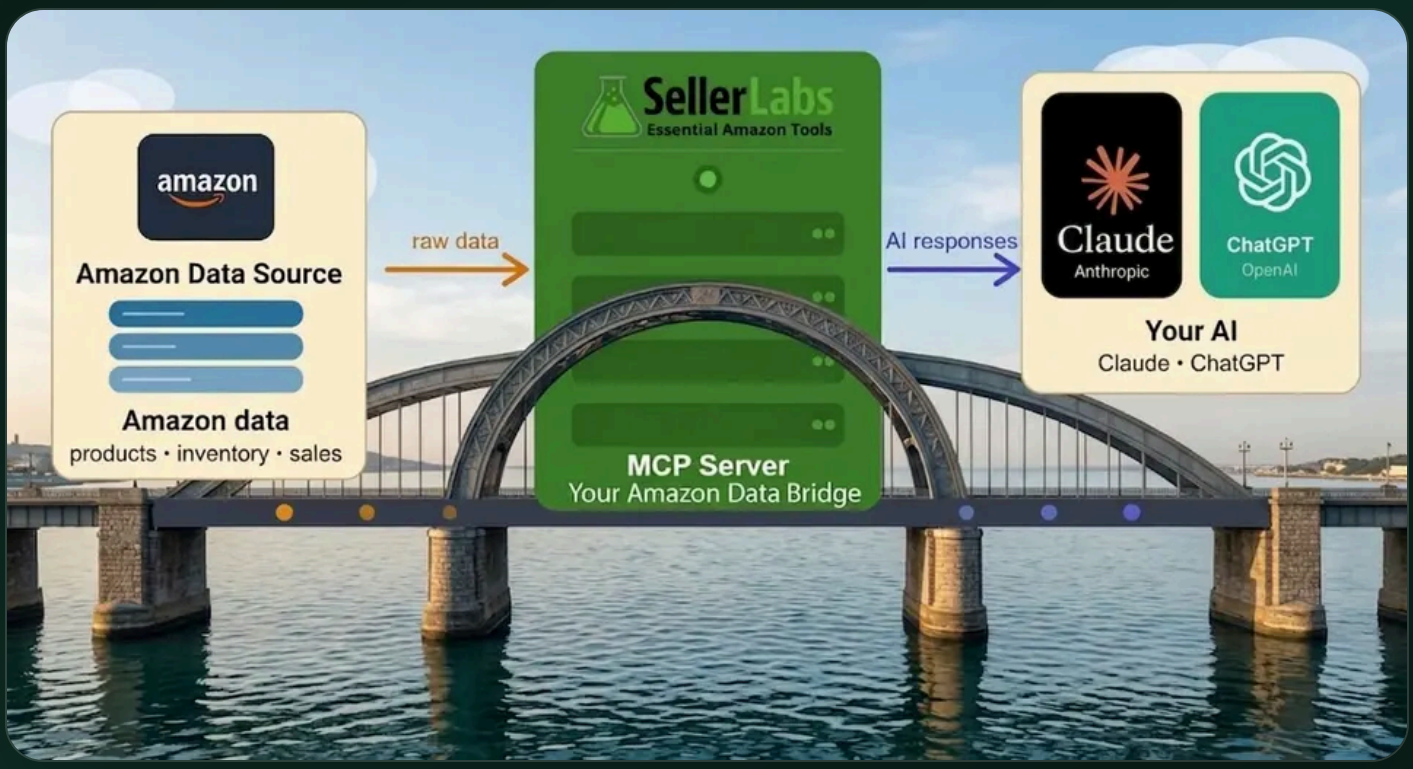
ToolGPA

NOVEMBER 2026

Seller Labs

The Insider's Guide

Amazon review, ad and profit tools with an AI data connector



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

Made by Seller Labs · checked Nov 13, 2026 · toolgpa.com

2.2
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 Seller Labs's own pages, its app-store listings and our grades. Every fact in it is on Seller Labs'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

2.2

GPA, above 29 of the 46 other Amazon seller tools we grade

Seller Labs sells Amazon seller software as separate products: Feedback Genius for automated review and feedback requests, Ad Genius for PPC campaigns, Profit Genius for Amazon data access, and a Genius Bundle of all of them. A newer MCP Genius connector lets AI assistants such as Claude query a seller's Amazon data. Most plans are priced by last month's Amazon revenue.

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

> "
>
> **Several products and an AI connector to set up.**
>
> From our grade for ease of use

1 **Best for Amazon review requests, ads and AI data access**

Most plans are priced by last month's Amazon revenue in a table we couldn't read, and the free MCP plan has a lifetime cap.

