ToolGPA

NOVEMBER 2026

Tiendanube

The Insider's Guide

Hosted online store builder for Latin American sellers



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

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

2.4
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 Tiendanube's own pages, its app-store listings and our grades. Every fact in it is on Tiendanube'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

2.4

GPA, above 60 of the 80 other online store builders we grade

Tiendanube is a hosted store builder aimed at Spanish-speaking sellers in Latin America, with its own payments and shipping services, Pago Nube and Envío Nube. A free Inicial plan covers a basic store, paid plans add support and tools, and a sales-assisted plan called Evolución serves high-volume sellers. Prices on the Argentine pricing page are in pesos.

> "
>
> **You build and set up the store yourself, in Spanish on the pages we read.**
>
> From our grade for ease of use

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

1 **Best for Spanish-speaking sellers in Latin America**

The pages are in Spanish and prices differ by country, and sales through other payment methods carry a fee.

2 **Paid plans start at $21 a month**

As its pricing page puts it: $20.999 ARS per month, billed annually ($27.999 ARS billed monthly).

3 **There is a free plan**

Inicial plan: free store with unlimited products, sales and visits, and no transaction fee with Pago Nube.

4 **It runs on Web**

Web.

5 Store design

Customizable layouts, colors and fonts without code, with 65+ customizable designs listed and HTML, CSS and JavaScript editing on higher plans.

6 Pago Nube payments

The company's own payment service charges no transaction fee; other payment methods carry a plan-based fee, and money release carries a separate commission.

7 Envío Nube shipping

A shipping service with automatic tracking; the site says shipping is up to 15% cheaper through it.

8 A 2.4 GPA, above 60 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 Tiendanube 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.

Tiendanube at a glance

PRICING
Free plan, from $20.999 ARS per month, billed annually ($27.999 ARS billed monthly)

FREE PLAN
Yes

FREE TRIAL
7-day free trial on the Esencial, Impulso and Escala plans

RUNS ON
Web

MADE BY
Tiendanube

CATEGORY
Online Store Builders

OUR GRADE
2.4 GPA, fair

The report card

Best for Spanish-speaking sellers in Latin America

Tiendanube is a hosted store builder for Latin American sellers with a free Inicial plan and paid plans from AR$20,999 a month. The pages are in Spanish and prices differ by country, and sales through other payment methods carry a fee.

TOOLGPA REPORT CARD — **Tiendanube** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Esencial is AR$20,999 a month on yearly billing in the Argentine view, and each country has its own prices, so we can't place it cleanly. Chat Nube AI chats are billed per conversation.
Free plan and trial	B	The free Inicial plan has unlimited products, sales and visits, with no transaction fee on Pago Nube. One person could run a small shop on it.
Features	C	Store design, payments, shipping, social and WhatsApp selling. Bulk actions and source-code access need Impulso, and advanced stats need Escala.
Ease of use	C	No rating on record. You build and set up the store yourself, in Spanish on the pages we read.
Platforms and integrations	B	Web store builder with WhatsApp, Instagram, Facebook, Pinterest, Google Shopping and Analytics links. No desktop apps listed.

Grade point average — Fair, out of 4.0 **2.4**

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 Tiendanube is for

- ✓ Fits if you sell in Latin America and read Spanish
- ✓ Works for new sellers who want a free store with Pago Nube payments

Who it is not for

- ✗ Skip it if you need an English site, as the pages we read are in Spanish
- ✗ Tight if you use other payment methods: they carry a percentage fee
- ✗ Watch out: Pago Nube charges a commission to release money
- ✗ Watch out: WhatsApp support starts on Impulso, and prices on other country pages differ from the peso figures

Good to know

Good for

- ✓ Sellers in Argentina and nearby markets who want local payment and shipping services
- ✓ Small shops that begin on a free plan and add paid support later
- ✓ Merchants who sell mainly through social media and WhatsApp

Worth knowing

- ⓘ The pricing page read from here shows Argentine pesos; other countries have their own pages and prices.
- ⓘ Transactions through payment methods other than Pago Nube carry a percentage fee, and Pago Nube charges a commission to release money.
- ⓘ AI conversations in Chat Nube are billed per conversation, from AR$400 down to AR$190 by plan.
- ⓘ The site and dashboard are in Spanish on the pages we read.

