

## The 15 Best Amazon FBA Seller Tools

**Which are the best tools and resources currently available for Amazon sellers?**

With so many Amazon seller tools now available it can be confusing. Which tools will have a real impact on your FBA business or help you get started?

The best way to answer this is to look at the tools we actually use ourselves to build and run a successful Amazon business over the last 15 years.

So whether you are looking for online arbitrage tools, retail arbitrage tools, or tools for doing private label research, we've got you covered.

You can be assured that these are the best tools for Amazon sellers currently available and will help you succeed with FBA.

Here are the best Amazon selling tools, [courses](#) and services we will be reviewing;

1. [Helium 10](#)
2. [Jungle Scout](#)
3. [Tactical Arbitrage](#)
4. [SourceMogul](#)
5. [BuyBotPro](#)
6. **[Keepa Chrome Extension](#)**
7. **[CamelCamelCamel](#)**
8. [Thompson & Holt](#)
9. [Currencies Direct](#)
10. [Siteground](#)
11. [Marketplace Superheroes](#)
12. [Amazing Selling Machine](#)
13. [Amazon Boot Camp](#)
14. [Proven Amazon Course](#)
15. [The Wholesale Formula](#)

## Amazon FBA Product Research Tools

### **Helium 10**

[Helium 10](#) is currently one of the best tools for Amazon sellers available. We recommend every seller should try out this powerful suite of Amazon FBA tools.

The range of tools included with Helium 10 will help sellers find profitable products, optimize listings, research keywords, run PPC campaigns, and manage your day-to-day Amazon business efficiently.

You can now use a majority of the **Helium 10 tools for free** – [click here to take a look at the Helium 10 tools](#).

**Helium 10 Full Review:** [Helium 10 Review & 50% Discount Code](#)

**Helium 10 Free Trial:** You can get a free Helium 10 account here: [Click for a free Helium 10 Account](#). ☐

**Website:** [Helium 10](#)

[Create My FREE Helium 10 Account!](#)

## **Jungle Scout**

[Jungle Scout](#) is still the gold standard in [private label product research tools](#) for Amazon and it is still used by a lot of the most successful [private label](#) sellers.

Jungle Scout helps Amazon sellers launch quality products, find the best suppliers, research keywords, estimate sales, and perform competitor research.

We highly recommend it and you can see all the awesome tools included by [clicking here](#).

**Jungle Scout Discount Code:** [Jungle Scout 60% Discount](#) ☐

**Jungle Scout Full Review:** [Jungle Scout Review & 60% Discount Code](#)

Everyone can use the FREE Jungle Scout Sales Estimator to get monthly sales volume for any product being sold on Amazon – **[Jungle Scout Sales Estimator](#)**

**Website:** [Jungle Scout](#)

[Learn more about Jungle Scout...](#)

## **AMZScout**

**AMZScout** is fairly similar to [Jungle Scout](#). It comes with the AMZScout chrome extension and the AMZScout web app which both offer similar functionality to the [Jungle Scout](#) tools.

AMZScout also offer their '**Amazon Sellers Bundle**' which includes the 'AMZScout Sellers' Course', Webapp, Chrome extension, keyword explorer, and more – take a look at what's included here –

**[AMZScout Amazon Sellers Bundle](#)**.

AMZScout now works in 9 Amazon marketplaces including the USA, UK, Canada, Mexico, France, Germany, Italy, Spain, and India. We recommend AMZScout and you can [try it for free today](#).

**AMZScout Free Trial:** To get your free trial of the AMZScout Pro Extension **[click here](#)**.

**AMZScout Pricing:** AMZScout costs from \$25 per month.

**AMZScout vs Jungle Scout:** In our testing, we have found AMZScout is not as sophisticated or accurate as Jungle Scout. However, it is fairly similar so may be a good option for those on a tighter budget.

**AMZScout vs Helium 10:** Helium 10 is currently our top-rated tool for Amazon private label sellers. It has more tools than AMZScout and a bigger database of products and keywords.

**Website:** [AMZScout](#)

## **Amazeowl**

**Amazeowl** is one of the free amazon selling tools we use although some of the additional features do cost money. Amazeowl is a relatively new chrome extension and desktop application. They have just released a UK version but they do charge a fee for this.

Amazeowl is mainly focused on Private Label research and is quite similar to Jungle Scout as it will show BSR (Best Sellers Rank) and other product data to help you find opportunities. If you are selling in the US marketplace then it might be worth checking it out.

**Website:** [Amazeowl](#)

## **Unicorn Smasher**

**UPDATE: Unicorn Smasher has now been discontinued.**

Lots of our [Facebook Group](#) members recommend Unicorn Smasher which is made by the people at AMZTracker.