2 **Paid plans start at $39 a month**

As its pricing page puts it: $39 per month for 101 to 400 MCP tool calls.

3 **There is a free plan**

MCP Genius free plan: up to 100 tool calls per month, with a 500 tool call lifetime cap.

4 **It runs on Web**

Web.

5 **Feedback Genius**

Automates review requests and seller feedback requests from templates, manages product-specific reviews and flags negative feedback.

6 **Ad Genius**

PPC campaign management with ad suggestions. The vendor says it has no ad spend limit.

7 **Profit Genius and Data Hub**

Gives access to Amazon profitability, inventory and ad data in a Data Hub, and to the Amazon MCP for AI-powered analysis.

8 **A 2.2 GPA, above 29 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 Seller Labs 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.

Seller Labs at a glance

PRICING
Free plan, from $39 per month for 101 to 400 MCP tool calls

FREE PLAN
Yes

FREE TRIAL
14-day free trial on Seller Labs plans, no credit card required

RUNS ON
Web

MADE BY
Seller Labs

CATEGORY
Amazon Seller Tools

OUR GRADE
2.2 GPA, fair

The report card

Best for Amazon review requests, ads and AI data access

Seller Labs sells review requests, ad management and Amazon data access as separate products, plus an MCP connector that lets Claude or ChatGPT query your Amazon data. Most plans are priced by last month's Amazon revenue in a table we couldn't read, and the free MCP plan has a lifetime cap.

TOOLGPA REPORT CARD — **Seller Labs** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Only MCP Genius prices are on record: $39 a month for 101 to 400 tool calls, then $99, $199 and $399. Other products are priced by revenue in a table we couldn't read, so this stays in the middle.

SUBJECT	GRADE	COMMENT
Free plan and trial	C	A 14-day trial with no card and a free MCP plan of 100 calls a month, capped at 500 for the life of the account. That cap is a real limit.
Features	C	Review requests, PPC management, a data hub and the MCP connector. These are separate products, and the listing doesn't show which plan carries which.
Ease of use	C	No store rating on record. Several products and an AI connector to set up.
Platforms and integrations	B	Web, with links to Amazon, Claude and ChatGPT. No desktop or phone app is listed.
Grade point average		Fair, out of 4.0 **2.2**

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 Seller Labs is for

- ✓ Fits if you want automated review requests and ad management from one vendor
- ✓ Makes sense if you want to ask an AI assistant questions about your Amazon data

Who it is not for

- ✗ Tight if you use the free MCP plan: 100 calls a month and 500 for the life of the account
- ✗ Watch out: other plans are priced by last month's Amazon revenue, in a table we could not read
- ✗ Watch out: the FAQ says plans start free for the first $30,000 in sales, which we couldn't confirm
- ✗ Watch out: each AI data fetch counts as a tool call against your monthly allowance

Good to know

Good for

- ✓ Sellers who want automated review requests
- ✓ Sellers who want to ask an AI assistant questions about their Amazon data
- ✓ Sellers who prefer pricing that follows revenue

Worth knowing

- ⓘ Other products are priced by last month's Amazon revenue, in a table that loads by script; only MCP Genius prices are listed here.
- ⓘ The pricing FAQ says plans start free for the first $30,000 in Amazon sales; the tier table was not readable to confirm this.
- ⓘ The MCP Genius entry page shows a limited-time 60-day free trial.
- ⓘ Monthly and annual billing are both offered, and the vendor says there are no contracts.

PART 02 · PRICING

What it costs

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

$39

A month to start. There is a free plan too

Seller Labs has a free plan. Paid plans start at $39 per month for 101 to 400 MCP tool calls.

> **Other products are priced by revenue in a table we couldn't read, so this stays in the middle.**
>
> From our grade for value for money

MCP GENIUS FREE

$0

Up to 100 tool calls per month, 500 over the life of the account.

MCP GENIUS LEVEL 1

$39

per month for 101 to 400 tool calls

Moving past the allowance upgrades you automatically, prorated.

MCP GENIUS LEVEL 2

$99

per month for 401 to 1,200 tool calls

Allowance resets at each renewal.

MCP GENIUS LEVEL 3

$199

per month for 1,201 to 3,000 tool calls

Level 4 is $399 a month for 3,001 to 8,000 calls.

ENTERPRISE

Custom

For teams above 8,000 MCP tool calls a month. Sold through sales.

The free plan

MCP Genius free plan: up to 100 tool calls per month, with a 500 tool call lifetime cap.

Trying it first

14-day free trial on Seller Labs plans, no credit card required

Read from sellerlabs.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Amazon review, ad and profit tools with an AI data connector. Here is what it does, as its own site describes it, and what it covers: AI features, reports, dashboards, amazon selling, review collection.