PART 02 · PRICING

What it costs

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

$21

A month to start. There is a free plan too

Tiendanube has a free plan. Paid plans start at $20.999 ARS per month, billed annually ($27.999 ARS billed monthly).

> **Chat Nube AI chats are billed per conversation.**
>
> From our grade for value for money

INICIAL

$0 ARS

Unlimited products, sales and visits, shipping by Andreani, and no transaction fee with Pago Nube.

ESENCIAL

$20.999 ARS

per month, billed annually ($27.999 ARS billed monthly)

Email and Messenger support, 30+ shipping methods and all integrated payment methods. Yearly total $251.991 ARS.

IMPULSO

$59.999 ARS

per month, billed annually ($79.999 ARS billed monthly)

Adds WhatsApp support, bulk actions on sales and products, and source code access. Yearly total $719.991 ARS.

ESCALA

$183.749 ARS

per month, billed annually
($244.999 ARS billed monthly)

Adds advanced statistics, user restrictions and up to 3 distribution centers. Yearly total $2.204.991 ARS.

EVOLUCIÓN

Custom

Priority support, a dedicated ecommerce specialist and assisted migration for high-volume sellers. Quoted through sales.

The free plan

Inicial plan: free store with unlimited products, sales and visits, and no transaction fee with Pago Nube.

Trying it first

7-day free trial on the Esencial, Impulso and Escala plans

Read from tiendanube.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

25% off with annual billing

The pricing page marks yearly billing as 25% cheaper than paying monthly on the Esencial, Impulso and Escala plans.

Stated on tiendanube.com

What it does

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

1

Place it runs: Web

Hosted online store builder for Latin American sellers. Here is what it does, as its own site describes it, and what it covers: AI features, inventory, whatsApp messaging, online store, shipping labels.

"

Store design, payments, shipping, social and WhatsApp selling.

From our grade for features

Store design

Customizable layouts, colors and fonts without code, with 65+ customizable designs listed and HTML, CSS and JavaScript editing on higher plans.

Pago Nube payments

The company's own payment service charges no transaction fee; other payment methods carry a plan-based fee, and money release carries a separate commission.

Envío Nube shipping

A shipping service with automatic tracking; the site says shipping is up to 15% cheaper through it.

Social and WhatsApp selling

Sells through Instagram, Facebook and WhatsApp, and Chat Nube is an AI assistant that answers customers on WhatsApp.

AI product tools

Paid plans include AI that writes product descriptions and improves photos, with monthly usage limits of 30, 150 or unlimited by plan.

Wholesale and subscriptions

Price tables for wholesale sales and subscription selling are listed in the plan comparison, with limits that vary by plan.

Where it runs

- Web

What it works with

- WhatsApp
- Instagram
- Facebook
- Pinterest
- Google Shopping
- Google Analytics 4
- Google Tag Manager

Tiendanube is made by Tiendanube.

PART 04 · STANDING

Where it stands

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

60/80

Other online store builders it is graded above

Tiendanube's GPA of 2.4 is higher than 60 of the 80 other online store builders we grade, and level with 13.

