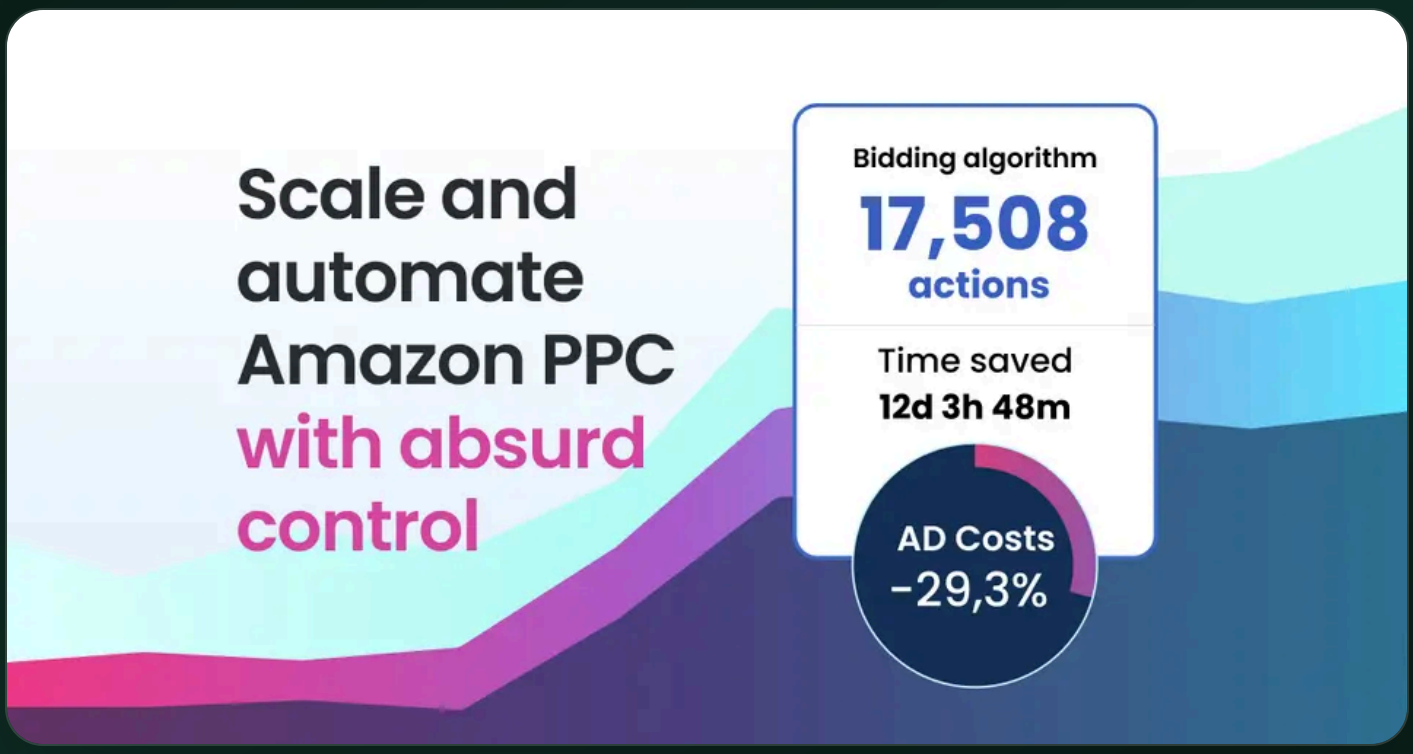
ToolGPA

NOVEMBER 2026

Scale Insights

The Insider's Guide

Rule-based Amazon PPC automation priced by automated ASIN



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

Made by Scale Insights · checked Nov 13, 2026 · toolgpa.com

2.0
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 Scale Insights's own pages, its app-store listings and our grades. Every fact in it is on Scale Insights'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

2.0

GPA, above 18 of the 46 other Amazon seller tools we grade

Scale Insights automates Amazon Sponsored Products, Brands and Display campaigns with stackable rules for bidding, dayparting, keyword harvesting, negatives and budgets. It previews each change before it runs and logs it afterward. Pricing follows how many ASINs are automated, not how many are in the account.

> "
>
> **You connect Amazon Ads and build or apply rule templates.**
>
> From our grade for ease of use

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

1 **Best for rule-based Amazon ad automation by ASIN**

Scale Insights runs stackable rules for bids, dayparting, keyword harvesting and budgets on Amazon ads, with a preview of each change before it runs.

2 **Paid plans start at $78 a month**

As its pricing page puts it: $78 per month for 5 automated ASINs, billed monthly.

