ToolGPA

NOVEMBER 2026

Storenvy

The Insider's Guide

Custom online store plus a social shopping marketplace



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

Made by Storenvy Online Services LLC · checked Nov 12, 2026 · toolgpa.com

2.6
GPA



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ToolGPA put this guide together from Storenvy's own pages, its app-store listings and our grades. Every fact in it is on Storenvy's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

2.6

GPA, above 74 of the 80 other online store builders we grade

Storenvy pairs a store builder with a marketplace where shoppers can follow and favorite stores. A free plan covers 20 products, and paid plans raise the product limit and add a custom domain, ad-free stores and discount tools. Stores can be restyled with a point-and-click editor or edited in HTML and CSS.

To get you started, here are **9 things to know about Storenvy**, taken from its own pages and our grades.

> **It is a web store builder where you add the products and design yourself.**
>
> From our grade for ease of use

1 **Best for a small shop that also lists on a marketplace**

It is a simple shop with few listed extras, and the free plan lacks a custom domain.

2 **Paid plans start at $9.99 a month**

As its pricing page puts it: $9.99 per month (Artisan); free plan up to 20 products.

3 **There is a free plan**

Up to 20 products, a personalized storefront and a listing in the Storenvy marketplace.

4 **It runs on Web**

Web.

5 **Custom store**

Change colors, text, banners and background images with no technical skills, or edit the HTML and CSS directly.

6 **Storenvy marketplace**

Marketplace listings can be followed (watched) and favorited (envied) by shoppers, which affects trending feeds, category pages and search.

7 **Custom domain**

Connect your own domain name to your store on the paid plans, or link the store from an existing website.

8 **A 2.6 GPA, above 74 of 80**

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

9 **Keep it**

To replace Storenvy 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.

Storenvy at a glance

PRICING
Free plan, from $9.99 per month (Artisan); free plan up to 20 products

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Storenvy Online Services LLC

CATEGORY
Online Store Builders

OUR GRADE
2.6 GPA, good

The report card

Best for a small shop that also lists on a marketplace

Storenvy lets you open a store for free with up to 20 products and a listing in its marketplace, with paid plans from $9.99 a month. It is a simple shop with few listed extras, and the free plan lacks a custom domain.

TOOLGPA REPORT CARD — **Storenvy** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	Paid plans start at $9.99 a month, under 60% of the $29 that the cheaper quarter of store builders charges. The 50%-off prices are for the first 3 months only.
Free plan and trial	B	The Free plan allows 20 products with a storefront and a marketplace listing, which one small seller could live on. A custom domain and an ad-free store are not listed on it.
Features	C	Custom store, marketplace, custom domain on paid plans and selling tools. The page does not state fees for the lower plans.
Ease of use	C	No store rating on record. It is a web store builder where you add the products and design yourself.
Platforms and integrations	C	Web only, and no integrations are listed.

Grade point average — Good, out of 4.0 **2.6**

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 Storenvy is for

- ✓ Fits if you sell a few handmade or small-batch items and want marketplace exposure
- ✓ Makes sense if you want to try selling at $0 before paying

Who it is not for

- ✗ Tight if you sell more than 20 products on the free plan
- ✗ Skip it if you want a custom domain or an ad-free store without paying
- ✗ Watch out: the page lists no fees for the lower plans, and no commission-free selling except on Professional
- ✗ Watch out: the terms describe a monthly, non-refundable subscription fee
- ✗ Skip it if you need integrations, as none are listed

Good to know

Good for

- ✓ Small creators who want a free store with marketplace exposure
- ✓ Indie brands selling art, apparel, music and similar goods
- ✓ Sellers who want a custom domain at a low monthly price

Worth knowing

- ⓘ The free plan is capped at 20 products, and the page lists no custom domain or ad-free store on it.
- ⓘ The page lists no commissions or handling fees only on the Professional plan; it does not state fees for the others.
- ⓘ The 50%-off prices apply to the first 3 months for new signups only.
- ⓘ The site's terms describe a monthly, non-refundable subscription fee.

What it costs

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

$9.99

A month to start. There is a free plan too

Storenvy has a free plan. Paid plans start at $9.99 per month (Artisan); free plan up to 20 products.

> **A custom domain and an ad-free store are not listed on it.**
>
> From our grade for free plan and trial

FREE

$0

Up to 20 products, a personalized storefront and the Storenvy marketplace.

ARTISAN

$9.99

per month

Up to 100 products, no external ads, custom web domain and up to 25 super discounts. New signups see $4.99 for 3 months.

GROWTH

$24.99

per month

Up to 500 products, no external ads, custom domain and up to 100 super discounts. New signups see $12.49 for 3 months.

PROFESSIONAL

$49.99

per month

Up to 5,000 products, no handling fees, no commissions, unlimited super discounts. New signups see $24.99 for 3 months.

The free plan

Up to 20 products, a personalized storefront and a listing in the Storenvy marketplace.

