ToolGPA

NOVEMBER 2026

PickFu

The Insider's Guide

Paid consumer polls for testing product images and copy

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

Made by PickFu · 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 PickFu's own pages, its app-store listings and our grades. Every fact in it is on PickFu'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 36 of the 46 other Amazon seller tools we grade

PickFu runs surveys that real people answer, so sellers can test product images, titles, logos or packaging before launching. A survey can be a head-to-head A/B vote, a ranking or open-ended feedback, and every survey gets an AI-written summary of the answers. Amazon sellers are one of the industries it lists.

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

> **It has no keyword, sales or ad data, so it doesn't replace your Amazon analytics, and extra targeting costs more credits.**
>
> From our report card of PickFu

1 **Best for testing listing images and titles with real people**

PickFu is a survey tool where real people vote on your product images, titles or packaging, with an AI summary of the answers.

2 **Paid plans start at $16.67 a month**

As its pricing page puts it: $16.67 per month, billed yearly, or pay as you go from $1 per response.

3 There is a free plan

Free account with no subscription: surveys from $1 per response, one free 5-person mini-poll per month and 1,000 free platform credits a month.

4 It runs on Web

Web.

5 Head-to-head and other survey types

Question types include head-to-head A/B votes, ranked, single and multi select, Likert scale, click tests, 5-second tests and open-ended questions.

6 Audience targeting

Respondents can be targeted by traits such as age, gender or income. Standard traits cost 0.5 extra credits per response, premium traits 1 and specialty traits 1.5.

7 AI analysis of results

Each survey gets an AI summary of what respondents said, with themes and suggested next steps, at no extra cost on every plan.

8 A 2.4 GPA, above 36 of 46

That is against the other Amazon seller tools we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

To replace PickFu 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.

PickFu at a glance

PRICING
Free plan, from $16.67 per month, billed yearly, or pay as you go from $1 per response

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
PickFu, since 2008

CATEGORY
Amazon Seller Tools

OUR GRADE
2.4 GPA, fair

The report card

Best for testing listing images and titles with real people

PickFu is a survey tool where real people vote on your product images, titles or packaging, with an AI summary of the answers. It has no keyword, sales or ad data, so it doesn't replace your Amazon analytics, and extra targeting costs more credits.

TOOLGPA REPORT CARD	PickFu	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	Pay as you go from $1 a response, or Starter at $16.67 a month billed yearly. That is inside the cheapest quarter for Amazon seller tools, which starts at $22.50.

SUBJECT	GRADE	COMMENT
Free plan and trial	C	A free account with no subscription: one free 5-person mini-poll a month, with surveys from $1 a response. Enough for a first test, but not enough to run real tests on.
Features	C	A/B votes, ranking, Likert, click and 5-second tests, targeting, AI summaries, API and MCP. It is a survey tool, with no Amazon sales or keyword data.
Ease of use	C	No store rating on record. You write the survey and choose an audience, which takes some learning.
Platforms and integrations	B	Web, with an API and MCP. No desktop or phone app is 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 PickFu is for

- ✓ Fits if you want to pick between two main images or titles before you launch
- ✓ Works for sellers who would rather pay per response than subscribe

Who it is not for

- ✗ Not for you if you want sales, keyword or ad data, because PickFu has none
- ✗ Pricey if you target by premium or specialty traits: they add 1 or 1.5 credits a response
- ✗ Tight if you rarely run surveys: monthly credits expire when the next month's arrive
- ✗ Watch out: the pricing page shows yearly-billed prices by default and no monthly figures

Good to know

Good for

- ✓ Amazon sellers comparing main images, titles or packaging before launch
- ✓ Teams that want opinions from real people, not product-data estimates
- ✓ Occasional use with no subscription, paying per response

Worth knowing

- ⓘ It is a survey tool, not an Amazon analytics tool: it has no keyword, sales or advertising data.
- ⓘ Targeting by premium or specialty traits adds 1 or 1.5 credits per response on every plan.
- ⓘ Monthly panel and platform credits included in a plan expire when the next month's credits arrive.
- ⓘ The pricing page shows yearly-billed prices by default and does not show the monthly-billing figures in its text.

PART 02 · PRICING

What it costs

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

$16.67

A month to start. There is a free plan too

PickFu has a free plan. Paid plans start at $16.67 per month, billed yearly, or pay as you go from $1 per response.

> **Enough for a first test, but not enough to run real tests on.**

From our grade for free plan and trial

PAY AS YOU GO

$0

per month, surveys from $1 per response

No subscription. Panel credits are bought as needed at $1 each, with one free mini-poll a month.

STARTER

$16.67

per month, billed yearly ($200 a year)

30 panel credits and 3,000 platform credits a month, one free mini-poll a week and 2 free report traits.

PRO

$83.33

per month, billed yearly ($1,000 a year)

120 panel credits and 30,000 platform credits a month, standard targeting included, and a daily free mini-poll.

