ToolGPA

NOVEMBER 2026

Stackline

The Insider's Guide

Enterprise retail analytics and ad platform for consumer brands



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

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

Stackline is a sales-led platform for consumer brands that sell through Amazon, Walmart, Target and other retailers. Its products cover market and competitor tracking, AI forecasting, shopper analytics, an AI assistant and retail media ad management. It is aimed at large brands, not individual marketplace sellers.

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

> "
>
> **A multi-product platform for brand teams, built around onboarding and demos.**
>
> From our grade for ease of use

1 **Best for large consumer brands tracking retail sales**

Prices are quoted on request, and it is not set up for an individual seller.

2 **It runs on Web**

Web.

3 **Atlas market intelligence**

Tracks competitor ad spend, market share, traffic, reviews, pricing and product performance across Amazon, Walmart, Target and other retailers.

4 **Beacon forecasting and insights**

Dashboards across sales, advertising, content and operations, plus 52-week SKU-level forecasts and scenario modeling.

5 **Shopper Analytics**

Shows how shoppers behave across retailers, with AI-identified audience segments and tracking by retailer.

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 Stackline 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.

Stackline at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Stackline, since 2014	CATEGORY Amazon Seller Tools
OUR GRADE 1.8 GPA, weak	

The report card

Best for large consumer brands tracking retail sales

Stackline is a platform for big consumer brands selling through Amazon, Walmart and Target, covering market tracking, forecasting, shopper analytics and retail ad management. Prices are quoted on request, and it is not set up for an individual seller.

TOOLGPA REPORT CARD	Stackline	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published and the site points 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	Competitor and market tracking, 52-week SKU forecasts, shopper analytics, an AI assistant and ad manager. It is several products and the site doesn't say which come together.
Ease of use	C	No store rating on record. A multi-product platform for brand teams, built around onboarding and demos.
Platforms and integrations	B	Web sign-in with Amazon, Walmart and Target data. No desktop or phone app is named.
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 Stackline is for

- ✓ Fits if you run a consumer brand across Amazon, Walmart and Target
- ✓ Makes sense if you want forecasts and competitor tracking for a catalogue of SKUs

Who it is not for

- ✕ Not for you if you are one marketplace seller: customers are described as consumer brands
- ✕ Skip it if you want a visible price, as it points you to a demo
- ✕ Skip it if you want a free try, because there is no free plan or trial
- ✕ Watch out: Atlas, Beacon, Advisor and Ad Manager are separate products and the site doesn't say which come together

Good to know

Good for

- ✓ Large consumer brands tracking competitors across several retailers
- ✓ Brand teams that want forecasting and retail media in one platform
- ✓ Companies with a budget for a sales-led enterprise contract

Worth knowing

- ⓘ No prices are published; the site points buyers to scheduling a demo.
- ⓘ Its customers are described as consumer brands, so it is not set up for a small individual seller.
- ⓘ The platform is a suite of separate products (Atlas, Beacon, Advisor, Ad Manager), and the site does not say which come together.
- ⓘ The site lists a web sign-in only; no desktop or mobile apps are named.

What it costs

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

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

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

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

Enterprise retail analytics and ad platform for consumer brands. Here is what it does, as its own site describes it, and what it covers: AI features, AI agents, reports, dashboards, amazon selling.

> "It is several products and the site doesn't say which come together.

From our grade for features

Atlas market intelligence

Tracks competitor ad spend, market share, traffic, reviews, pricing and product performance across Amazon, Walmart, Target and other retailers.

Beacon forecasting and insights

Dashboards across sales, advertising, content and operations, plus 52-week SKU-level forecasts and scenario modeling.

Shopper Analytics

Shows how shoppers behave across retailers, with AI-identified audience segments and tracking by retailer.

Advisor AI agent

An assistant that connects sales, media and shopper data to answer questions, assess competitors and propose action plans.

Ad Manager

Runs retail media campaigns on Amazon, Walmart and other retailers from one interface, with rules, dayparting and budget pacing.

