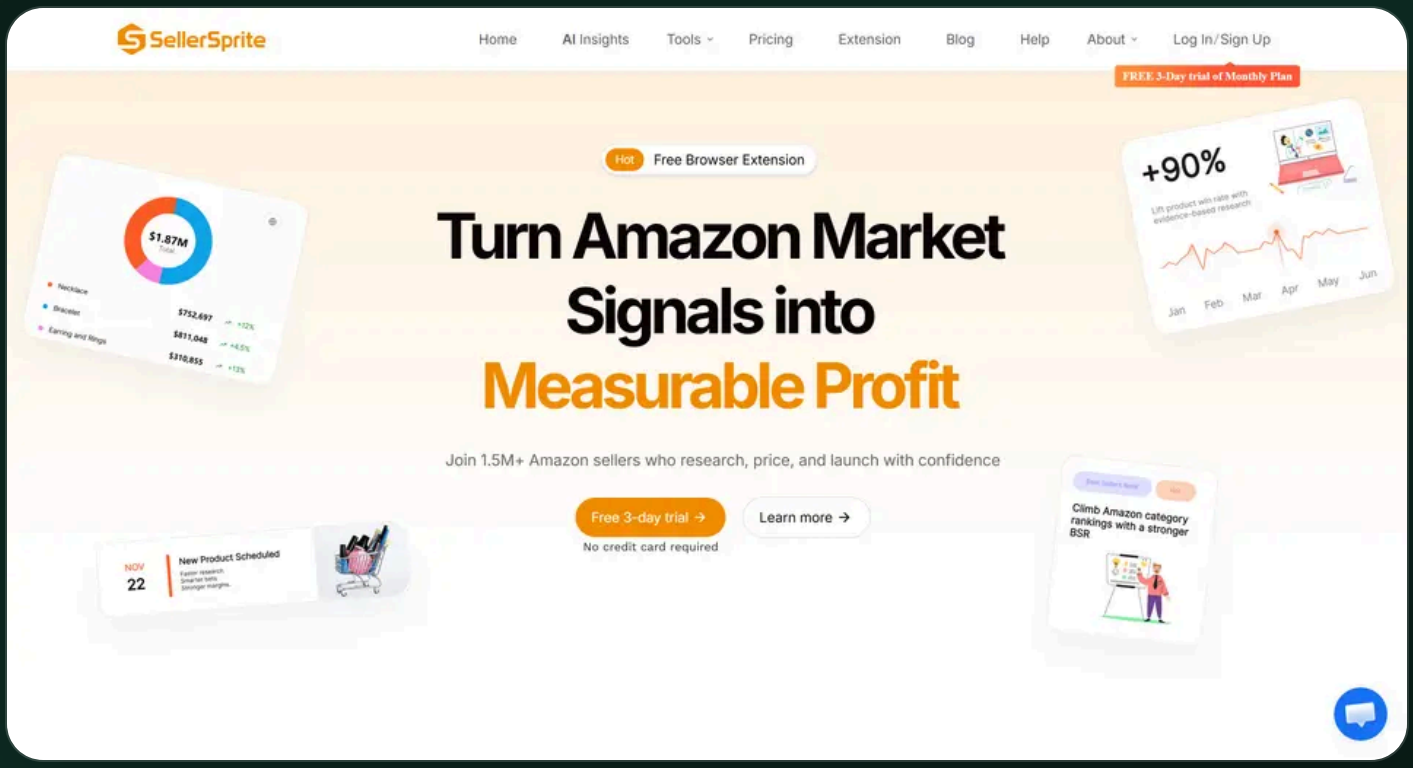
ToolGPA

NOVEMBER 2026

SellerSprite

The Insider's Guide

Amazon product, keyword and review research with a Chrome extension



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

Made by SellerSprite · 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 SellerSprite's own pages, its app-store listings and our grades. Every fact in it is on SellerSprite'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

SellerSprite is a web suite and Chrome extension for Amazon sellers. It covers product and competitor research, keyword mining, reverse ASIN lookups, trackers for products, keywords and new listings, and review analysis. An API and an MCP connection for AI tools are sold separately.