Unicorn Smasher is a chrome extension similar to Amazeowl and will provide BSR, sales estimates, ranking, and other important data. It is well suited to Private Label research but can be used for any sourcing strategy or Amazon research.

Unicorn Smasher is a great free amazon selling tool and works in the US and UK. You do not require a professional selling account to use Unicorn Smasher so it is ideal for people testing the water.

## **Amazon Online Arbitrage Tools**

### **Tactical Arbitrage**

[Tactical Arbitrage](#) – Tactical Arbitrage can be used for most types of product sourcing including [online arbitrage](#) and [wholesale](#). It is probably one of the best online arbitrage tools available for sourcing new Amazon products.

Tactical arbitrage will scan over 1,000 online stores to find products where you can make the most profit by reselling them on Amazon.

Tactical Arbitrage now works in the US, UK, Australia, Canada, and many more.

You can test Tactical Arbitrage today with their free trial – [Tactical Arbitrage Free Trial](#). □

**Tactical Arbitrage Pricing:** Tactical Arbitrage costs from \$50 per month after the [free trial](#).

**Tactical Arbitrage vs Sourcemogul:** Tactical Arbitrage is cheaper than Sourcemogul for the basic package and it can scan more stores. We have found SourceMogul to have a more user-friendly interface.

**Website:** [Tactical Arbitrage](#)

[Start My FREE Tactical Arbitrage Trial...](#)

## **SourceMogul**

[SourceMogul](#) – Source Mogul is one of the best online arbitrage tools available and also makes a great [Tactical Arbitrage](#) alternative.

SourceMogul can quickly scan hundreds of online stores searching for the best deals. You can then filter the criteria that best suits your overall strategies. You can adjust filters for profit, ROI, sales volume, category, cost price, and many more.

**SourceMogul Free Trial:** There is a 10-day free trial available: [Click for your FREE SourceMogul Trial](#) □

**Website:** [SourceMogul](#)

[Start My FREE SourceMogul Trial...](#)

## **BuyBotPro**

[BuyBotPro](#) – Buy Bot Pro is a fully automated FBA calculator and online arbitrage sourcing tool. We think it is one of the best amazon seller tools available for online arbitrage.

You can save time, make more profits, scale faster and avoid the ‘Bad Buys’ that can destroy your Amazon arbitrage business – [click here to learn more.](#)

**BuyBotPro Free Trial:** There is no free trial available but you get a 14-day money-back guarantee with [BuyBotPro](#).

**Website:** [BuyBotPro](#)

[Learn more about BuyBotPro...](#)

## **Online Arbitrage Deals**

[Online Arbitrage Deals](#) – if you want to scale up your Amazon FBA or Shopify business then why not outsource all your product sourcing? Online Arbitrage Deals from the makers of BuyBotPro will free up your time so you can really take your business to the next level.

With Online Arbitrage Deals (OAD) you will get a team of Virtual Assistants who find you the most profitable products from online stores every day. You can set your own filters and requirements for these deals.

Your VA’s will deliver you between 7 and 20 unique, fully researched deals daily and you can then simply buy the ones you want.

Online Arbitrage Deals works in the US and UK and you can take a look at the services on offer by [clicking here.](#)

### ***Online Arbitrage Deals Discount Code***

\* **BONUS** \* - for our readers you can get 20% off by using these discount codes:

**US Customers** – Code: DC119 (20% off Silver Service) / Code: DC209 (20% off Gold Service) / Code: DC279 (20% off Accelerated Service)

**UK Customers** – Code: DC176 (20% off Beginners Service) / Code: DC77 (20% off Standard Service) / Code: DC199 (20% off Accelerated Service)

**Website:** [Online Arbitrage Deals](#)

## Amazon Retail Arbitrage Tools

### Amazon Seller App

The Amazon Seller app is a free amazon seller tool made by Amazon themselves. You can use it to analyze sales, fulfill orders, find products to sell, manage offers, inventory, and returns, and deal with customer queries. You will need an Amazon business account to use the app.

**Website:** [Amazon Seller app](#)

### Keepa Chrome Extension

The Keepa Chrome Extension is an absolutely **essential free retail arbitrage tool** for analyzing sales, tracking prices, and seeing the selling history of any product on Amazon. We think Keepa is one of the best Amazon FBA tools you can still get for free and we use it daily in our Amazon business.

**Keepa Chrome Extension Pricing:** Keepa is free to use. You can get extra functionality and insights in a paid version for about \$15 per month.

**Website:** [Keepa](#)

### CamelCamelCamel

The CamelCamelCamel Chrome Extension is a free Amazon selling tool that lets you look at the price history of any product.