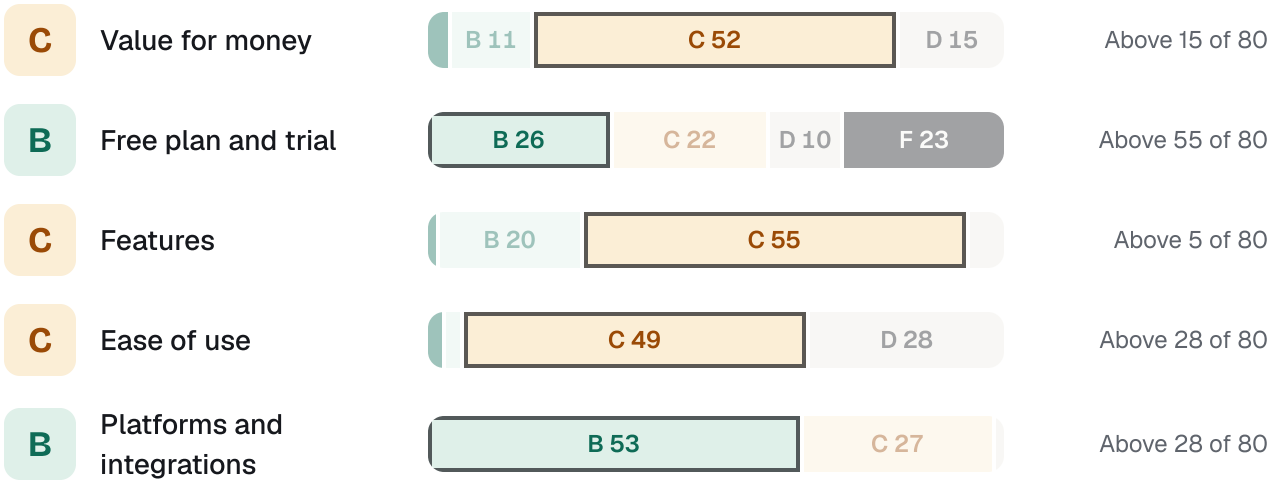
It stands best on free plan and trial (B, above 55 of 80) and worst on features (C, above 5).

Its paid plans start at $21 a month, against a middle price of $29.25 for the category: 11 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 2 tools score higher and cost less.

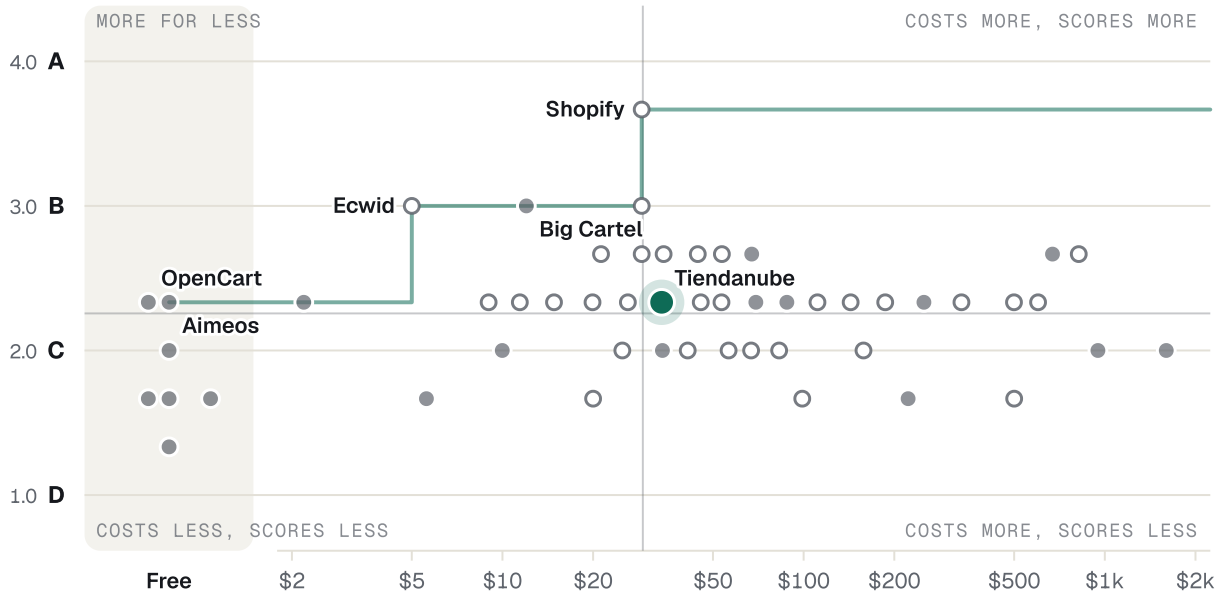
Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. Tiendanube'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. Tiendanube 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 Tiendanube 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 2.4 is higher than 60 of the 80 other online store builders we grade. It costs $251.99 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.

