ToolGPA

NOVEMBER 2026

SellerLegend

The Insider's Guide

Amazon analytics and profit dashboard



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

Made by SellerLegend · checked Nov 12, 2026 · toolgpa.com

2.4
GPA

SellerLegend

STOP Guessing on Amazon Profit

True profit, inventory, and PPC — in one dashboard.



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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 SellerLegend's own pages, its app-store listings and our grades. Every fact in it is on SellerLegend's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.4

GPA, above 18 of the 25 other Amazon seller tools we grade

SellerLegend is an analytics and profit dashboard for Amazon sellers. It covers profit and loss, product performance, advertising analytics, inventory forecasting, refunds and reimbursements, cost of goods, VAT and multi-account views. It also offers API access and an MCP server so Claude or ChatGPT can query account data.

> "
>
> **You connect your Amazon account and let it pull your data.**
>
> From our grade for ease of use

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

1 **Best for profit tracking for Amazon sellers**

SellerLegend shows profit and loss, ad results, inventory forecasts and refund claims for an Amazon store.

2 **Paid plans start at $49.99 a month**

As its pricing page puts it: $49.99 per month for up to 2,500 orders.

3 **You can try it first**

21-day free trial with all features, no credit card required.

4 **It runs on Web**

Web.

5 **Profit and loss**

Applies Amazon fees and your own costs to show net profit by product.

6 **Advertising analytics**

Covers Sponsored Products, Sponsored Brands and Sponsored Display.

7 **Inventory forecasting**

Restock forecasting and sales velocity analysis.

8 **A 2.4 GPA, above 18 of 25**

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 SellerLegend 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.

SellerLegend at a glance

PRICING
Free trial, from $49.99 per month for up to 2,500 orders

FREE PLAN
No

FREE TRIAL
21-day free trial with all features, no credit card required.

RUNS ON
Web

MADE BY
SellerLegend

CATEGORY
Amazon Seller Tools

OUR GRADE
2.4 GPA, fair

The report card

Best for profit tracking for Amazon sellers

SellerLegend shows profit and loss, ad results, inventory forecasts and refund claims for an Amazon store. Every plan has the same features and you pay by order volume, with a 21-day trial that needs no card. It starts at $49.99 a month, and orders over your tier cost extra.

TOOLGPA REPORT CARD	SellerLegend	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$49.99 a month for up to 2,500 orders, rising to $99.99 for 50,000. The category's middle is $37, so it's above the middle but not in the dear end.
Free plan and trial	C	A 21-day trial with all features and no credit card. No free plan.
Features	B	Profit and loss, ad analytics, inventory forecasting, refunds and reimbursements, plus an MCP server. The listing shows no gap in the core job.
Ease of use	C	No store rating on record. You connect your Amazon account and let it pull your data.
Platforms and integrations	B	Web, with Claude and ChatGPT connections through its MCP server.
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 SellerLegend is for

- ✓ Fits if you want your real Amazon profit per product in one dashboard
- ✓ Works for sellers who ask an AI assistant about their numbers

Who it is not for

- ✗ Tight if you stay free: there's no free plan, only a 21-day trial
- ✗ Pricey if your volume grows, as the tier moves with orders from the last two months
- ✗ Watch out: orders above your tier cost $0.002 each
- ✗ Watch out: past 50,000 orders the price is custom, and white-label goes through sales

Good to know

Good for

- ✓ Sellers who want one price for every feature, set by order volume
- ✓ Multi-marketplace sellers: unlimited Amazon accounts on all plans

Worth knowing

- ⓘ Plan tier follows average order volume from the previous two months and adjusts up or down automatically.
- ⓘ Orders over your tier cost $0.002 each.
- ⓘ Above 50,000 orders pricing is custom.
- ⓘ A white-label reseller option is sold through sales.

PART 02 · PRICING

What it costs

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

$49.99

A month to start

SellerLegend is a paid product with a free trial, starting at $49.99 per month for up to 2,500 orders.

STARTER

$49.99

per month for up to 2,500 orders

All features included; the plan follows monthly order volume.

ADVANCED

$59.99

per month for up to 5,000 orders

Same features as Starter.

PROFESSIONAL

$69.99

per month for up to 15,000 orders

Same features as Starter.

ENTERPRISE

$99.99

per month for up to 50,000 orders

Same features. Above 50,000 orders the page says to contact the vendor for custom pricing.

Trying it first

21-day free trial with all features, no credit card required.

Read from sellerlegend.com on Nov 12, 2026.

What it does

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

1

Place it runs: Web

Amazon analytics and profit dashboard. Here is what it does, as its own site describes it, and what it covers: public API, AI features, reports, dashboards, amazon selling.

