ToolGPA

NOVEMBER 2026

Sellozo

The Insider's Guide

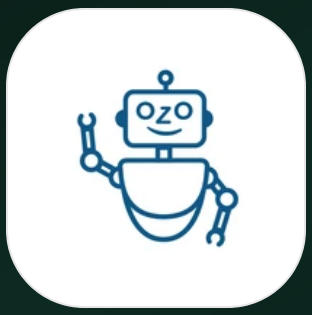
Amazon PPC automation with a flat monthly fee



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

Made by Sellozo · checked Nov 13, 2026 · toolgpa.com

1.8
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 Sellozo's own pages, its app-store listings and our grades. Every fact in it is on Sellozo'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

1.8

GPA, above 9 of the 46 other Amazon seller tools we grade

Sellozo is an Amazon advertising platform that automates bidding, budget balancing and keyword harvesting, and lets sellers set rules for how campaigns link and transfer keywords. It also has financial reporting with profit and loss views. It charges one flat monthly fee instead of a percentage of ad spend.

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

> **You connect your ads account and set campaign rules, which takes some learning.**
>
> From our grade for ease of use

1 **Best for flat-fee Amazon ad automation**

Sellozo automates Amazon ad bidding, budgets and keyword harvesting for one flat monthly fee, not a cut of ad spend.

2 **Paid plans start at $250 a month**

As its pricing page puts it: $250 per month for 1 marketplace.

3 **You can try it first**

30-day free trial.

4 **It runs on Web**

Web.

5 **AI bid optimization**

Automated bidding and budget balancing across campaigns, with multi-campaign optimization that mixes ad products and targeting types.

6 **Campaign Studio**

Lets sellers set how campaigns are linked and which rules move keywords from one campaign to another, with launch templates.

7 **Keyword harvesting**

Pulls high-performing search terms out of automatic and broad-match campaigns, with negative keyword management alongside.

8 **A 1.8 GPA, above 9 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 Sellozo 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.

Sellozo at a glance

PRICING Free trial, from $250 per month for 1 marketplace	FREE PLAN No
FREE TRIAL 30-day free trial.	RUNS ON Web
MADE BY Sellozo, since 2018	CATEGORY Amazon Seller Tools
OUR GRADE 1.8 GPA, weak	

The report card

Best for flat-fee Amazon ad automation

Sellozo automates Amazon ad bidding, budgets and keyword harvesting for one flat monthly fee, not a cut of ad spend. The fee is $250 a month for one marketplace, which is the dearest tenth of the category, and it has no product or keyword research.

TOOLGPA REPORT CARD — **Sellozo** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$250 a month for 1 marketplace. That is where the dearest tenth of Amazon seller tools begins, against $39 in the middle. It's one flat fee for every feature and unlimited users.
Free plan and trial	C	A 30-day free trial. The listing doesn't say whether it needs a card, and there is no free plan.
Features	C	Bid and budget automation, campaign rules, keyword harvesting and profit-and-loss reports. It is advertising and profit software only, with no product or keyword research.
Ease of use	C	No store rating on record. You connect your ads account and set campaign rules, which takes some learning.
Platforms and integrations	C	Web only, linked to Amazon Ads across 20 marketplaces. No app or other integrations are listed.

Grade point average — Weak, out of 4.0 **1.8**

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 Sellozo is for

- ✓ Fits if you spend enough on Amazon ads that a flat fee beats a percentage
- ✓ Makes sense if you want campaign rules for how keywords move between campaigns

Who it is not for

- ✕ Pricey if you run small ads: $250 a month for one marketplace
- ✕ Not for you if you want product or keyword research, because it has none
- ✕ Watch out: only the first marketplace's price was readable, and added marketplaces aren't priced in the page text
- ✕ Watch out: the plan is software only, and email support is the support listed

Good to know

Good for

- ✓ Sellers with large ad budgets who want a fee that does not grow with spend
- ✓ Agencies managing campaigns for many accounts, with unlimited users
- ✓ Sellers who want rules they control over campaign structure

Worth knowing

- ⓘ Only the first marketplace's $250 per month was readable; the page does not show the price of added marketplaces in its text.
- ⓘ The pricing page covers the software only; the site lists separate Self Serve, Agency and Strategic Management services.
- ⓘ Support included in the plan is listed as email support.
- ⓘ It is advertising and profit software for Amazon, with no product research or keyword research tools.