- The WhatsApp Business API, which Meta opens only through approved partners.
- Discounted carrier rates and labels, which take an agreement with each carrier.
- It plugs into other products, WhatsApp, Instagram and Facebook among them.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Tiendanube'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



Shopify, Ecwid, Jumpseller and Shoplazza

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

2.8 GPA

Shopify

Free trial · from $29/mo

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

- Tiendanube has a free plan. Shopify does not, though it has a free trial.
- Only Shopify lists iOS and Android apps.
- Tiendanube also covers whatsApp messaging.

Tiendanube and Shopify compared in full

2.2 GPA

Ecwid

From $5/mo

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

- Tiendanube has a free plan. Ecwid does not.
- Only Ecwid lists iOS and Android apps.
- Tiendanube also covers whatsApp messaging.

Tiendanube and Ecwid compared in full

2.4
GPA

Jumpseller

Free trial · from $10.80/mo

Hosted online store builder with no transaction fees.

- Tiendanube has a free plan. Jumpseller does not, though it has a free trial.
- Tiendanube also covers shipping labels.
- Jumpseller also covers appointment booking and digital downloads.

Tiendanube and Jumpseller compared in full

2.4
GPA

Shoplazza

Free trial · from $29.25/mo

Hosted store builder with AI setup and multi-market selling.

- Tiendanube has a free plan. Shoplazza does not, though it has a free trial.
- Tiendanube also covers whatsApp messaging and shipping labels.
- Shoplazza also covers email campaigns, print on demand and dropshipping.

Tiendanube and Shoplazza compared in full

PART 06 · QUESTIONS

Quick answers

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

14

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 Tiendanube free?

Tiendanube has a free plan. Inicial plan: free store with unlimited products, sales and visits, and no transaction fee with Pago Nube.

How much does Tiendanube cost?

Tiendanube lists 5 plans. Inicial: $0 ARS.

What platforms does Tiendanube work on?

Tiendanube is available on Web.

Does Tiendanube offer any discounts?

Tiendanube publicly lists the following: 25% off with annual billing.

Does Tiendanube have an Android app?

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

Does Tiendanube have an iPhone app?

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

Is Tiendanube open source?

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

What does Tiendanube integrate with?

Tiendanube's listing names WhatsApp, Instagram, Facebook, Pinterest, Google Shopping, Google Analytics 4 and Google Tag Manager.

Does Tiendanube have a free trial?

Yes. 7-day free trial on the Esencial, Impulso and Escala plans.

Who makes Tiendanube?

Tiendanube is made by a company of the same name.

What are the alternatives to Tiendanube?

The closest alternatives to Tiendanube in our directory are Shopify, Ecwid, Jumpseller and Shoplazza.

How does Tiendanube compare with other online store builders?

Tiendanube's GPA of 2.4 is higher than 60 of the 80 other online store builders we grade, and level with 13.

Is Tiendanube good value for money?

ToolGPA grades Tiendanube C for value for money. Its paid plans start at $21 a month, against a middle price of $29.25 for the category: 11 of the 44 others that charge start lower.

Could I make my own version of Tiendanube?

To replace Tiendanube 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 Tiendanube'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 Tiendanube'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 Tiendanube. Prices change, so check tiendanube.com before you buy.

tiendanube.com/planes-y-precios

tiendanube.com/

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

Tiendanube, kept up to date

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

toolgpa.com/tools/tiendanube

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, "Tiendanube: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/tiendanube
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Know someone choosing between online store builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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