ToolGPA

NOVEMBER 2026

Seller Snap

The Insider's Guide

AI repricer for Amazon and Walmart sellers



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

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

2.2

GPA



Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

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

ToolGPA put this guide together from Seller Snap's own pages, its app-store listings and our grades. Every fact in it is on Seller Snap'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 Snap is an AI repricer for Amazon and Walmart that sets prices from local Buy Box data with a focus on profit rather than Buy Box share alone. It includes a seller analytics view, custom repricing strategies and Amazon Business repricing. Plans are sized by SKUs, marketplaces and revenue.

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

> "
>
> **You connect your accounts and choose strategies.**
>
> From our grade for ease of use

1 **Best for profit-focused repricing on Amazon and Walmart**

Seller Snap is an AI repricer for Amazon and Walmart that aims at profit rather than Buy Box share, from $100 a month billed yearly.

2 **Paid plans start at $100 a month**

As its pricing page puts it: $100 per month, billed annually.

3 **You can try it first**

15-day free trial, no credit card required

4 **It runs on Web**

Web.

5 **Local Buy Box repricing**

The model reads what wins each local Buy Box and sets one price across them, aiming at profit rather than Buy Box share.

6 **Custom strategies**

Rules such as MAP repricing, YoYo repricing, target Buy Box share and following related ASINs sit on top of the AI model.

7 **Min and max calculator**

A profit-based min and max calculation that adjusts when fees or costs change.

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 Snap 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 Snap at a glance

PRICING Free trial, from $100 per month, billed annually	FREE PLAN No
FREE TRIAL 15-day free trial, no credit card required	RUNS ON Web
MADE BY Seller Snap, since 2016	CATEGORY Amazon Seller Tools
OUR GRADE 2.2 GPA, fair	

The report card

Best for profit-focused repricing on Amazon and Walmart

Seller Snap is an AI repricer for Amazon and Walmart that aims at profit rather than Buy Box share, from $100 a month billed yearly. Starter covers one marketplace and $15K in monthly revenue, and Walmart, B2B repricing and onboarding start at $250 billed monthly.

TOOLGPA REPORT CARD	Seller Snap	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	Starter is $100 a month billed yearly, at the edge of the dearer quarter. Accelerator is $212 yearly or $250 monthly and Standard is $425 yearly.
Free plan and trial	C	A 15-day trial with no credit card. There is no free plan.
Features	C	Local Buy Box repricing, custom strategies, a min and max calculator and analytics. Starter caps you at 1 marketplace and $15K monthly revenue, with Walmart and B2B on Accelerator.
Ease of use	C	No store rating on record. You connect your accounts and choose strategies.
Platforms and integrations	B	Web, with Amazon, Walmart, InventoryLab and Sellercloud links. No desktop or phone app.
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 Snap is for

- ✓ Fits if you want a repricer that aims at profit rather than the Buy Box alone
- ✓ Makes sense if you sell on both Amazon and Walmart

Who it is not for

- ✗ Tight if you are growing: Starter stops at $15K a month in revenue and 1,000 SKUs
- ✗ Pricey if you want Walmart or B2B repricing: that starts on Accelerator at $250 billed monthly
- ✗ Skip it if you want a free plan, because there is only a 15-day trial
- ✗ Watch out: annual billing saves roughly 15% against monthly, so the monthly prices are higher

Good to know

Good for

- ✓ Amazon sellers who want profit-first AI repricing
- ✓ Sellers on both Amazon and Walmart
- ✓ Teams that want an onboarding specialist or account manager

Worth knowing

- ⓘ Plans are capped by SKUs and, on Starter and Accelerator, by monthly revenue ($15K and $30K).
- ⓘ Starter covers 1 marketplace only; Walmart, B2B repricing and onboarding help start on Accelerator at $250 billed monthly.
- ⓘ The page says annual billing saves roughly 15% against paying monthly.
- ⓘ Web-based; no desktop or mobile apps are listed.

PART 02 · PRICING

What it costs

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

$100

A month to start

Seller Snap is a paid product with a free trial, starting at $100 per month, billed annually.

STARTER

$100

per month for 1,000 SKUs, billed annually

1 marketplace, 1 user, up to $15K a month in revenue, with the full AI repricing engine, min and max calculation, analytics and integrations.

ACCELERATOR

$212

per month for 1,000 SKUs, billed annually ($250 billed monthly)

Amazon plus Walmart, 3 users, up to $30K a month in revenue, B2B repricing and an onboarding specialist.

