ToolGPA

NOVEMBER 2026

Miva

The Insider's Guide

Cloud-hosted commerce platform for B2B and direct-to-consumer sellers

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

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

1.8
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 Miva's own pages, its app-store listings and our grades. Every fact in it is on Miva'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

Miva is a cloud-hosted ecommerce platform that handles B2B, B2C and direct-to-consumer selling from one site. It includes catalog management, account-specific pricing, multiple storefronts, a no-code page builder and a native payment option, and it is sold through a sales conversation rather than published plans.

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

> **A managed platform with an ERP or warehouse system to connect, with no store rating on record.**
>
> From our grade for ease of use

1 **Best for wholesalers selling to businesses and consumers**

There is no published price, no trial, and several features are separate named products.

2 **It runs on Web**

Web.

3 **B2B and DTC on one site**

Wholesaler applications, quote workflows, account-specific product visibility and pricing, and automated reordering, subscriptions and contracts.

4 **Multiple storefronts**

A MultiStorefront feature manages several storefronts, with products, customers and orders organized from one place.

5 **PageBuilder**

No-code editing tools for building and changing pages and designs.

6 **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.

7 **Keep it**

To replace Miva 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.

Miva at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Miva, Inc.	CATEGORY Online Store Builders
OUR GRADE 1.8 GPA, weak	

The report card

Best for wholesalers selling to businesses and consumers

Miva is a managed store platform that runs B2B and consumer sales from one catalog, with several storefronts and ERP connections. There is no published price, no trial, and several features are separate named products.

TOOLGPA REPORT CARD	Miva	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No prices are published: the pricing page is a contact form that matches you with a sales specialist.
Free plan and trial	F	No free plan and no trial is listed, so you pay from the start.
Features	C	B2B and DTC on one site, multiple storefronts, a page builder and product discovery. Vexture, MivaPay and InsureShield are separate products, and the site does not say which come by default.
Ease of use	C	A managed platform with an ERP or warehouse system to connect, with no store rating on record.
Platforms and integrations	B	Web, with listed ties to ERP, OMS, WMS, shipping carriers and tax services. No phone or desktop app.
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 Miva is for

- ✓ Fits if you sell to businesses and consumers from one large catalog
- ✓ Works for merchants who need to connect an ERP or warehouse system

Who it is not for

- ✗ Not for you if you want to see a price, because the page is a contact form
- ✗ Skip it if you want to try before talking to sales, as nothing free is listed
- ✗ Watch out: Vexture, MivaPay and InsureShield are named products, and it is unclear which are included
- ✗ Watch out: the company is built around US sales and support, with addresses in California and Florida

Good to know

Good for

- ✓ Wholesalers and manufacturers selling to businesses and consumers from one catalog
- ✓ Merchants with a large product catalog and an ERP or warehouse system to connect

Worth knowing

- ⓘ No prices are published: the pricing page is a contact form that matches you with a sales specialist.
- ⓘ Built around US-based sales and support, with phone numbers and addresses in California and Florida.
- ⓘ Features such as Vexture, MivaPay and InsureShield are separate named products, and the site does not say which are included by default.

What it costs

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

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

> **No prices are published: the pricing page is a contact form that matches you with a sales specialist.**
>
> From our grade for value for money

We could not confirm Miva's current prices from its own site, so this guide lists no plans. miva.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

Cloud-hosted commerce platform for B2B and direct-to-consumer sellers. Here is what it does, as its own site describes it, and what it covers: public API, AI features, inventory, online store.

> **Vexture, MivaPay and InsureShield are separate products, and the site does not say which come by default.**
>
> From our grade for features

B2B and DTC on one site

Wholesaler applications, quote workflows, account-specific product visibility and pricing, and automated reordering, subscriptions and contracts.

Multiple storefronts

A MultiStorefront feature manages several storefronts, with products, customers and orders organized from one place.

PageBuilder

No-code editing tools for building and changing pages and designs.

Vexture product discovery

An AI search and merchandising product that the vendor positions around what shoppers mean and what the store sells.

Miva Connect and MivaPay

Native connections to ERP, order management, warehouse, shipping, tax and marketing systems, plus a native payment solution.

Hosted and maintained

Runs on cloud infrastructure that the vendor updates; the vendor lists 24/7 customer support.

Where it runs

- Web

What it works with

- ERP systems
- OMS systems
- WMS systems
- Shipping carriers
- Tax calculation services

Miva is made by Miva, Inc.

