ToolGPA

NOVEMBER 2026

DataDive

The Insider's Guide

Amazon keyword research, rank tracking and PPC builder



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

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

Data Dive is an Amazon seller tool for niche and product research, keyword analysis, listing optimization and rank monitoring. It includes Rank Radar for tracking keyword positions, an AI Copywriter for listing text and a PPC campaign builder. Plans are sized by Dive ASINs and tracked keywords.

To get you started, here are **8 things to know about DataDive**, taken from its own pages and our grades.

> "
>
> **It's a research tool with dives, roots and scorecards to learn.**
>
> From our grade for ease of use

1 **Best for Amazon keyword and niche research**

Data Dive covers niche research, keyword analysis, rank tracking and AI listing copy for Amazon sellers, from $32 a month billed yearly.

2 **Paid plans start at $32 a month**

As its pricing page puts it: $32 per month, billed yearly ($39 billed monthly).

3 **It runs on Web**

Web.

4 **Dive and niche analysis**

A Dive analyzes a niche's competitors, with outlier keywords, a product scorecard, deep dive and roots analysis.

5 **Rank Radar**

Tracks keyword rankings over time, with a monthly keyword allowance set by plan.

6 **AI Copywriter**

Turns keywords into listing content, with a monthly task allowance by plan.

7 **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.

8 **Keep it**

To replace DataDive 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.

DataDive at a glance

PRICING Paid, from $32 per month, billed yearly ($39 billed monthly)	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Data Dive	CATEGORY Amazon Seller Tools
OUR GRADE 1.8 GPA, weak	

The report card

Best for Amazon keyword and niche research

Data Dive covers niche research, keyword analysis, rank tracking and AI listing copy for Amazon sellers, from $32 a month billed yearly. There is no free plan or trial, and the Starter plan tracks only 25 keywords and 100 ASINs.

TOOLGPA REPORT CARD	DataDive	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$32 a month billed yearly ($39 monthly), just above the cheapest quarter and near the $39 middle for Amazon seller tools.
Free plan and trial	F	No free plan and no trial on the pricing page, so you pay before you see it.
Features	B	Niche dives, rank tracking, AI copywriter, a PPC campaign builder and a profit calculator. Nothing in the listing shows a gap in research work, though Starter is small.
Ease of use	C	No store rating on record. It's a research tool with dives, roots and scorecards to learn.
Platforms and integrations	C	Web only. No API, app or integrations beyond Amazon are listed.

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 DataDive is for

- ✓ Fits if you research niches and keywords before launching an Amazon product
- ✓ Makes sense if you track your keyword rankings over time

Who it is not for

- ✕ Skip it if you want a free try, because there is no free plan or trial
- ✕ Tight if you are on Starter: 25 Rank Radar keywords, 100 Dive ASINs and 10 AI Copywriter tasks
- ✕ Watch out: monthly billing gives smaller AI Product Brief allowances than yearly
- ✕ Watch out: a bundle with a course is sold separately, at $306 a month billed yearly for Standard

Good to know

Good for

- ✓ Private label sellers validating and optimizing listings
- ✓ Sellers who want rank tracking and listing copy in one tool

Worth knowing

- ⓘ No free plan or free trial is listed on the pricing page.
- ⓘ Monthly billing gives smaller AI Product Brief allowances on Starter and Standard (3 and 7 competitors) than yearly billing (10 and 20).
- ⓘ A bundle with the Seller Systems Mastermind course is sold separately, at $306 a month billed yearly for Standard.
- ⓘ Yearly billing is advertised as 2 months free.

What it costs

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

$32
A month to start

DataDive is a paid product, starting at $32 per month, billed yearly ($39 billed monthly).

> **No free plan and no trial on the pricing page, so you pay before you see it.**

From our grade for free plan and trial

STARTER

$32

per month, billed yearly ($39 billed monthly)

Main seat only, 100 Dive ASINs, 25 Rank Radar keywords, 10 AI Copywriter tasks.

STANDARD

$124

per month, billed yearly ($149 billed monthly)

10 organization members, 1,000 Dive ASINs, 1,000 Rank Radar keywords, 50 AI Copywriter tasks.

ENTERPRISE

$408

per month, billed yearly ($490 billed monthly)

100,000 organization members, 4,000 Dive ASINs, 12,000 Rank Radar keywords, 250 AI Copywriter tasks.

Read from datadive.tools on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

2 months free on yearly billing

The pricing page shows $32, $124 and $408 a month billed yearly against $39, $149 and $490 billed monthly.