> **Profit and loss, ad analytics, inventory forecasting, refunds and reimbursements, plus an MCP server.**
>
> From our grade for features

Profit and loss

Applies Amazon fees and your own costs to show net profit by product.

Advertising analytics

Covers Sponsored Products, Sponsored Brands and Sponsored Display.

Inventory forecasting

Restock forecasting and sales velocity analysis.

Refunds and reimbursements

Separate workflows for refunds, reimbursements and returns.

MCP server

Exposes 21 tools so Claude or ChatGPT can answer questions from account data.

Where it runs

Web

What it works with

Claude

ChatGPT

SellerLegend is made by SellerLegend.

PART 04 · STANDING

Where it stands

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

18/25

Other Amazon seller tools it is graded above

SellerLegend's GPA of 2.4 is higher than 18 of the 25 other Amazon seller tools we grade, and level with 3.

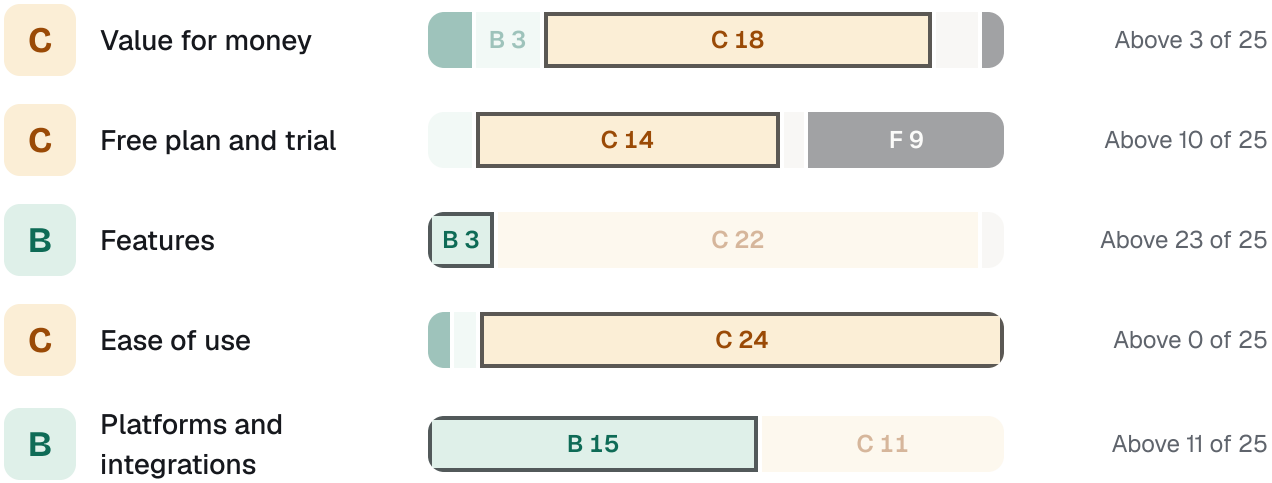
It stands best on features (B, above 23 of 25) and worst on ease of use (C, above 0).

Its paid plans start at $49.99 a month, against a middle price of $31.17 for the category: 12 of the 17 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