"

Review requests, PPC management, a data hub and the MCP connector.

From our grade for features

Feedback Genius

Automates review requests and seller feedback requests from templates, manages product-specific reviews and flags negative feedback.

Ad Genius

PPC campaign management with ad suggestions. The vendor says it has no ad spend limit.

Profit Genius and Data Hub

Gives access to Amazon profitability, inventory and ad data in a Data Hub, and to the Amazon MCP for AI-powered analysis.

MCP Genius connector

Lets an AI assistant query a seller's Amazon data in plain language. Each fetch counts as a tool call against a monthly allowance.

Free audits and courses

The site offers free inventory and advertising audits and free Amazon courses.

Where it runs

Web

What it works with

Amazon

Claude

ChatGPT

Seller Labs is made by Seller Labs.

PART 04 · STANDING

Where it stands

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

29/46

Other Amazon seller tools it is graded above

Seller Labs's GPA of 2.2 is higher than 29 of the 46 other Amazon seller tools we grade, and level with 6.

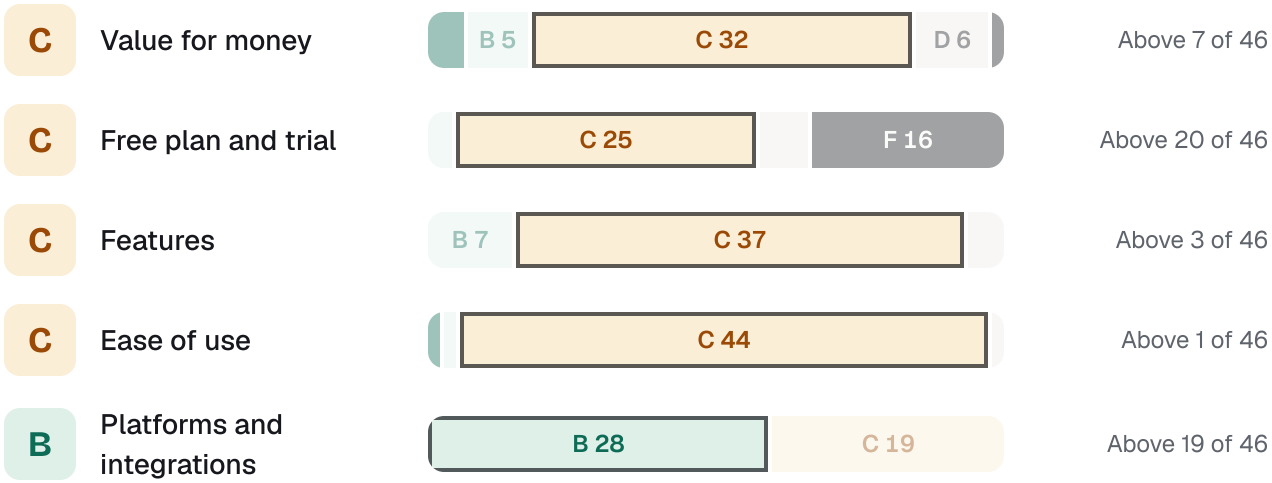
It stands best on platforms and integrations (B, above 19 of 46) and worst on ease of use (C, above 1).

Its paid plans start at $39 a month, against a middle price of $39 for the category: 16 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 3 tools score higher and cost less.