Stated on datadive.tools

What it does

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

1

Place it runs: Web

Amazon keyword research, rank tracking and PPC builder. Here is what it does, as its own site describes it, and what it covers: AI features, keyword research, rank tracking, amazon selling, content optimization.

> **Niche dives, rank tracking, AI copywriter, a PPC campaign builder and a profit calculator.**
>
> From our grade for features

Dive and niche analysis

A Dive analyzes a niche's competitors, with outlier keywords, a product scorecard, deep dive and roots analysis.

Rank Radar

Tracks keyword rankings over time, with a monthly keyword allowance set by plan.

AI Copywriter

Turns keywords into listing content, with a monthly task allowance by plan.

PPC campaign builder

Creates PPC campaigns that cover the main keyword roots.

Profit calculator

Estimates potential Amazon profit for a product.

Where it runs

Web

What it works with

Amazon

DataDive is made by Data Dive.

PART 04 · STANDING

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

DataDive's GPA of 1.8 is higher than 9 of the 46 other Amazon seller tools we grade, and level with 8.

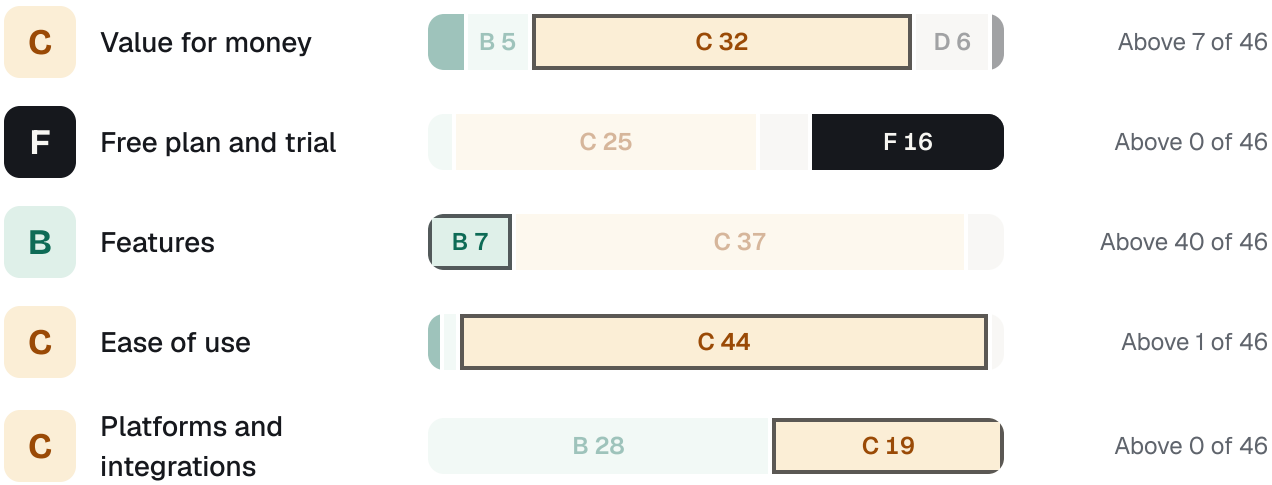
It stands best on features (B, above 40 of 46) and worst on free plan and trial (F, above 0).

Its paid plans start at $32 a month, against a middle price of $39 for the category: 13 of the 32 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.