Read from storenvy.com on Nov 12, 2026.

Ways to pay less

OTHER SAVINGS

50% off the first 3 months for new signups

Artisan is $4.99, Growth $12.49 and Professional $24.99 a month for the first 3 months; the page limits this to new signups.

Stated on storenvy.com

What it does

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

1

Place it runs: Web

Custom online store plus a social shopping marketplace. Here is what it does, as its own site describes it, and what it covers: inventory, online store, digital downloads.

"

Custom store, marketplace, custom domain on paid plans and selling tools.

From our grade for features

Custom store

Change colors, text, banners and background images with no technical skills, or edit the HTML and CSS directly.

Storenvy marketplace

Marketplace listings can be followed (watched) and favorited (envied) by shoppers, which affects trending feeds, category pages and search.

Custom domain

Connect your own domain name to your store on the paid plans, or link the store from an existing website.

Selling tools

Email tools, discount codes, order fulfillment, inventory management and a mobile-optimized shopping experience.

Super discounts

Paid plans include a set number of super discounts: 25 on Artisan, 100 on Growth and unlimited on Professional.

Where it runs

Web

What it works with

Its own pages name no integrations.

Storenvy is made by Storenvy Online Services LLC.

Where it stands

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

74/80

Other online store builders it is graded above

Storenvy's GPA of 2.6 is higher than 74 of the 80 other online store builders we grade, and level with 4.

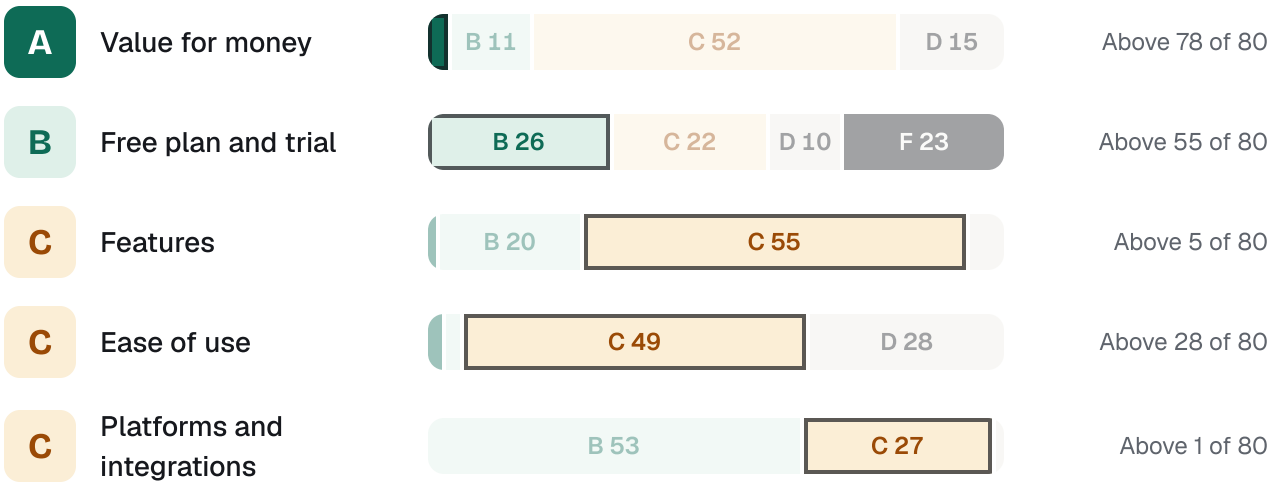
It stands best on value for money (A, above 78 of 80) and worst on platforms and integrations (C, above 1).

Its paid plans start at $9.99 a month, against a middle price of $29.25 for the category: 5 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 6 tools score higher and cost less.