3 **You can try it first**

30-day free trial with no credit card; automation limited to 1 product in 1 country.

4 **It runs on Web**

Web.

5 **Stackable automation rules**

Eleven rule types, including bidding, dayparting, placement, status, daily budget, negative keywords and import rules that harvest performing keywords.

6 **Preview, calculations and change log**

Upcoming changes can be previewed before the algorithms run, each computation reviewed step by step, and past changes audited.

7 **Templates and mass campaigns**

Automation workflows can be saved as templates and applied to existing Sponsored Products, Brands or Display ads, and new campaigns can be created in bulk.

8 **A 2.0 GPA, above 18 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 Scale Insights 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.

Scale Insights at a glance

PRICING
Free trial, from $78 per month for 5 automated ASINs, billed monthly

FREE PLAN
No

FREE TRIAL
30-day free trial with no credit card; automation limited to 1 product in 1 country.

RUNS ON
Web

MADE BY
Scale Insights

CATEGORY
Amazon Seller Tools

OUR GRADE
2.0 GPA, fair

The report card

Best for rule-based Amazon ad automation by ASIN

Scale Insights runs stackable rules for bids, dayparting, keyword harvesting and budgets on Amazon ads, with a preview of each change before it runs. You pay by automated ASIN, so $78 a month covers only 5 ASINs, and the same ASIN in two countries counts twice.

TOOLGPA REPORT CARD — **Scale Insights** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$78 a month for 5 ASINs billed monthly, $98 for 10, $688 for 100. That sits between the $39 middle and the $99 dear end, though cost grows fast with your catalogue.
Free plan and trial	C	A 30-day trial with no card, limited to 1 product in 1 country. There is no free plan.
Features	C	Eleven rule types, preview, change log, templates, mass campaigns and insights. The site says it is best for FBA sellers and doesn't say vendor accounts work.
Ease of use	C	No store rating on record. You connect Amazon Ads and build or apply rule templates.
Platforms and integrations	C	Web, linked to Amazon Ads across 12 marketplaces. No app or other integrations.

Grade point average — Fair, out of 4.0 **2.0**

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 Scale Insights is for

- ✓ Fits if you sell on FBA and like setting your own bidding rules
- ✓ Makes sense if you automate a handful of products rather than hundreds

Who it is not for

- ✗ Pricey if you have many ASINs: $688 a month for 100, and each marketplace counts separately
- ✗ Tight if you test: the trial covers 1 product in 1 country
- ✗ Not for you if you are a vendor account: the site doesn't say they are supported
- ✗ Watch out: billing is by credit card only, according to the site's FAQ

Good to know

Good for

- ✓ Sellers who want to automate a few ASINs and pay only for those
- ✓ Sellers who want to preview and audit every automated change
- ✓ Agencies that build and reuse rule templates

Worth knowing

- ⓘ Cost depends on automated ASINs, counted per ASIN per marketplace: the same ASIN in the US and Canada counts as 2.
- ⓘ Billing is by credit card only, according to the site's FAQ.
- ⓘ The site says it is best for FBA sellers and does not say it supports vendor accounts.
- ⓘ Monthly and yearly prices are on a 20% yearly discount; monthly-billed prices are shown above.

What it costs

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

$78
A month to start

Scale Insights is a paid product with a free trial, starting at $78 per month for 5 automated ASINs, billed monthly.

SCALE 5

$78

per month for 5 ASINs, billed monthly ($748 billed yearly)

Includes mass campaigns, ads insights and sales insights; every plan has unlimited rules and actions.

SCALE 10

$98

per month for 10 ASINs, billed monthly ($940 billed yearly)

Same features as every plan, with 10 automated ASINs.

SCALE 20

$178

per month for 20 ASINs, billed monthly ($1,708 billed yearly)

Same features as every plan, with 20 automated ASINs. Steps at 35, 50 and 75 ASINs are also listed.

SCALE 50

$388

per month for 50 ASINs, billed monthly ($3,724 billed yearly)

Same features as every plan, with 50 automated ASINs.

SCALE 100

$688

per month for 100 ASINs, billed monthly ($6,604 billed yearly)

The largest fixed plan listed, with 100 automated ASINs.

THE 1% PLAN

1% of ad spend

Unlimited automated ASINs for 1% of monthly ad spend; contact the vendor to sign up.

Trying it first

30-day free trial with no credit card; automation limited to 1 product in 1 country.

Read from scaleinsights.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off with yearly billing

The pricing page has a yearly billing option marked 20% off; for example Scale 5 is $748 a year against $78 a month.

