirakl good value for money?

ToolGPA grades Mirakl D for value for money. Its paid plans start at $699 a month, against a middle price of $29.25 for the category: 42 of the 44 others that charge start lower.

Could I make my own version of Mirakl?

To replace Mirakl you would be making checkout, card payments and sales tax handled for you.

Where this guide comes from

The prices, plans, platforms and features were read from Mirakl'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 Mirakl'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 Mirakl. Prices change, so check mirakl.com before you buy.

mirakl.com/

mirakl.com/products/connect/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

Mirakl, kept up to date

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

toolgpa.com/tools/mirakl

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, "Mirakl: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/mirakl
```

Know someone choosing between online store builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after Mirakl, each with an Insider's Guide of its own.

Online Store Builders Insider's Guide

Every one of the 84 online store builders we grade, compared

Big Cartel Insider's Guide

Simple online store for artists, makers and independent sellers

2.8 GPA

Shopify Insider's Guide

Hosted commerce platform for online, in-person and social selling

2.8 GPA

BigCommerce Insider's Guide

Hosted ecommerce platform with plans set by yearly sales

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 Mirakl'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. Mirakl is a trademark of its owner, and this guide is not made, paid for or approved by Mirakl. Prices and plans change: check mirakl.com before you buy.