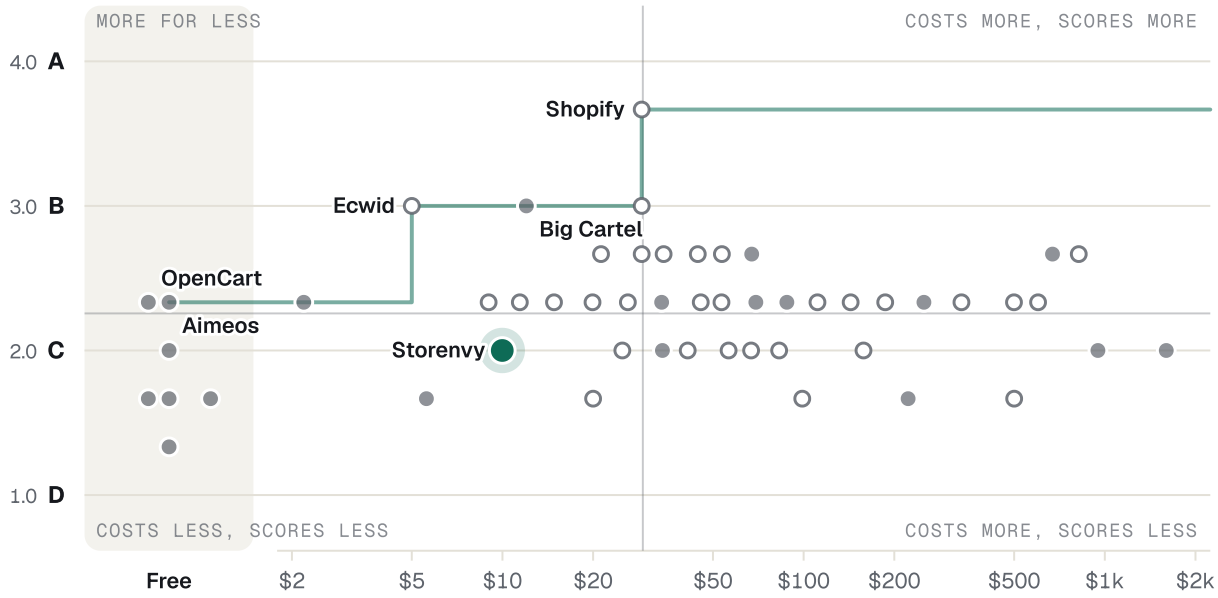
Each grade against the category

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

It is one of the better ones too: its GPA of 2.6 is higher than 74 of the 80 other online store builders we grade. It costs $119.88 a year.

What you could make

- Inventory and digital downloads: an app builder makes these well.

What you could not

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

What this rests on. Storenvy'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



Big Cartel, Ecwid, Shopify, Square Online and BigCommerce

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

2.8 GPA

Big Cartel

Free plan · from $12/mo

Simple online store for artists, makers and independent sellers.

- Only Big Cartel lists iOS and Android apps.
- Big Cartel also covers shipping labels.

Storenvy and Big Cartel compared in full

2.2 GPA

Ecwid

From $5/mo

Online store you can add to any website or run as its own site.

- Storenvy has a free plan. Ecwid does not.
- Only Ecwid lists iOS and Android apps.
- Ecwid also covers shipping labels.

Storenvy and Ecwid compared in full



2.8
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Shopify

Free trial · from $29/mo

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

- Storenvy has a free plan. Shopify does not, though it has a free trial.
- Only Shopify lists iOS and Android apps.
- Storenvy also covers digital downloads.

Storenvy and Shopify compared in full



2.6
GPA

Square Online

Free plan · from $49/mo

Online store builder that shares stock and payments with Square POS.

- Only Square Online lists iOS and Android apps.
- Storenvy also covers digital downloads.
- Square Online also covers shipping labels.

Storenvy and Square Online compared in full



2.6
GPA

BigCommerce

Free trial · from $29/mo

Hosted ecommerce platform with plans set by yearly sales.

- Storenvy has a free plan. BigCommerce does not, though it has a free trial.
- Only BigCommerce lists iOS and Android apps.
- Storenvy also covers digital downloads.

Storenvy and BigCommerce 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 Storenvy free?

Storenvy has a free plan. Up to 20 products, a personalized storefront and a listing in the Storenvy marketplace.

How much does Storenvy cost?

Storenvy lists 4 plans. Free: $0.

What platforms does Storenvy work on?

Storenvy is available on Web.

Does Storenvy offer any discounts?

Storenvy publicly lists the following: 50% off the first 3 months for new signups.

Does Storenvy have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Storenvy is listed for Web.

Does Storenvy have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Storenvy is listed for Web.

Is Storenvy open source?

Storenvy is not described as open source on its own site, as read on Nov 12, 2026.

Who makes Storenvy?

Storenvy is made by Storenvy Online Services LLC.

What are the alternatives to Storenvy?

The closest alternatives to Storenvy in our directory are Big Cartel, Ecwid, Shopify, Square Online and BigCommerce.

How does Storenvy compare with other online store builders?

Storenvy's GPA of 2.6 is higher than 74 of the 80 other online store builders we grade, and level with 4.

Is Storenvy good value for money?

ToolGPA grades Storenvy A for value for money. Its paid plans start at $9.99 a month, against a middle price of $29.25 for the category: 5 of the 44 others that charge start lower.

Could I make my own version of Storenvy?

To replace Storenvy 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 Storenvy's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Storenvy's own pages on 12 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 Storenvy Online Services LLC. Prices change, so check storenvy.com before you buy.

storenvy.com/open-a-store
storenvy.com/how-it-works
storenvy.com/terms

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

Storenvy, kept up to date

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

toolgpa.com/tools/storenvy

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, "Storenvy: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/storenvy
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Know someone choosing between online store builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after Storenvy, 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 Storenvy'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. Storenvy is a trademark of its owner, and this guide is not made, paid for or approved by Storenvy Online Services LLC. Prices and plans change: check storenvy.com before you buy.