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

> "
>
> **A research suite with trackers and filters means learning it.**
>
> From our grade for ease of use

1 **Best for Amazon product, keyword and competitor research**

SellerSprite is a web suite and Chrome extension for Amazon sellers, covering product research, keyword mining, trackers, review analysis, an API and MCP.

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

As its pricing page puts it: $39 per month, billed monthly.

3 **You can try it first**

Free 3-day trial of the Monthly Plan

4 **It runs on Web**

Web, with a browser extension too.

5 **Product and competitor research**

Product Research, Competitor Research and Category Insights are listed as unlimited on every plan.

6 **Keyword research**

Keyword Mining, Reverse ASIN and Index Checker are unlimited, with 50 data exports a day.

7 **Trackers**

Product, keyword and new-listing trackers, with caps that rise by plan and none on Basic.

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 SellerSprite 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.

SellerSprite at a glance

PRICING
Free trial, from $39 per month, billed monthly

FREE PLAN
No

FREE TRIAL
Free 3-day trial of the Monthly Plan

RUNS ON
Web, Browser extension

MADE BY
SellerSprite

CATEGORY
Amazon Seller Tools

OUR GRADE
2.2 GPA, fair

The report card

Best for Amazon product, keyword and competitor research

SellerSprite is a web suite and Chrome extension for Amazon sellers, covering product research, keyword mining, trackers, review analysis, an API

and MCP. Basic is $39 a month. That plan has no trackers at all, the trial is 3 days, and each list price comes with a crossed-out figure and no end date.

TOOLGPA REPORT CARD	SellerSprite	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	Basic is $39 a month ($390 a year), between the cheaper quarter at $24.99 and the middle at $49 for Amazon seller tools.
Free plan and trial	D	A free 3-day trial of the Monthly Plan, shorter than a week. Nothing free after that.
Features	B	Product and keyword research, trackers, AI review analysis, a Chrome extension, API and MCP. The listing names no gap in the core job.
Ease of use	C	No store rating on record. A research suite with trackers and filters means learning it.
Platforms and integrations	B	Web and a Chrome extension, with an API and MCP.
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 SellerSprite is for

- ✓ Fits if you research Amazon products and keywords and track a handful of listings
- ✓ Works for sellers who want an API or MCP feed of the same data

Who it is not for

- ✕ Tight on Basic: it has no product, keyword or new-listing trackers
- ✕ Skip it if you want a long trial: the free trial is 3 days
- ✕ Pricey as you add trackers: Standard is $79, Advanced $129 and VIP $189 a month
- ✕ Watch out: plans show a crossed-out list price with no end date
- ✕ Watch out: yearly billing is $390, $790, $1,290 and $1,890 a year, which the page says saves 16%

Good to know

Good for

- ✓ Sellers who want product and keyword research at a low monthly price
- ✓ Teams that need sub-accounts for several users

Worth knowing

- ⓘ The Basic plan has no product, keyword or new-listing trackers.
- ⓘ Plans show a crossed-out list price with no end date; the lower price is the one recorded.
- ⓘ Yearly billing is $390, $790, $1,290 and $1,890 a year; the page says it saves 16%.

What it costs

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

$39
A month to start

SellerSprite is a paid product with a free trial, starting at $39 per month, billed monthly.

BASIC PLAN

$39

per month, billed monthly

Shown at $39 against a crossed-out $49; $390 a year. 1 main account, no trackers.

STANDARD PLAN

$79

per month, billed monthly

Shown at $79 against $98; $790 a year. 100 product, 500 keyword and 50 new-listing trackers.

ADVANCED PLAN

$129

per month, billed monthly

Shown at $129 against $158; $1,290 a year. 300 product, 1,000 keyword and 100 new-listing trackers.

VIP PLAN

$189

per month, billed monthly

Shown at $189 against $228; $1,890 a year. 500 product, 2,000 keyword and 200 new-listing trackers.

Trying it first

Free 3-day trial of the Monthly Plan

Read from sellersprite.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 16% with yearly billing

The pricing page lists yearly plans at 16% off and says annual billing gets 2 months free.

Stated on sellersprite.com

What it does

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

2

Places it runs: Web and Browser extension

Amazon product, keyword and review research with a Chrome extension. Here is what it does, as its own site describes it, and what it covers: public API, AI features, keyword research, rank tracking, amazon selling.