STANDARD

$425

per month for 15,000 SKUs, billed annually ($500 billed monthly)

Amazon plus Walmart, 3 users, no revenue cap, a dedicated account manager and multi-store support.

ENTERPRISE

Custom

Custom plan above Standard for more SKUs, marketplaces, seller IDs and support. Sold through sales.

Trying it first

15-day free trial, no credit card required

Read from sellersnap.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

About 15% off with annual billing

The pricing page shows Accelerator at $212 a month and Standard at $425 a month when paid annually, against $250 and $500 billed monthly.

Stated on sellersnap.io

What it does

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

1

Place it runs: Web

AI repricer for Amazon and Walmart sellers. Here is what it does, as its own site describes it, and what it covers: AI features, workflow automation, reports, dashboards, amazon selling.

> **Local Buy Box repricing, custom strategies, a min and max calculator and analytics.**

From our grade for features

Local Buy Box repricing

The model reads what wins each local Buy Box and sets one price across them, aiming at profit rather than Buy Box share.

Custom strategies

Rules such as MAP repricing, YoYo repricing, target Buy Box share and following related ASINs sit on top of the AI model.

Min and max calculator

A profit-based min and max calculation that adjusts when fees or costs change.

DataHub analytics

Profit, revenue, margin and competitor pricing views, with over 60 customizable views and custom reports.

Amazon Business and Walmart

B2B repricing for business buyers and quantity tiers, and Walmart repricing, start on the Accelerator plan.

Where it runs

Web

What it works with

Amazon
Walmart
InventoryLab
Sellercloud

Seller Snap is made by Seller Snap, and has been around since 2016.

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

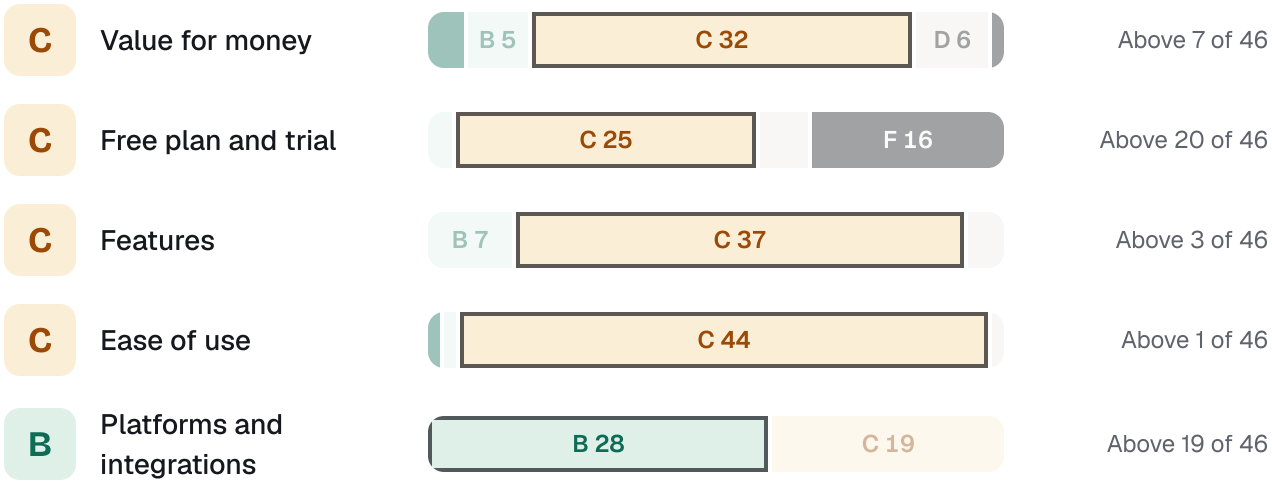
It stands best on platforms and integrations (B, above 19 of 46) and worst on ease of use (C, above 1).

Its paid plans start at $100 a month, against a middle price of $39 for the category: 27 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 6 tools score higher and cost less.