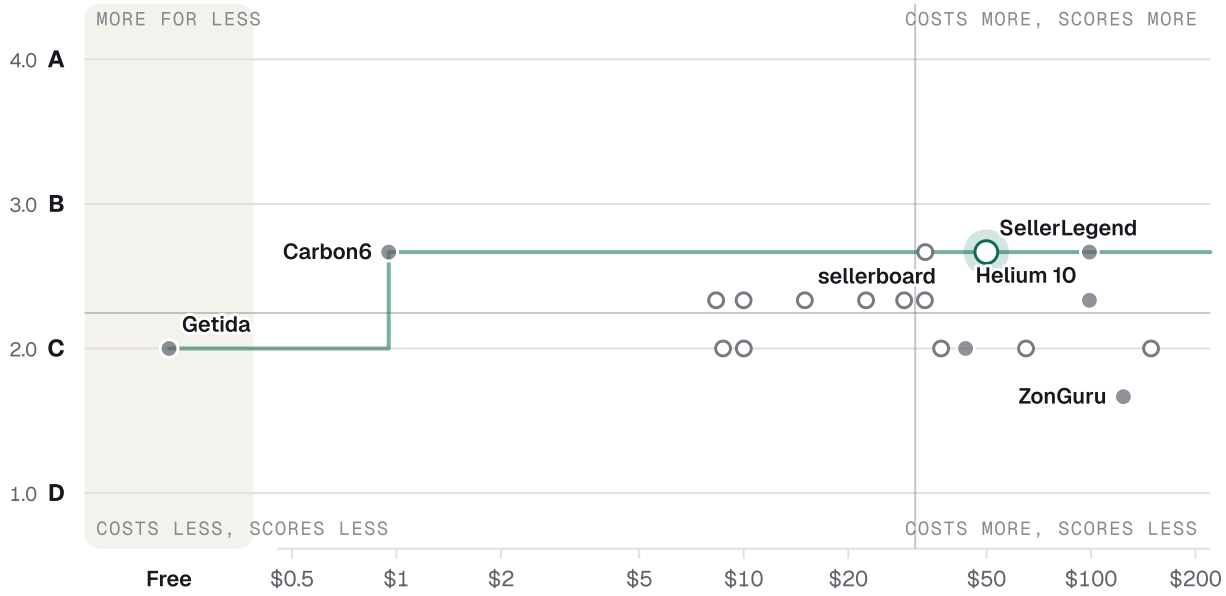
Each grade against the category

Every bar is all 26 Amazon seller tools we grade, cut by the letter each got. SellerLegend's own letter is outlined.



Price against what you get

Each dot is one of 19 Amazon seller tools. Further left costs less; higher up scores better on features, ease of use and platforms. SellerLegend 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 SellerLegend 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 18 of the 25 other Amazon seller tools we grade. It costs $599.88 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 that pull numbers from dozens of other services.
- It plugs into other products, Claude and ChatGPT among them, and has an API.
- 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. SellerLegend'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



sellerboard, Helium 10, DataHawk, Teikametrics and Jungle Scout

The 5 tools SellerLegend is most often weighed against, with where each one differs from it.

2.6 GPA

sellerboard

Free trial · from $15/mo

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

- Only sellerboard lists iOS and Android apps.
- Only sellerboard lists a browser extension.
- SellerLegend also covers reports.

SellerLegend and sellerboard compared in full

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. SellerLegend does not, though it has a free trial.
- Only Helium 10 lists a browser extension.
- SellerLegend also covers reports.

SellerLegend and Helium 10 compared in full

1.8
GPA

DataHawk

Paid

Marketplace analytics for Amazon and Walmart brands and agencies.

SellerLegend and DataHawk compared in full

2.0
GPA

Teikametrics

Free trial · from $149/mo

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

- SellerLegend also covers reports.
- Teikametrics also covers chat assistant and inventory.

SellerLegend and Teikametrics compared in full

J

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.
- SellerLegend also covers reports and dashboards.
- Jungle Scout also covers keyword research, rank tracking, inventory and review collection.

SellerLegend and Jungle Scout compared in full

Quick answers

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

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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 SellerLegend free?

No, SellerLegend is a paid product, but you can try it first. 21-day free trial with all features, no credit card required.

How much does SellerLegend cost?

SellerLegend lists 4 plans. Starter: $49.99 per month for up to 2,500 orders.

What platforms does SellerLegend work on?

SellerLegend is available on Web.

Does SellerLegend have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. SellerLegend is listed for Web.

Does SellerLegend have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. SellerLegend is listed for Web.

Is SellerLegend open source?

SellerLegend is not described as open source on its own site, as read on Nov 12, 2026.

Does SellerLegend have an API?

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

What does SellerLegend integrate with?

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

Who makes SellerLegend?

SellerLegend is made by a company of the same name.

What are the alternatives to SellerLegend?

The closest alternatives to SellerLegend in our directory are sellerboard, Helium 10, DataHawk, Teikametrics and Jungle Scout.

How does SellerLegend compare with other Amazon seller tools?

SellerLegend's GPA of 2.4 is higher than 18 of the 25 other Amazon seller tools we grade, and level with 3.

Is SellerLegend good value for money?

ToolGPA grades SellerLegend C for value for money. Its paid plans start at $49.99 a month, against a middle price of $31.17 for the category: 12 of the 17 others that charge start lower.

Could I make my own version of SellerLegend?

To replace SellerLegend 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 SellerLegend's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from SellerLegend's own pages on 12 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 SellerLegend. Prices change, so check sellerlegend.com before you buy.

sellerlegend.com/

sellerlegend.com/pricing

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

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.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

SellerLegend, kept up to date

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

toolgpa.com/tools/seller-legend

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, "SellerLegend: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/seller-legend
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Know someone choosing between Amazon seller tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded Amazon seller tools after SellerLegend, each with an Insider's Guide of its own.

Amazon Seller Tools Insider's Guide

Every one of the 26 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 SellerLegend'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. SellerLegend is a trademark of its owner, and this guide is not made, paid for or approved by SellerLegend. Prices and plans change: check sellerlegend.com before you buy.