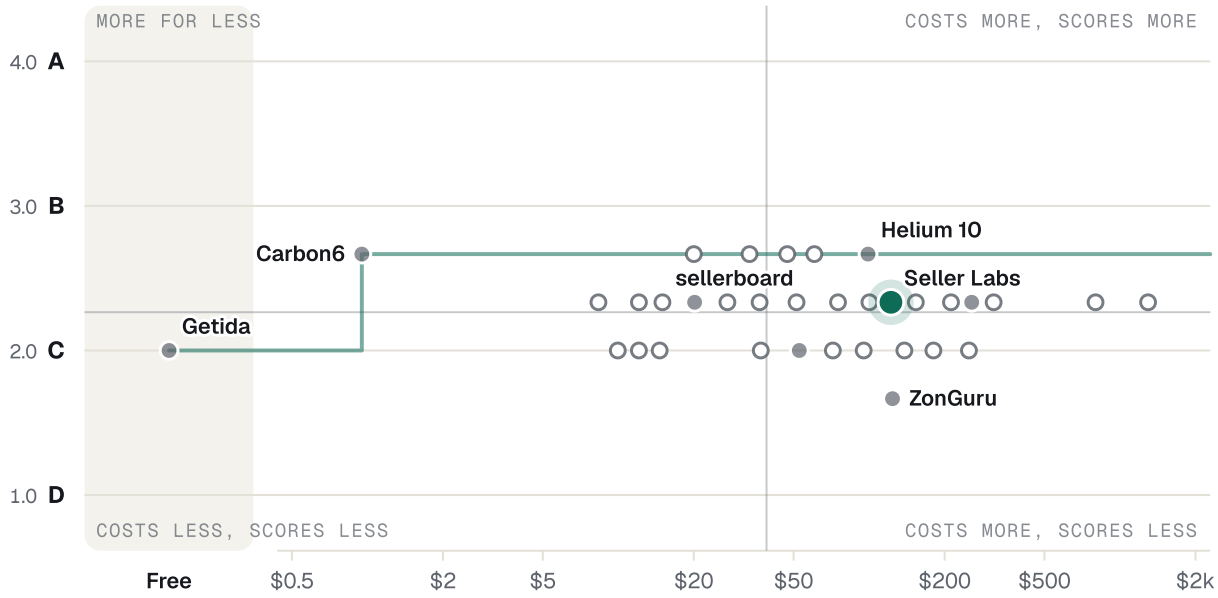
Each grade against the category

Every bar is all 47 Amazon seller tools we grade, cut by the letter each got. Seller Labs'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. Seller Labs 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 Seller Labs 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 $468 a year.

What you could make

- Review collection and reports: an app builder makes these 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.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Seller Labs'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, sellerboard, SellerLegend and Perpetua

The 5 tools Seller Labs 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.
- Seller Labs also covers reports and review collection.
- Helium 10 also covers AI agents, keyword research, rank tracking and inventory.

Seller Labs and Helium 10 compared in full

J

2.0 GPA

Jungle Scout

From $29/mo

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

- Seller Labs has a free plan. Jungle Scout does not.
- Only Jungle Scout lists a browser extension.
- Seller Labs also covers reports and dashboards.

Seller Labs and Jungle Scout compared in full

2.6 GPA

sellerboard

Free trial · from $15/mo

Profit analytics for Amazon sellers, with inventory and review tools.

- Seller Labs has a free plan. sellerboard does not, though it has a free trial.
- Only sellerboard lists iOS and Android apps.
- Only sellerboard lists a browser extension.

Seller Labs and sellerboard compared in full

2.4 GPA

SellerLegend

Free trial · from $49.99/mo

Amazon analytics and profit dashboard.

- Seller Labs has a free plan. SellerLegend does not, though it has a free trial.
- Seller Labs also covers review collection.

Seller Labs and SellerLegend compared in full

1.2 GPA

Perpetua

From $695/mo

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

- Seller Labs has a free plan. Perpetua does not.
- Seller Labs also covers dashboards and review collection.

Seller Labs and Perpetua 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 Seller Labs free?

Seller Labs has a free plan. MCP Genius free plan: up to 100 tool calls per month, with a 500 tool call lifetime cap.

How much does Seller Labs cost?

Seller Labs lists 5 plans. MCP Genius Free: $0.

What platforms does Seller Labs work on?

Seller Labs is available on Web.

Does Seller Labs have an Android app?

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

Does Seller Labs have an iPhone app?

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

Is Seller Labs open source?

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

What does Seller Labs integrate with?

Seller Labs's listing names Amazon, Claude and ChatGPT. A listing names up to eight integrations, so it may connect to more.

Does Seller Labs have a free trial?

Yes. 14-day free trial on Seller Labs plans, no credit card required.

Who makes Seller Labs?

Seller Labs is made by a company of the same name.

What are the alternatives to Seller Labs?

The closest alternatives to Seller Labs in our directory are Helium 10, Jungle Scout, sellerboard, SellerLegend and Perpetua.

How does Seller Labs compare with other Amazon seller tools?

Seller Labs's GPA of 2.2 is higher than 29 of the 46 other Amazon seller tools we grade, and level with 6.

Is Seller Labs good value for money?

ToolGPA grades Seller Labs C for value for money. Its paid plans start at $39 a month, against a middle price of $39 for the category: 16 of the 32 others that charge start lower.

Could I make my own version of Seller Labs?

To replace Seller Labs 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 Seller Labs'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 Seller Labs'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 Seller Labs. Prices change, so check sellerlabs.com before you buy.

sellerlabs.com/pricing/
sellerlabs.com/products/feedback-genius/

sellerlabs.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
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

Seller Labs, kept up to date

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

toolgpa.com/tools/seller-labs

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, "Seller Labs: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/seller-labs
```

Know someone choosing between Amazon seller tools?

Send them this guide:
toolgpa.com/tools/seller-labs/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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