> **Product and keyword research, trackers, AI review analysis, a Chrome extension, API and MCP.**
>
> From our grade for features

Product and competitor research

Product Research, Competitor Research and Category Insights are listed as unlimited on every plan.

Keyword research

Keyword Mining, Reverse ASIN and Index Checker are unlimited, with 50 data exports a day.

Trackers

Product, keyword and new-listing trackers, with caps that rise by plan and none on Basic.

AI review analysis and Keepa insights

AI Review Analysis is listed in the tools, and Keepa AI insight reports are capped at 100 a day.

Chrome extension

Free extension showing product data and sales estimates while browsing Amazon.

API and MCP

Data APIs across nine Amazon marketplaces and an MCP connection for AI tools; prices are not on the pricing page.

Where it runs

Web

Browser extension

What it works with

Its own pages name no integrations.

SellerSprite is made by SellerSprite.

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

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

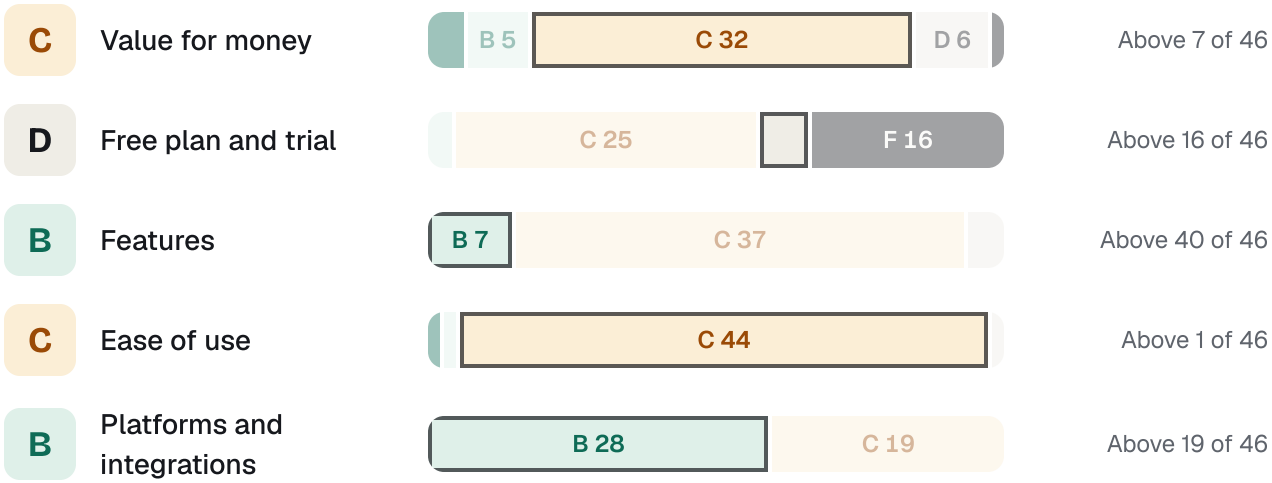
It stands best on features (B, above 40 of 46) and worst on free plan and trial (D, above 16).

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 2.7 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