PART 04 · STANDING

Where it stands

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

15/80

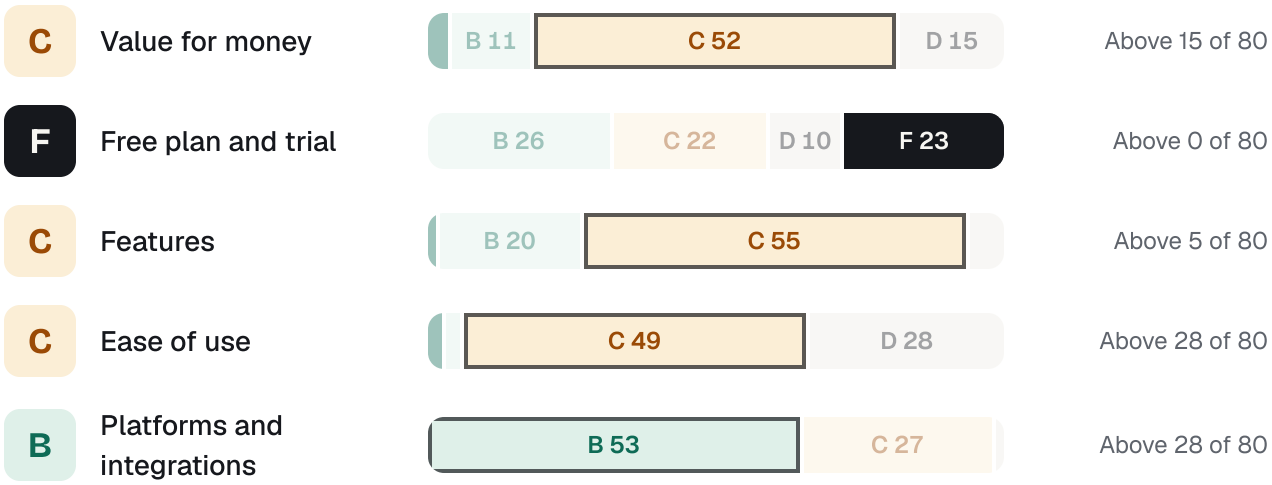
Other online store builders it is graded above

Miva'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 platforms and integrations (B, above 28 of 80) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. Miva'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 Miva 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.

What you could make

- Inventory: an app builder makes this well.

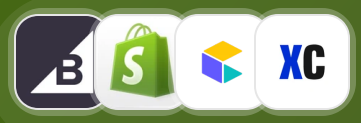
What you could not

- Checkout, card payments and sales tax handled for you.
- It plugs into other products, ERP systems, OMS systems and WMS systems among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Miva'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



BigCommerce, Shopify, commercetools and X-Cart

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

2.6 GPA

BigCommerce

Free trial · from $29/mo

Hosted ecommerce platform with plans set by yearly sales.

- Only BigCommerce lists iOS and Android apps.
- BigCommerce also covers reports.

Miva and BigCommerce 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.
- Shopify also covers email campaigns and shipping labels.

Miva and Shopify compared in full

2.0
GPA

commercetools

Free trial

API-first headless commerce platform for large retailers.

- Miva also covers inventory.

Miva and commercetools compared in full

1.6
GPA

X-Cart

From $499/mo

Ecommerce platform now sold to auto parts and powersports sellers.

- X-Cart also covers dropshipping.

Miva and X-Cart compared in full

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 Miva free?

No. Miva is a paid product.

What platforms does Miva work on?

Miva is available on Web.

Does Miva have an Android app?

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

Does Miva have an iPhone app?

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

Is Miva open source?

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

Does Miva have an API?

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

What does Miva integrate with?

Miva's listing names ERP systems, OMS systems, WMS systems, Shipping carriers and Tax calculation services.

Who makes Miva?

Miva is made by Miva, Inc.

What are the alternatives to Miva?

The closest alternatives to Miva in our directory are BigCommerce, Shopify, commercetools and X-Cart.

How does Miva compare with other online store builders?

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

Could I make my own version of Miva?

To replace Miva 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 Miva'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 Miva, Inc.'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 Miva, Inc. Prices change, so check miva.com before you buy.

miva.com/miva-ecommerce-pricing
miva.com/company
miva.com/platform-overview
miva.com/

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

Miva, kept up to date

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

toolgpa.com/tools/miva

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, "Miva: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/miva
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Send them this guide: toolgpa.com/tools/miva/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after Miva, 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

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