TEAM

$416.67

per month, billed yearly ($5,000 a year)

600 panel credits and 150,000 platform credits a month, user roles and a workspace spend ceiling.

ENTERPRISE

Custom

SAML SSO and SCIM, multiple workspaces, custom audiences, per-member credit limits and invoice billing.

The free plan

Free account with no subscription: surveys from $1 per response, one free 5-person mini-poll per month and 1,000 free platform credits a month.

Read from pickfu.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Two months free on yearly billing

Starter, Pro and Team can be billed monthly or yearly, and the pricing page says yearly billing gives two months free. Enterprise is priced separately.

Stated on pickfu.com

NONPROFIT

50% off surveys for 501(c)(3) nonprofits

PickFu offers eligible 501(c)(3) organizations a 50% discount on its surveys, applied for through a form on its nonprofit page.

Stated on pickfu.com

What it does

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

1

Place it runs: Web

Paid consumer polls for testing product images and copy. Here is what it does, as its own site describes it, and what it covers: public API, AI features, surveys, amazon selling, a/B testing.

> "
>
> **It is a survey tool, with no Amazon sales or keyword data.**

From our grade for features

Head-to-head and other survey types

Question types include head-to-head A/B votes, ranked, single and multi select, Likert scale, click tests, 5-second tests and open-ended questions.

Audience targeting

Respondents can be targeted by traits such as age, gender or income. Standard traits cost 0.5 extra credits per response, premium traits 1 and specialty traits 1.5.

AI analysis of results

Each survey gets an AI summary of what respondents said, with themes and suggested next steps, at no extra cost on every plan.

Agent, MCP and API

Surveys can be launched from the PickFu Agent chat, from AI tools through MCP, or from code through an API whose daily request limit rises with the plan.

Credit-based billing

Panel credits pay for answers from people, at one credit per person per question. A separate pool of platform credits pays for AI work such as generated images.

Where it runs

Web

What it works with

API

MCP

PickFu is made by PickFu, and has been around since 2008.

PART 04 · STANDING

Where it stands

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

36/46

Other Amazon seller tools it is graded above

PickFu's GPA of 2.4 is higher than 36 of the 46 other Amazon seller tools we grade, and level with 5.

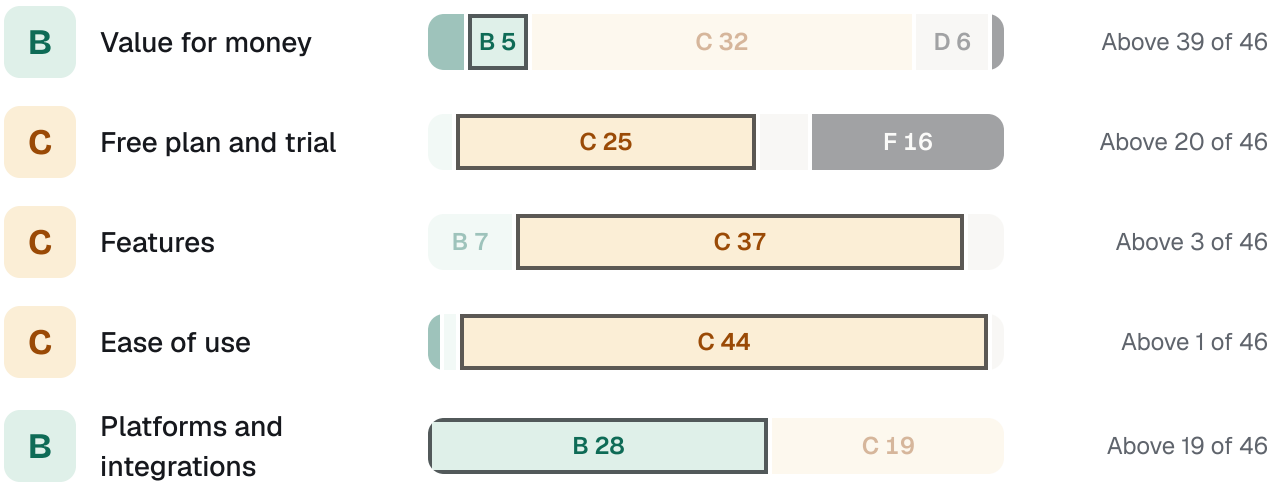
It stands best on value for money (B, above 39 of 46) and worst on ease of use (C, above 1).

Its paid plans start at $16.67 a month, against a middle price of $39 for the category: 7 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 1 tool scores higher and costs less.