PART 02 · PRICING

What it costs

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

$250

A month to start

Sellozo is a paid product with a free trial, starting at $250 per month for 1 marketplace.

> "It's one flat fee for every feature and unlimited users."
>
> From our grade for value for money

SELLOZO PLATFORM

$250

per month for 1 marketplace, billed monthly

Every feature and unlimited users on a flat fee with no percentage of ad spend. A marketplace selector on the page covers up to 20 marketplaces.

Trying it first

30-day free trial.

Read from sellozo.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 PPC automation with a flat monthly fee. Here is what it does, as its own site describes it, and what it covers: AI features, workflow automation, reports, dashboards, amazon selling.

> **Bid and budget automation, campaign rules, keyword harvesting and profit-and-loss reports.**
>
> From our grade for features

AI bid optimization

Automated bidding and budget balancing across campaigns, with multi-campaign optimization that mixes ad products and targeting types.

Campaign Studio

Lets sellers set how campaigns are linked and which rules move keywords from one campaign to another, with launch templates.

Keyword harvesting

Pulls high-performing search terms out of automatic and broad-match campaigns, with negative keyword management alongside.

Dynamic reporting

Reports on advertising and financial metrics, including real-time profit and loss and fee and cost breakdowns.

Multi-marketplace support

The site lists 20 Amazon marketplaces, from the US and Canada to Germany, Japan, India and the UAE.

Where it runs

Web

What it works with

Amazon Ads

Sellozo is made by Sellozo, and has been around since 2018.

Where it stands

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

9/46

Other Amazon seller tools it is graded above

Sellozo's GPA of 1.8 is higher than 9 of the 46 other Amazon seller tools we grade, and level with 8.

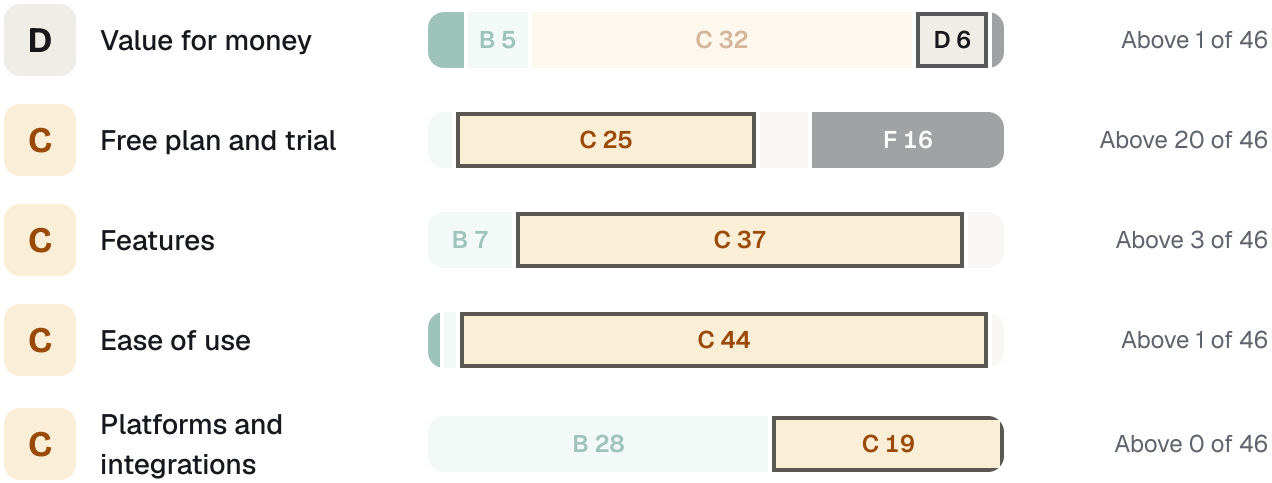
It stands best on free plan and trial (C, above 20 of 46) and worst on value for money (D, above 1).

Its paid plans start at $250 a month, against a middle price of $39 for the category: 30 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 20 tools score higher and cost less.

