ToolGPA

NOVEMBER 2026

Ampd

The Insider's Guide

Deep-linking and attribution for ads that send shoppers to retailers



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

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

1.6
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 Ampd's own pages, its app-store listings and our grades. Every fact in it is on Ampd'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

1.6

GPA, above 4 of the 46 other Amazon seller tools we grade

Ampd is an enterprise platform for consumer goods brands that send paid traffic from Meta, Google and TikTok to retailers such as Amazon and Walmart. It routes each shopper to a preferred retailer with deep links and reports retail sales back to the ad, so media spend can be tied to purchases.

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

> **It is built for large consumer-goods brands, prices are not published, and it is a routing and attribution tool, not an Amazon seller tool.**
>
> From our report card of Ampd

1 **Best for enterprise brands routing paid social to retailers**

Ampd sends shoppers from Meta, Google and TikTok ads to the right retailer's product page and ties retail sales back to the ad.

2 **It runs on Web**

Web.

3 **Agentic Shoppable Media**

Deep links send each shopper straight to a retailer's product page, and the site says this lands up to 20 times more traffic at retail than interstitial pages.

4 **Routing by category**

Chooses the retailer a shopper already uses for the category, such as Instacart for grocery or Petco's app for pet, among Amazon, Walmart, Target, Kroger and others.

5 **Ampd Signal attribution**

Connects live media performance to retail purchases, for closed-loop reporting on which audiences and creatives drive conversions.

6 **A 1.6 GPA, above 4 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 Ampd 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.

Ampd at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Ampd, since 2021	CATEGORY Amazon Seller Tools
OUR GRADE 1.6 GPA, weak	

The report card

Best for enterprise brands routing paid social to retailers

Ampd sends shoppers from Meta, Google and TikTok ads to the right retailer's product page and ties retail sales back to the ad. It is built for large consumer-goods brands, prices are not published, and it is a routing and attribution tool, not an Amazon seller tool.

TOOLGPA REPORT CARD **Ampd** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published and the pricing address redirects 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	D	Deep links, routing by category and sales attribution. It does one narrow job and depends on your ad accounts to be useful; it has no listing, research or inventory tools.
Ease of use	C	No store rating on record. It connects to ad channels and retail partners, which takes setup.
Platforms and integrations	B	Web, linked to Meta, Google, TikTok, Amazon, Walmart, Target and Instacart. No desktop or phone app.

Grade point average Weak, out of 4.0 **1.6**

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 Ampd is for

- ✓ Fits if you are a consumer-goods brand running paid social to retailers
- ✓ Makes sense if you need to link ad spend to retail purchases

Who it is not for

- ✗ Not for you if you are a small seller: it is built for enterprise brands
- ✗ Skip it if you want a price: the pricing page sends you to a demo booking
- ✗ Too light for Amazon selling work, since it has no listing, product research or inventory tools
- ✗ Skip it if you want a free try, because there is no free plan or trial

Good to know

Good for

- ✓ Consumer goods brands buying Meta or Google ads that send shoppers to Amazon or Walmart
- ✓ Agencies that need sales attribution for offsite media
- ✓ Teams optimizing ads on conversions, not only clicks

Worth knowing

- ⓘ No prices are published; the pricing address redirects to a demo booking page.
- ⓘ It is built for enterprise consumer goods brands, so it is not set up for a small seller.
- ⓘ It is a media routing and attribution tool, not a listing, product research or inventory tool for Amazon.
- ⓘ The site claims SOC 2 Type II, audited by Thoropass.

What it costs

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

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

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

We could not confirm Ampd’s current prices from its own site, so this guide lists no plans. ampd.io has them.

What it does

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

1

Place it runs: Web

Deep-linking and attribution for ads that send shoppers to retailers. Here is what it does, as its own site describes it, and what it covers: AI features, reports, dashboards, amazon selling.

> **Deep links, routing by category and sales attribution.**

From our grade for features

Agentic Shoppable Media

Deep links send each shopper straight to a retailer's product page, and the site says this lands up to 20 times more traffic at retail than interstitial pages.

Routing by category

Chooses the retailer a shopper already uses for the category, such as Instacart for grocery or Petco's app for pet, among Amazon, Walmart, Target, Kroger and others.

Ampd Signal attribution

Connects live media performance to retail purchases, for closed-loop reporting on which audiences and creatives drive conversions.

Ad channel connections

Works with creatives and videos on Meta, Google and TikTok, and on a brand's own website.