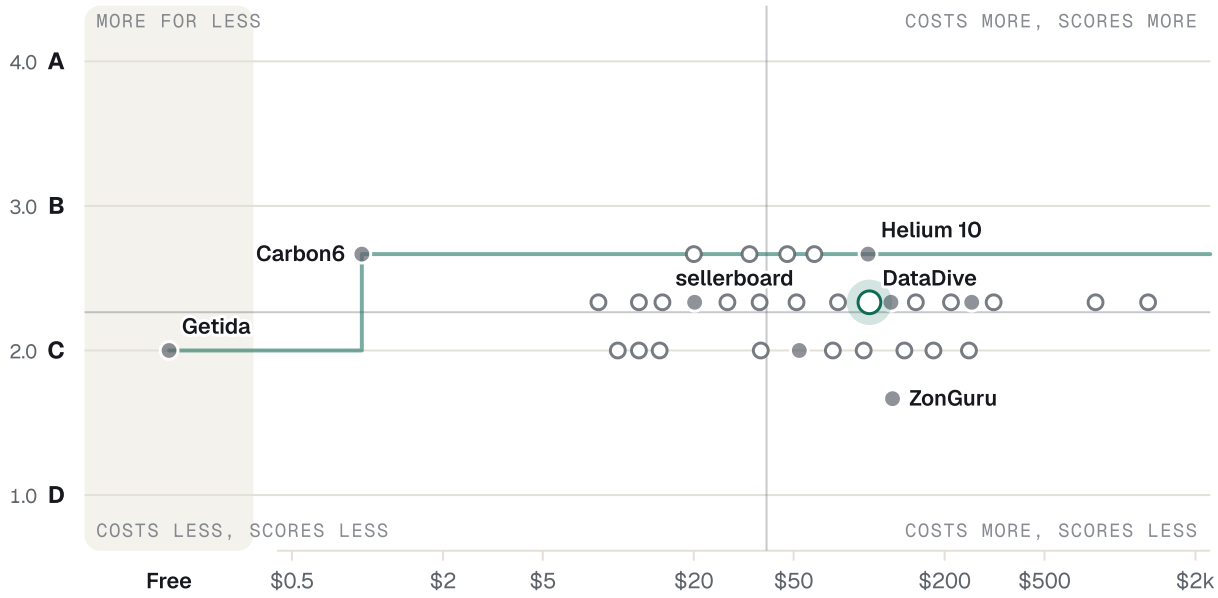
Each grade against the category

Every bar is all 47 Amazon seller tools we grade, cut by the letter each got. DataDive's own letter is outlined.



Price against what you get

Each dot is one of 34 Amazon seller tools. Further left costs less; higher up scores better on features, ease of use and platforms. DataDive 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 DataDive 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. It costs $384 a year.

What you could not

- ✕ Data from Amazon's seller tools and years of sales estimates.
- ✕ Search volumes for millions of keywords, gathered and kept up to date.

- ✕ Daily checks of where your pages rank in search results.
- ✕ A score built from what the top results for each keyword cover.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. DataDive'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



Helium 10, Jungle Scout, ZonGuru and SellerSprite

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

2.4 GPA

Helium 10

Free plan · from $99/mo

All-in-one Amazon seller suite for research, listings, ads and profits.

- Helium 10 has a free plan. DataDive does not.
- Only Helium 10 lists a browser extension.
- DataDive also covers content optimization.

DataDive and Helium 10 compared in full

2.0 GPA

Jungle Scout

From $29/mo

Amazon product and keyword research, with tools to run a store.

- Only Jungle Scout lists a browser extension.
- DataDive also covers content optimization.
- Jungle Scout also covers inventory and review collection.

DataDive and Jungle Scout compared in full



1.4
GPA

ZonGuru

Free plan · from $124/mo

AI listing rewrites and monitoring for Amazon US and UK sellers.

- ZonGuru has a free plan. DataDive does not.
- DataDive also covers keyword research, rank tracking and content optimization.

DataDive and ZonGuru compared in full



2.2
GPA

SellerSprite

Free trial · from $39/mo

Amazon product, keyword and review research with a Chrome extension.

- Only SellerSprite lists a browser extension.
- DataDive also covers content optimization.

DataDive and SellerSprite compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 DataDive free?

No. DataDive is a paid product, starting at $32 per month, billed yearly ($39 billed monthly).

How much does DataDive cost?

DataDive lists 3 plans. Starter: $32 per month, billed yearly ($39 billed monthly).

What platforms does DataDive work on?

DataDive is available on Web.

Does DataDive offer any discounts?

DataDive publicly lists the following: 2 months free on yearly billing.

Does DataDive have an Android app?

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

Does DataDive have an iPhone app?

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

Is DataDive open source?

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

What does DataDive integrate with?

DataDive's listing names Amazon. A listing names up to eight integrations, so it may connect to more.

Who makes DataDive?

DataDive is made by Data Dive.

What are the alternatives to DataDive?

The closest alternatives to DataDive in our directory are Helium 10, Jungle Scout, ZonGuru and SellerSprite.

How does DataDive compare with other Amazon seller tools?

DataDive's GPA of 1.8 is higher than 9 of the 46 other Amazon seller tools we grade, and level with 8.

Is DataDive good value for money?

ToolGPA grades DataDive C for value for money. Its paid plans start at $32 a month, against a middle price of $39 for the category: 13 of the 32 others that charge start lower.

Could I make my own version of DataDive?

To replace DataDive 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 DataDive'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 Data Dive'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 Data Dive. Prices change, so check datadive.tools before you buy.

datadive.tools/pricing/
datadive.tools/about-us/

datadive.tools

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

DataDive, kept up to date

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

toolgpa.com/tools/datadive

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded Amazon seller tools after DataDive, 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

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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 DataDive'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. DataDive is a trademark of its owner, and this guide is not made, paid for or approved by Data Dive. Prices and plans change: check datadive.tools before you buy.