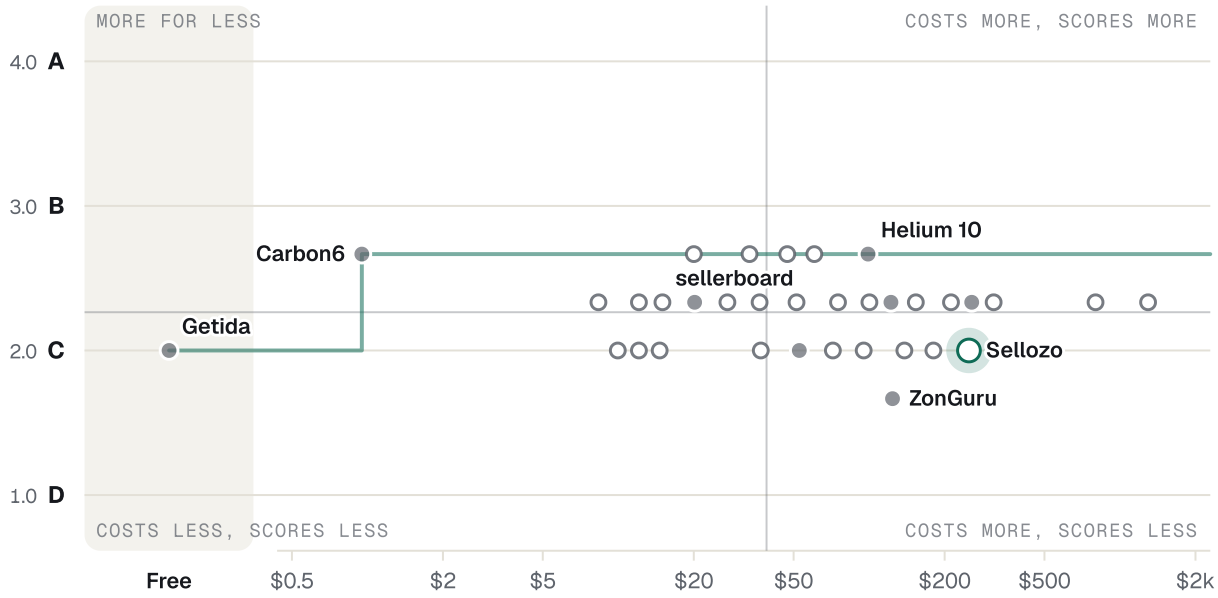
Each grade against the category

Every bar is all 47 Amazon seller tools we grade, cut by the letter each got. Sellozo'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. Sellozo 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 Sellozo 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.

That makes this kind of software worth paying for, not this one in particular: 29 of the 46 other Amazon seller tools grade higher. It costs $3,000 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. Sellozo'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, Teikametrics and BQool

The 3 tools Sellozo 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.

- Sellozo also covers workflow automation and dashboards.

Sellozo and Perpetua compared in full

2.0 GPA

Teikametrics

Free trial · from $149/mo

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

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

Sellozo and Teikametrics 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.
- Sellozo also covers workflow automation and reports.
- BQool also covers review collection.

Sellozo and BQool compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 Sellozo free?

No, Sellozo is a paid product, but you can try it first. 30-day free trial.

How much does Sellozo cost?

Sellozo lists one plan. Sellozo Platform: $250 per month for 1 marketplace, billed monthly.

What platforms does Sellozo work on?

Sellozo is available on Web.

Does Sellozo have an Android app?

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

Does Sellozo have an iPhone app?

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

Is Sellozo open source?

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

What does Sellozo integrate with?

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

Who makes Sellozo?

Sellozo is made by a company of the same name. It dates from 2018.

What are the alternatives to Sellozo?

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

How does Sellozo compare with other Amazon seller tools?

Sellozo's GPA of 1.8 is higher than 9 of the 46 other Amazon seller tools we grade, and level with 8.

Is Sellozo good value for money?

ToolGPA grades Sellozo D for value for money. Its paid plans start at $250 a month, against a middle price of $39 for the category: 30 of the 32 others that charge start lower.

Could I make my own version of Sellozo?

To replace Sellozo 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 Sellozo'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 Sellozo's own pages on 13 November 2026. The pricing page text we could read showed no figures. 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 Sellozo. Prices change, so check sellozo.com before you buy.

sellozo.com/pricing

sellozo.com/

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

Sellozo, kept up to date

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

toolgpa.com/tools/sellozo

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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