Users are also able to **set price watches and alerts**. When your chosen product hits your set price you will automatically get an email alert. This can be a great help when you are doing [online arbitrage](#) sourcing as you can jump straight in and grab the best deals.

**CamelCamelCamel Extension Pricing:** CamelCamelCamel is free to use.

**Website:** [CamelCamelCamel](#)

## Amazon Refund Tools

### Helium 10 Refund Genie

[Refund Genie](#) from Helium 10 helps automate the complex process of getting FBA reimbursements. If you are a seller on Amazon it is likely you are owed reimbursements for lost or damaged inventory as well as other things like customer returns.

We recently ran an audit and managed to get **\$1888 back from Amazon** that we would have otherwise missed out on!

**Free Trial:** Helium 10 offer a free account so you can test their products including Refund Genie: [Sign up for your Free Helium 10 Account](#). □

**Website:** [Refund Genie](#)

### Refunds Manager

**Refunds Manager** helps file claims to get you money back for Amazon FBA. As we have seen Amazon often makes mistakes and fails to fully reimburse sellers. You may be missing out on reimbursements for lost or damaged inventory, overcharging on fees, and refunds for returns.

Refunds Manager has been established for over 7 years and works in multiples Amazon marketplaces. Unlike some other services they manually audit and submit claims so as to remain within Amazon Terms of Service.

**Cost:** Rather than charge a monthly fee Refunds Manager simply charges a **25% commission** on the funds you get back.

**Website:** [Refunds Manager](#)

## Amazon Category Ungating

### The Selling Family Ungating Service

A lot of the best **Amazon categories are restricted**, particularly for new sellers. It can be very profitable to get access to these gated categories but its a complicated process.

Amazon sellers can use services to help them get ungated and making extra cash faster and without all the stress.

We recommend [The Selling Family Ungating Service](#) which helps you get ungated quickly, easily, and fully within Amazon Terms of Service.

The service will allow you to sell toy brands such as Mattel, Barbie, Funko POP!, Fisher-Price, Hasbro, Disney, and more.

It will also open **lucrative sub-categories** such as Topicals, Baby Topicals, Baby Diapering, Oral Hygiene, and Feminine Hygiene.

**Website:** [The Selling Family Ungating Service](#)

[Get Ungated in the Toy, Topical, and Grocery Categories!](#)

## Amazon Seller Account Appeal And Suspension Services

### Thompson & Holt

[Thompson & Holt](#) – these guys have incredible success in getting Amazon seller accounts reinstated after suspension. They also offer account monitoring services to make sure you avoid any future problems.

Thompson & Holt cover all Amazon marketplaces including the US and UK. They offer a fast and affordable service so if you want to protect your Amazon seller account or have been suspended we recommend you take a look at what they can offer.

**Website:** [Thompson & Holt](#)

### Amazon Sellers Lawyer

**Amazon Sellers' Lawyer** can help you get your account or individual products reinstated. They can also help resolve intellectual property disputes and false complaints from buyers.

C.J. Rosenbaum, who set up Amazon Sellers Lawyer, is an authority figure when it comes to Amazon laws and has even written books on the subject.

If you are having any suspension or legal issues with Amazon it might be worth reaching out to them for help.

**Website:** [Amazon Sellers' Lawyer](#)

## Amazon Accounting And Payments

### Currencies Direct

[Currencies Direct](#) – Currencies Direct allows Amazon sellers to receive money from international marketplaces without having to set up a local bank account.

Sellers can **save up to 75% on foreign currency payment** fees compared with using Amazon's own currency conversions. It is easy to get started and can save you a ton of money each year.

To learn more about what they can offer and the savings you can make take a look here: [Currencies Direct](#)

**Website:** [Currencies Direct](#)

[Get Your Free Currencies Direct Account...](#)

## TaxJar

[TaxJar](#) is the perfect solution for Amazon sellers to simplify their sales tax. TaxJar will connect to Amazon and other platforms and automatically pull in your data. It then accounts for exemptions and creates return-ready reports for every state.

We recommend you schedule a demo or simply test out TaxJar with their 30-day trial.

**Free Trial:** TaxJar offer a 30-day free trial – no credit card required: [TaxJar 30-day free trial](#).

**Website:** [TaxJar](#)

## Fetcher

Fetcher – From the guys behind Jungle Scout, this is their awesome Amazon accounting software. Fetcher will grab all your Amazon data and calculate your profits, PPC success, refunds, fees, and more so you can know **what's really happening in your Amazon business**.