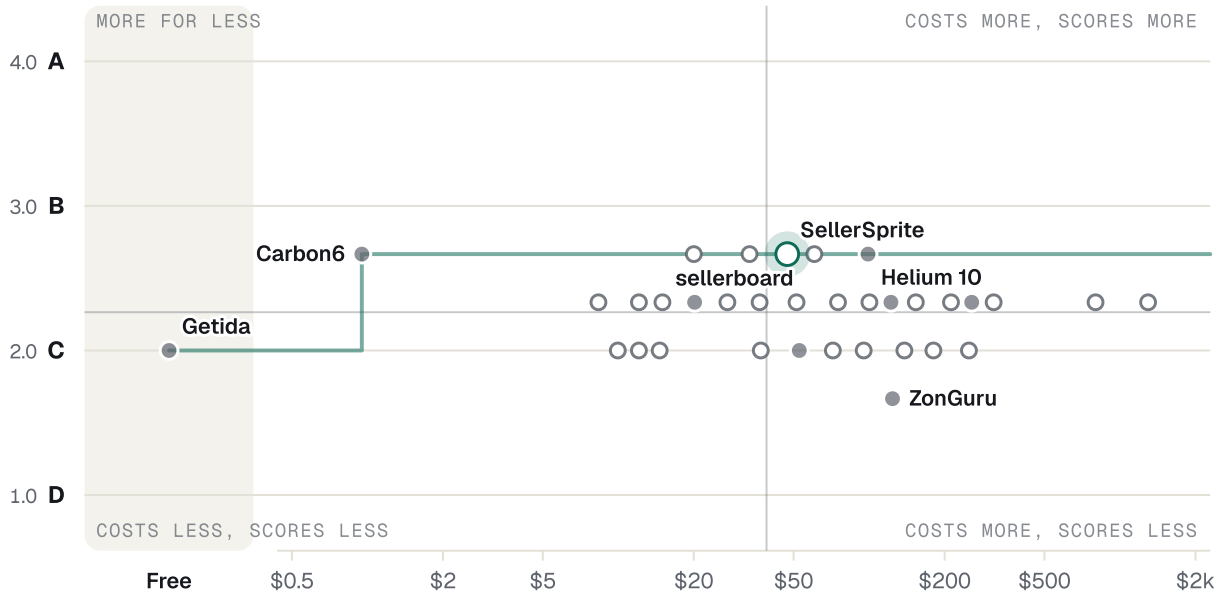
Each grade against the category

Every bar is all 47 Amazon seller tools we grade, cut by the letter each got. SellerSprite'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. SellerSprite 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 SellerSprite 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 not

- ✕ Data from Amazon's seller tools and years of sales estimates.
- ✕ Search volumes for millions of keywords, gathered and kept up to date.

- ✕ Daily checks of where your pages rank in search results.
- ✕ An API that other software can build on.
- ✕ 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. SellerSprite'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.

PART 05 · ALTERNATIVES

The alternatives

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



Helium 10, Jungle Scout, ZonGuru, AMZScout and SmartScout

The 5 tools SellerSprite 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.

- Helium 10 has a free plan. SellerSprite does not, though it has a free trial.
- Helium 10 also covers AI agents, inventory and dashboards.

SellerSprite 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.

- Jungle Scout also covers inventory and review collection.

SellerSprite and Jungle Scout compared in full



1.4
GPA

ZonGuru

Free plan · from $124/mo

AI listing rewrites and monitoring for Amazon US and UK sellers.

- ZonGuru has a free plan. SellerSprite does not, though it has a free trial.
- Only SellerSprite lists a browser extension.
- SellerSprite also covers keyword research and rank tracking.

SellerSprite and ZonGuru compared in full



2.4
GPA

AMZScout

Free trial · from $399.99/yr

Amazon product research extension and database with an AI chatbot.

- AMZScout also covers chat assistant.

SellerSprite and AMZScout compared in full



1.8
GPA

SmartScout

From $29/mo

Amazon market research by product, brand, seller and category.

- SmartScout also covers review collection.

SellerSprite and SmartScout 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 SellerSprite free?

No, SellerSprite is a paid product, but you can try it first. Free 3-day trial of the Monthly Plan.

How much does SellerSprite cost?

SellerSprite lists 4 plans. Basic Plan: $39 per month, billed monthly.

What platforms does SellerSprite work on?

SellerSprite is available on Web. It also has a browser extension.

Does SellerSprite offer any discounts?

SellerSprite publicly lists the following: Save 16% with yearly billing.

Does SellerSprite have an Android app?

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

Does SellerSprite have an iPhone app?

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

Is SellerSprite open source?

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

Does SellerSprite have an API?

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

Who makes SellerSprite?

SellerSprite is made by a company of the same name.

What are the alternatives to SellerSprite?

The closest alternatives to SellerSprite in our directory are Helium 10, Jungle Scout, ZonGuru, AMZScout and SmartScout.

How does SellerSprite compare with other Amazon seller tools?

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

Is SellerSprite good value for money?

ToolGPA grades SellerSprite 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 SellerSprite?

To replace SellerSprite 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 SellerSprite'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 SellerSprite'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 SellerSprite. Prices change, so check sellersprite.com before you buy.

sellersprite.com/

sellersprite.com/en/price

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

SellerSprite, kept up to date

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

toolgpa.com/tools/sellersprite

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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