Where it runs

Web

What it works with

Amazon

Walmart

Target

Stackline is made by Stackline, and has been around since 2014.

Where it stands

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

9/46

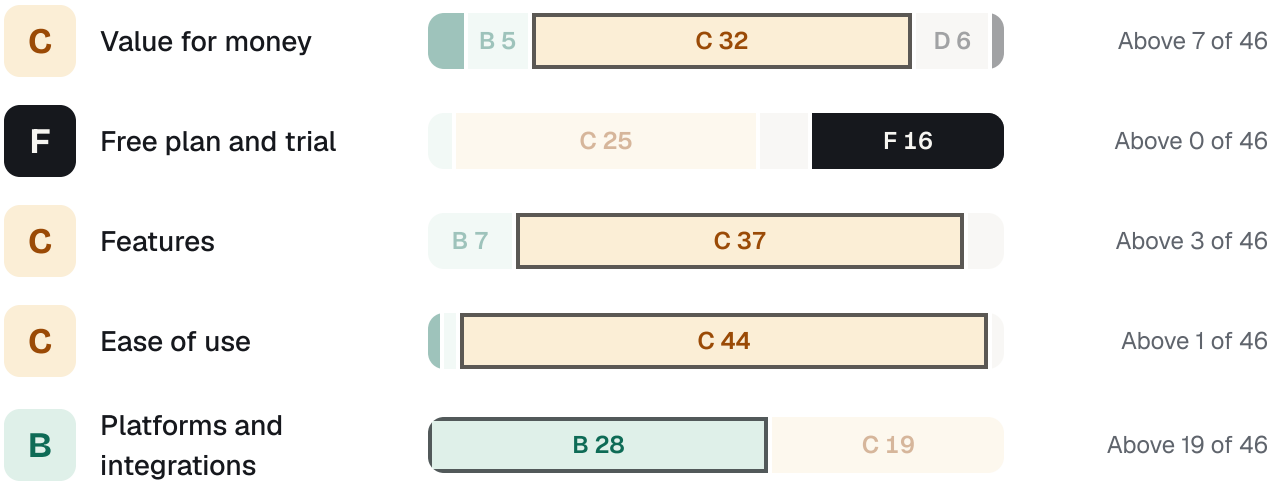
Other Amazon seller tools it is graded above

Stackline'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. Stackline'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 Stackline 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.
- An AI agent, with the models and the safeguards behind it.
- Connections that pull numbers from dozens of other services.

What this rests on. Stackline'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



Profitero+, Teikametrics, Perpetua and Intentwise

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

1.8 GPA

Profitero+

Paid

Digital shelf analytics and Amazon services for large brands.

- Stackline also covers AI agents and dashboards.

Stackline and Profitero+ compared in full

2.0 GPA

Teikametrics

Free trial · from $149/mo

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

- Stackline also covers AI agents and reports.
- Teikametrics also covers chat assistant and inventory.

Stackline and Teikametrics compared in full

1.2 GPA

Perpetua

From $695/mo

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

- Stackline also covers AI agents and dashboards.

Stackline and Perpetua compared in full

1.8
GPA

Intentwise

Paid

Marketplace data and ad automation for Amazon and Walmart teams.

- Stackline also covers AI agents.

Stackline and Intentwise compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Stackline free?

No. Stackline is a paid product.

What platforms does Stackline work on?

Stackline is available on Web.

Does Stackline have an Android app?

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

Does Stackline have an iPhone app?

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

Is Stackline open source?

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

What does Stackline integrate with?

Stackline's listing names Amazon, Walmart and Target. A listing names up to eight integrations, so it may connect to more.

Who makes Stackline?

Stackline is made by a company of the same name. It dates from 2014.

What are the alternatives to Stackline?

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

How does Stackline compare with other Amazon seller tools?

Stackline'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 Stackline?

To replace Stackline 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 Stackline'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 Stackline'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 Stackline. Prices change, so check stackline.com before you buy.

stackline.com
stackline.com/about
stackline.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

Stackline, kept up to date

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

toolgpa.com/tools/stackline

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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