Stated on scaleinsights.com

What it does

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

1

Place it runs: Web

Rule-based Amazon PPC automation priced by automated ASIN. Here is what it does, as its own site describes it, and what it covers: workflow automation, reports, dashboards, amazon selling.

"

Eleven rule types, preview, change log, templates, mass campaigns and insights.

From our grade for features

Stackable automation rules

Eleven rule types, including bidding, dayparting, placement, status, daily budget, negative keywords and import rules that harvest performing keywords.

Preview, calculations and change log

Upcoming changes can be previewed before the algorithms run, each computation reviewed step by step, and past changes audited.

Templates and mass campaigns

Automation workflows can be saved as templates and applied to existing Sponsored Products, Brands or Display ads, and new campaigns can be created in bulk.

Ads and sales insights

Ads insights, mass campaigns and sales analytics come with every plan.

Twelve Amazon marketplaces

Supports the US, Canada, Mexico, UK, Germany, France, Italy, Spain, Netherlands, Japan, Singapore and Australia.

Where it runs

Web

What it works with

Amazon Ads

Scale Insights is made by Scale Insights.

PART 04 · STANDING

Where it stands

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

18/46

Other Amazon seller tools it is graded above

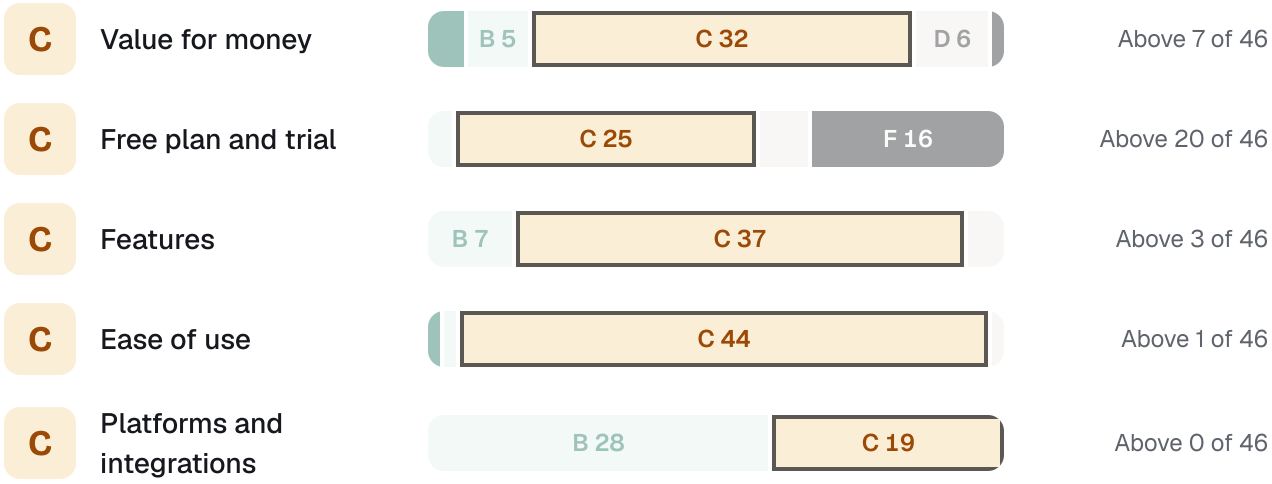
Scale Insights's GPA of 2.0 is higher than 18 of the 46 other Amazon seller tools we grade, and level with 10.

Its paid plans start at $78 a month, against a middle price of $39 for the category: 23 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 16 tools score higher and cost less.