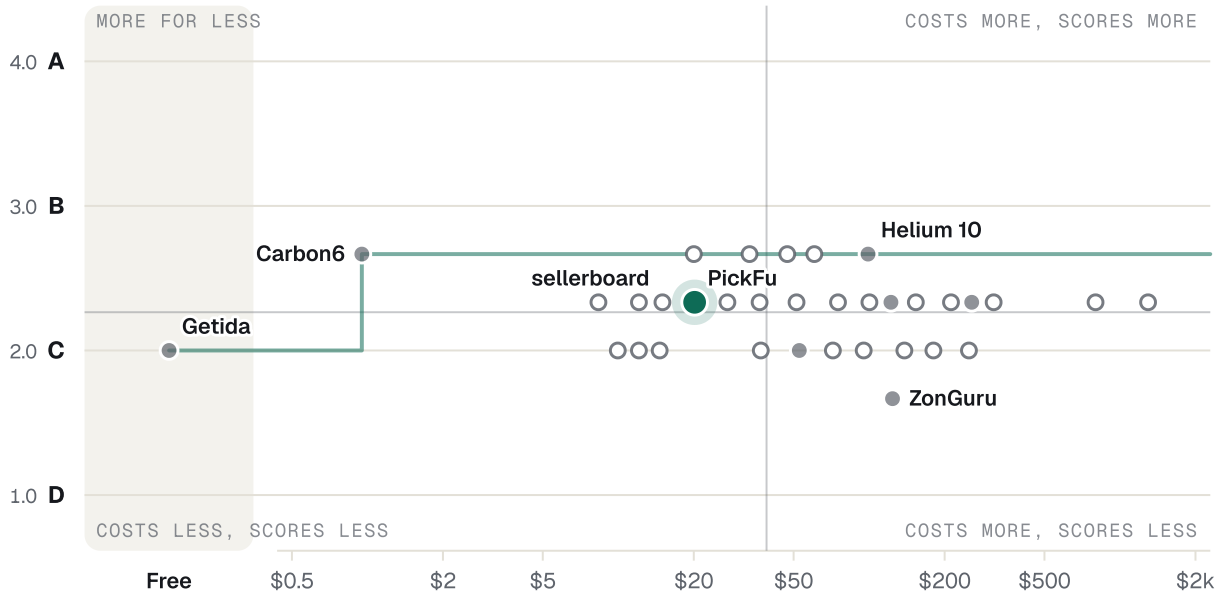
Each grade against the category

Every bar is all 47 Amazon seller tools we grade, cut by the letter each got. PickFu'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. PickFu 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 PickFu 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.

It is one of the better ones too: its GPA of 2.4 is higher than 36 of the 46 other Amazon seller tools we grade. It costs $200.04 a year.

What you could make

- Surveys: an app builder makes this well.

What you could not

- Data from Amazon's seller tools and years of sales estimates.

- ✕ Splitting visitors between versions and telling you which won.
- ✕ It plugs into other products, API and MCP among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. PickFu'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 and DataDive

The 3 tools PickFu 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.

- Only Helium 10 lists a browser extension.
- PickFu also covers surveys and a/B testing.
- Helium 10 also covers AI agents, keyword research, rank tracking, inventory and dashboards.

PickFu 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.

- PickFu has a free plan. Jungle Scout does not.
- Only Jungle Scout lists a browser extension.
- PickFu also covers surveys and a/B testing.

PickFu and Jungle Scout compared in full



1.8
GPA

DataDive

From $32/mo

Amazon keyword research, rank tracking and PPC builder.

- PickFu has a free plan. DataDive does not.
- PickFu also covers surveys and a/B testing.
- DataDive also covers keyword research, rank tracking and content optimization.

PickFu and DataDive 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 PickFu free?

PickFu has a free plan. Free account with no subscription: surveys from $1 per response, one free 5-person mini-poll per month and 1,000 free platform credits a month.

How much does PickFu cost?

PickFu lists 5 plans. Pay as you go: $0 per month, surveys from $1 per response.

What platforms does PickFu work on?

PickFu is available on Web.

Does PickFu offer any discounts?

PickFu publicly lists the following: Two months free on yearly billing; 50% off surveys for 501(c)(3) nonprofits.

Does PickFu have an Android app?

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

Does PickFu have an iPhone app?

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

Is PickFu open source?

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

Does PickFu have an API?

Yes. PickFu offers a public API, according to its own site.

What does PickFu integrate with?

PickFu's listing names API and MCP. A listing names up to eight integrations, so it may connect to more.

Who makes PickFu?

PickFu is made by a company of the same name. It dates from 2008.

What are the alternatives to PickFu?

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

How does PickFu compare with other Amazon seller tools?

PickFu's GPA of 2.4 is higher than 36 of the 46 other Amazon seller tools we grade, and level with 5.

Is PickFu good value for money?

ToolGPA grades PickFu B for value for money. Its paid plans start at $16.67 a month, against a middle price of $39 for the category: 7 of the 32 others that charge start lower.

Could I make my own version of PickFu?

To replace PickFu 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 PickFu'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 PickFu'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 PickFu. Prices change, so check pickfu.com before you buy.

pickfu.com/pricing
pickfu.com/features
pickfu.com/nonprofits
pickfu.com/
pickfu.com/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

PickFu, kept up to date

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

toolgpa.com/tools/pickfu

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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