**UPDATE:** Fetcher's financial management and analysis capabilities have now been fully integrated into Jungle Scout's Sales Analytics feature. Take a look here – [Jungle Scout Sales Analytics](#)

**Website:** [Jungle Scout's Sales Analytics](#)

## Amazon Repricing Software

### BQool

[BQool Amazon Repricer](#) helps you to win the Buy Box which will mean more sales. With intelligent repricing software like BQool, you can set complex pricing rules and this can make a huge difference to your profits. You can also choose which sellers to compete with and change pricing only when you need to. Users report an average of a **35% increase in sales** and Buy Box share using this software.

We recommend using BQool Amazon Repricer which covers all marketplaces and they offer a [free trial](#).

**Website:** [BQool Amazon Repricer](#)

### Repricer.Com

[Repricer.com](#) from xSellco is meant to be the fastest Amazon repricing software available. It can change your prices in under 90 seconds in order to beat the competition and win more orders. It also has the advantage of being able to reprice on eBay, Walmart, and Shopify in addition to Amazon.

**Repricer.com Free Trial:** xSellco offer a 14-day free trial which we highly recommend you use to see what a huge impact it can have on your sales – [Repricer.com Free Trial](#). □

**Website:** [Repricer.com by xSellco](#)

## Amazon Sales And Marketing Tools

### Jungle Scout Market

[Jungle Scout Market](#) is a place for Amazon sellers to hire freelancers and services. It works in a similar way to Fiverr with ratings and reviews.

You can find services for product photography, bookkeeping, product selection, translation, listing optimization, and more.

**Website:** [Jungle Scout Market](#)

### PPC Entourage

One of the biggest problems Private Label sellers face is not being able to make advertising profitable and therefore they are not able to successfully launch a new product.

PPC Entourage can help Amazon sellers optimize their PPC ads and therefore increase sales. They offer a 14-day free trial of their PPC management software.

**Website:** [PPC Entourage](#)

### Viral Launch

Viral Launch is a popular tool with new Amazon sellers and was originally focused purely on product launches. They have now added a complete suite of Amazon seller tools similar to those offered by Jungle Scout.

Viral Launch now includes tools to do keyword research, product research, competitor tracking, listing optimization, and Amazon advertising.

**Website:** [Viral Launch](#)

## The Best Amazon FBA Training

**Private Label Course** – We recommend Marketplace Superheroes for a high-quality affordable Amazon FBA course – to learn more please [click here](#).

**Website:** [Marketplace Superheroes](#)

**Private Label Ultimate Course** – If you have a larger budget we would recommend [Amazing Selling Machine](#) training – please [click here for more details](#).

**Website:** [Amazing Selling Machine](#)

**Retail Arbitrage Course** – for people wanting to start with Retail Arbitrage we recommend The Selling Family [Amazon Boot Camp](#) course – [please click here for more details](#).

**Website:** [Amazon Boot Camp](#)

☐ **Amazon FBA & Wholesale Course** – [Proven Amazon Course](#) (PAC) – Jim Cockrum’s Proven Amazon Course covers most aspects of selling on Amazon including Arbitrage, Wholesale, [Merch](#), and Private Label. Please take a look at the incredible amount of content you get by [clicking here](#).

**Website:** [Proven Amazon Course](#)

☐ **Amazon Wholesale Course** – the most comprehensive Amazon Wholesale course is [The Wholesale Formula](#) – please [click here to learn more](#).

**Website:** [The Wholesale Formula](#)

## Websites & Hosting For Amazon Sellers

### Siteground

[Siteground](#) – For website hosting, domains, and email we use and recommend Siteground. All our websites including this one are hosted with Siteground. They are extremely reliable with great customer support. [Click here to learn more](#).

**Website:** [Siteground](#)

## Shipping Supplies For Amazon FBA

### **For US Amazon sellers**

[Amazon FBA labels](#)

[DYMO LabelWriter 450 Thermal Label Printer](#)

[Laser Printer](#)

[Heat Gun](#) for removing store labels

[Scotty Peelers Label & Sticker Remover](#)

[Shipping Scales](#)

[Box Resizer](#)

### **For UK Amazon Sellers**

[Amazon FBA Labels](#)

[Laser Printer](#)

[Heat Gun](#) for removing store labels

[151 Products Sticker Remover Kit](#)

[Shipping Scales](#)

[Bubble Wrap](#)

Please let me know which you think are the best Amazon FBA seller tools and supplies in the comments below.

**For reviews of the best Amazon courses please read this:**

[The 6 Best Amazon FBA Courses](#)

**For reviews of the best sourcing tools please read this:**

[The 5 Best Amazon Product Sourcing and Selling Tools](#)

**To see who wins in our product research head-to-head showdown please read this:**

[Helium 10 vs Jungle Scout](#)

Good luck and Happy Selling!

James 😊

**PLEASE SAVE THIS GUIDE FOR FUTURE REFERENCE!**