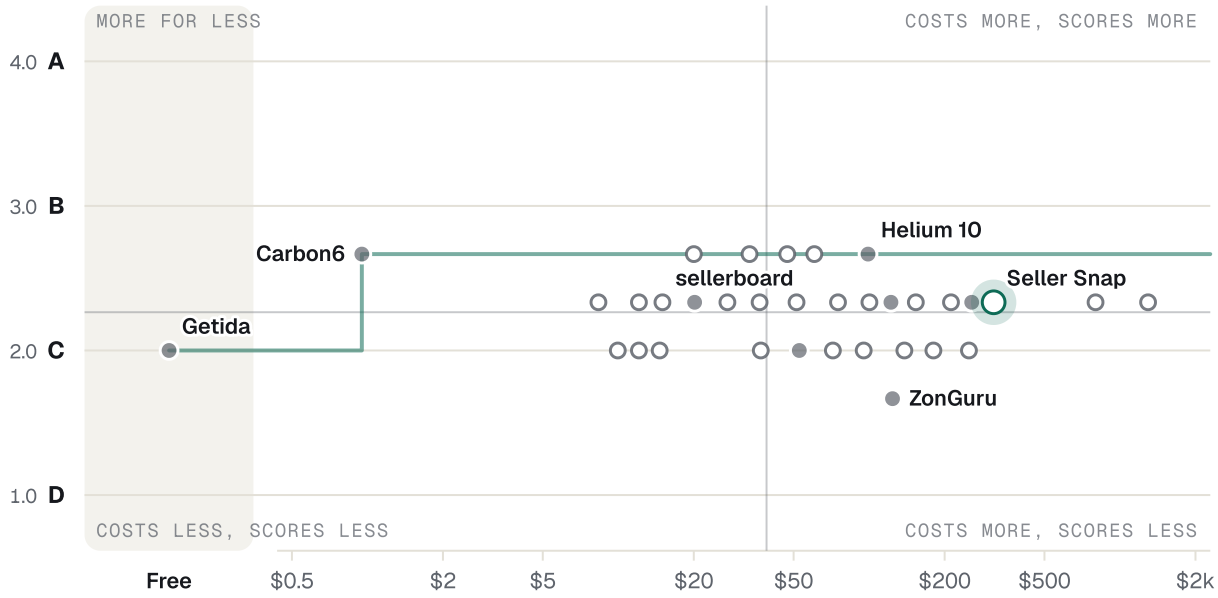
Each grade against the category

Every bar is all 47 Amazon seller tools we grade, cut by the letter each got. Seller Snap'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 Snap 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 Snap 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 $1,200 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.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Seller Snap'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



Repricer.com, Feedvisor, Aura, BQool and RepricerExpress

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

2.0 GPA

Repricer.com

Free trial · from $99/mo

Automated repricing for Amazon, eBay and other marketplaces.

- Seller Snap also covers dashboards.

Seller Snap and Repricer.com compared in full

1.6 GPA

Feedvisor

Paid

Agentic advertising and pricing platform for Amazon brands.

- Seller Snap also covers workflow automation and dashboards.

Seller Snap and Feedvisor compared in full

2.0 GPA

Aura

Free trial · from $37/mo

AI repricer that changes Amazon and Walmart prices to win the Buy Box.

- Seller Snap also covers workflow automation, reports and dashboards.

Seller Snap and Aura 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.
- Seller Snap also covers workflow automation and reports.
- BQool also covers review collection.

Seller Snap and BQool compared in full

2.0
GPA

RepricerExpress

Free trial

Real-time Amazon repricing software.

- Seller Snap also covers workflow automation, reports and dashboards.

Seller Snap and RepricerExpress compared in full

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 Snap free?

No, Seller Snap is a paid product, but you can try it first. 15-day free trial, no credit card required.

How much does Seller Snap cost?

Seller Snap lists 4 plans. Starter: $100 per month for 1,000 SKUs, billed annually.

What platforms does Seller Snap work on?

Seller Snap is available on Web.

Does Seller Snap offer any discounts?

Seller Snap publicly lists the following: About 15% off with annual billing.

Does Seller Snap have an Android app?

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

Does Seller Snap have an iPhone app?

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

Is Seller Snap open source?

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

What does Seller Snap integrate with?

Seller Snap's listing names Amazon, Walmart, InventoryLab and Sellercloud.

Who makes Seller Snap?

Seller Snap is made by a company of the same name. It dates from 2016.

What are the alternatives to Seller Snap?

The closest alternatives to Seller Snap in our directory are Repricer.com, Feedvisor, Aura, BQool and RepricerExpress.

How does Seller Snap compare with other Amazon seller tools?

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

Is Seller Snap good value for money?

ToolGPA grades Seller Snap C for value for money. Its paid plans start at $100 a month, against a middle price of $39 for the category: 27 of the 32 others that charge start lower.

Could I make my own version of Seller Snap?

To replace Seller Snap 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 Snap'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 Snap'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 Snap. Prices change, so check sellersnap.io before you buy.

sellersnap.io/pricing
sellersnap.io/about-us/
sellersnap.io

PART 07 · 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

Seller Snap, kept up to date

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

toolgpa.com/tools/seller-snap

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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