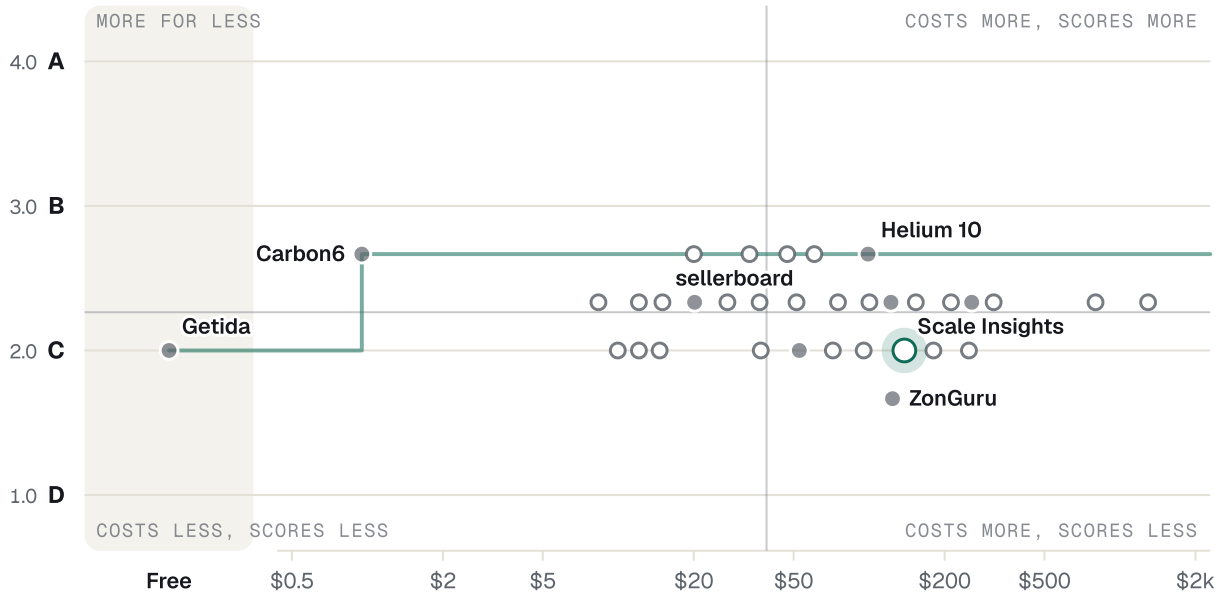
Each grade against the category

Every bar is all 47 Amazon seller tools we grade, cut by the letter each got. Scale Insights'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. Scale Insights 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 Scale Insights 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 costs $936 a year.

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 to other products, each kept working as those products change.
- ✕ Connections that pull numbers from dozens of other services.

What this rests on. Scale Insights'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



Perpetua, BQool, Teikametrics and Sellozo

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

1.2 GPA

Perpetua

From $695/mo

Goal-based ad automation for Amazon, Walmart and other marketplaces.

- Scale Insights also covers workflow automation and dashboards.

Scale Insights and Perpetua compared in full

2.4 GPA

BQool

Free trial · from $22.50/mo

AI and rule-based Amazon repricer, with PPC and review tools.

- Only BQool lists a browser extension.
- Scale Insights also covers workflow automation and reports.
- BQool also covers review collection.

Scale Insights and BQool compared in full



2.0
GPA

Teikametrics

Free trial · from $149/mo

AI ad, listing and inventory platform for Amazon, Walmart and TikTok.

- Scale Insights also covers workflow automation and reports.
- Teikametrics also covers chat assistant and inventory.

Scale Insights and Teikametrics compared in full



1.8
GPA

Sellozo

Free trial · from $250/mo

Amazon PPC automation with a flat monthly fee.

Scale Insights and Sellozo 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 Scale Insights free?

No, Scale Insights is a paid product, but you can try it first. 30-day free trial with no credit card; automation limited to 1 product in 1 country.

How much does Scale Insights cost?

Scale Insights lists 6 plans. Scale 5: $78 per month for 5 ASINs, billed monthly ($748 billed yearly).

What platforms does Scale Insights work on?

Scale Insights is available on Web.

Does Scale Insights offer any discounts?

Scale Insights publicly lists the following: 20% off with yearly billing.

Does Scale Insights have an Android app?

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

Does Scale Insights have an iPhone app?

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

Is Scale Insights open source?

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

What does Scale Insights integrate with?

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

Who makes Scale Insights?

Scale Insights is made by a company of the same name.

What are the alternatives to Scale Insights?

The closest alternatives to Scale Insights in our directory are Perpetua, BQool, Teikametrics and Sellozo.

How does Scale Insights compare with other Amazon seller tools?

Scale Insights's GPA of 2.0 is higher than 18 of the 46 other Amazon seller tools we grade, and level with 10.

Is Scale Insights good value for money?

ToolGPA grades Scale Insights C for value for money. On features, ease of use and platforms it scores 2.0 out of 4.

Could I make my own version of Scale Insights?

To replace Scale Insights 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 Scale Insights'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 Scale Insights'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 Scale Insights. Prices change, so check scaleinsights.com before you buy.

scaleinsights.com/pricing

scaleinsights.com

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

Scale Insights, kept up to date
Everything in this guide, with prices and grades as they are today
toolgpa.com/tools/scale-insights

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, "Scale Insights: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/scale-insights
```

Know someone choosing between Amazon seller tools?

Send them this guide:
toolgpa.com/tools/scale-insights/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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