Where it runs

Web

What it works with

Amazon · Walmart · Meta · Google · TikTok · Instacart · Target

Ampd is made by Ampd, and has been around since 2021.

PART 04 · STANDING

Where it stands

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

4/46

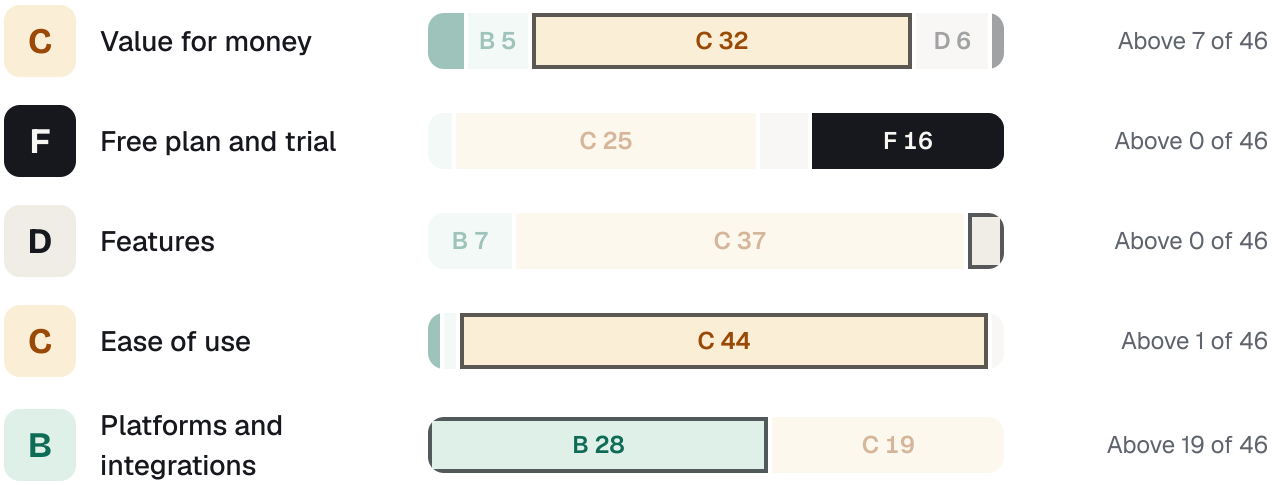
Other Amazon seller tools it is graded above

Ampd's GPA of 1.6 is higher than 4 of the 46 other Amazon seller tools we grade, and level with 4.

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. Ampd'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 Ampd 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: 38 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.
- Connections that pull numbers from dozens of other services.
- It plugs into other products, Amazon, Walmart and Meta among them.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Ampd'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.

PART 05 · ALTERNATIVES

The alternatives

The tools it is most often weighed against, side by side



Stackline, Intentwise, Adbrew and Quartile

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

Stackline

1.8 GPA

Paid

Enterprise retail analytics and ad platform for consumer brands.

- Stackline also covers AI agents.

Ampd and Stackline compared in full

Intentwise

1.8 GPA

Paid

Marketplace data and ad automation for Amazon and Walmart teams.

Ampd and Intentwise compared in full

Adbrew

1.6 GPA

From $799/mo

Amazon and Walmart ad automation for brands and agencies.

- Adbrew also covers workflow automation.

Ampd and Adbrew compared in full

1.8
GPA

Quartile

Paid

AI ad platform with a managed team for Amazon and retail media ads.

- Ampd also covers dashboards.

Ampd and Quartile 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 Ampd free?

No. Ampd is a paid product.

What platforms does Ampd work on?

Ampd is available on Web.

Does Ampd have an Android app?

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

Does Ampd have an iPhone app?

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

Is Ampd open source?

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

What does Ampd integrate with?

Ampd's listing names Amazon, Walmart, Meta, Google, TikTok, Instacart and Target.

Who makes Ampd?

Ampd is made by a company of the same name. It dates from 2021.

What are the alternatives to Ampd?

The closest alternatives to Ampd in our directory are Stackline, Intentwise, Adbrew and Quartile.

How does Ampd compare with other Amazon seller tools?

Ampd's GPA of 1.6 is higher than 4 of the 46 other Amazon seller tools we grade, and level with 4.

Could I make my own version of Ampd?

To replace Ampd 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 Ampd'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 Ampd'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 Ampd. Prices change, so check ampd.io before you buy.

ampd.io/
ampd.io/pricing
ampd.io/about-us

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

Ampd, kept up to date

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

toolgpa.com/tools/ampd

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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