

The 24 Best Amazon Seller Tools For FBA

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.

The Best Amazon FBA Selling Tools

1. [Helium 10](#)
2. [Tactical Arbitrage](#)
3. [Jungle Scout](#)
4. [BuyBotPro](#)
5. [SourceMogul](#)
6. [Seller Amp](#)
7. [Keepa Chrome Extension](#)
8. [Viral Launch](#)
9. [Zonbase](#)
10. [AMZScout](#)
11. [Online Arbitrage Deals](#)
12. [Revseller](#)
13. [Helium 10 Refund Genie](#)
14. [The Selling Family Ungating](#)
15. [Amazon Seller App](#)
16. [BQool](#)
17. [CamelCamelCamel](#)
18. [xSellco](#)
19. [Amazeowl](#)
20. [Unicorn Smasher](#)
21. [PPC Entourage](#)
22. [Refunds Manager](#)
23. [Amazon Sellers Lawyer](#)
24. [Thompson & Holt](#)

1. [Helium 10](#)



The image shows the Helium 10 software interface. It features a dashboard with various charts and data points. A prominent section displays 'Custom' metrics: 'Total Revenue' at \$24,889,328, 'Total Sales' at \$10,013,940, and 'Profit' at \$2,586,390. Below this, there are sections for 'Products' and 'Marketplace' with filters and data tables. A 'Sign Up for Free' button is visible on the right side of the interface.

Amazon Seller Tools

Over 30 powerful tools that make selling on Amazon a whole lot easier.

[Sign Up for Free](#)

thesellingguys.com
RECOMMENDED
★★★★★

[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 & Discount Code](#)

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

Website: [Helium 10](#)

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

2. [Tactical Arbitrage](#)



The image shows the Tactical Arbitrage software interface. It features a dashboard with various charts and data points. A prominent section displays 'tacticalarbitrage' with a logo and a 'Get Started for FREE' button. The interface is shown on a laptop, a desktop monitor, and a tablet, indicating multi-device compatibility.

The #1 Amazon Arbitrage software trusted by top FBA sellers

[Get Started for FREE](#)



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 a 7-day Tactical Arbitrage trial...](#)

3. [Jungle Scout](#)

Launch your product

Kick-start your business with a successful product launch.

- ✓ Find a reliable supplier
- ✓ Explore competitor keyword strategy
- ✓ Craft data-driven listings
- ✓ Send customers promotions
- ✓ Get early reviews to jumpstart sales

[Get started](#)

JS Jungle Scout

The advertisement features a woman in a blue scarf and jeans looking at a laptop. In the background, there are several cardboard boxes and a small table with a sign that says 'Limited Promotions 50% OFF!'. A data table is overlaid on the image:

Source Name	Quantity
Book end 1	\$3,000.00
Book end 2	\$4,270.00
Book end 3	\$4,870.00



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...](#)

4. [BuyBotPro](#)



[BuyBotPro](#) – The Buy Bot Pro Chrome Extension 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.

They now include the '**BuyBotGo**' **mobile app** so you can scan products while doing retail arbitrage and see all the vital data to help pick products.

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 Chrome Extension: The BuyBotPro extension will show all the important data you need right on the Amazon product pages. As you browse through Amazon products, you can see a profit calculator, fees calculator, if you are eligible to sell, estimated monthly sales, and much much more.

BuyBotPro Price: BuyBotPro starts at \$34.95 per month.

BuyBotPro Discount Code: There are no discount codes for Buy Bot Pro. They do offer a [free 14-day trial though](#).

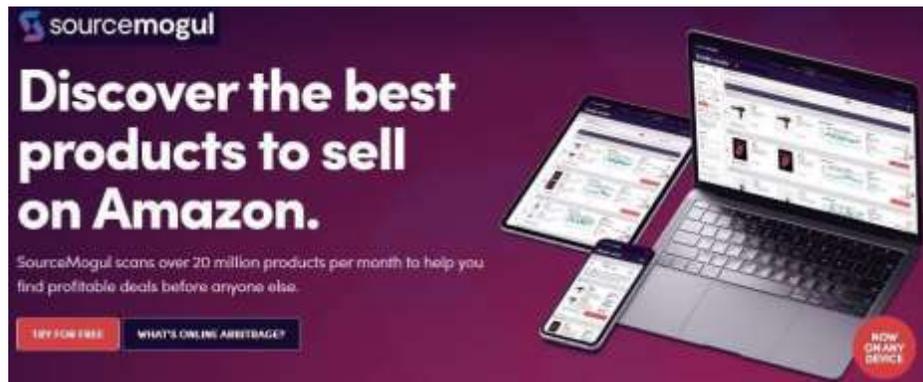
BuyBotPro Free Trial: BuyBotPro offer a 14-day FREE trial. [Click here to start testing out Buy Bot Pro – Get Started Today>>](#).

BuyBotPro vs Keepa Chrome Extension: BuyBotPro provides a lot more data than Keepa and actually includes Keepa charts. The paid version of the [Keepa chrome extension](#) is a BuyBotPro alternative that might be worth taking a look at.

Website: [BuyBotPro](#)

[Start a 14-day BuyBotPro free trial...](#)

5. [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 for the criteria that best suit 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](#)

[Get a 10-day SourceMogul free trial...](#)

6. [Selleramp SAS](#)



[Seller amp](#) is another popular tool for analysing products to sell on Amazon. Sellers use it for Online Arbitrage, Retail Arbitrage and even Wholesale sourcing.

When you sign up, you get access to the **Seller Amp Chrome extension, Mobile App, and Web App**. All your data and settings are automatically shared and synced between the 3 tools.

Seller Amp Chrome Extension

Like Keepa and BuyBotPro, the [SellerAmp chrome extension](#) shows up live on the product screen when you are browsing Amazon.

It displays a lot of useful data about each product, such as your eligibility to sell a product, profit and ROI based on your settings, BSR, reviews, and more. Seller Amp SAS will also display Keepa data for each product, which is a handy feature.

Seller Amp will also display this product data on other websites, such as Walmart or Argos, with a click of the button. This means you can browse online stores and quickly check if a product is worth selling on Amazon.

Seller Amp currently works in the US, UK, German, French, Italian, Spanish, and Canadian Amazon marketplaces.

Seller Amp Price: Selleramp SAS starts at just \$16.63 per month if you pay annually, or \$19.95 if paid monthly.

Seller Amp Coupon Code: Seller Amp do not offer coupon codes. Instead, they provide a [free 14-day trial](#).

Seller Amp Free Trial: They offer a 14-day free trial so you can test drive the software. [Click here to start your SellerAmp free trial>>](#).

Seller Amp Alternatives

Seller Amp vs Keepa: Seller Amp is a lot more useful in quickly providing the data that helps you make buying decisions. The basic Keepa chart data is also included in the [SellerAmp extension](#).

Seller Amp vs Tactical Arbitrage: Seller Amp is very different to Tactical Arbitrage. The main difference is that tools like SellerAmp, BuyBotPro and Keepa provide live data to aid manual product sourcing, whereas [Tactical Arbitrage](#) and [Sourcemogul](#) will automatically find products to stock.

Website: [Seller Amp SAS](#)

[Get a 14-day Seller Amp free trial...](#)

7. [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.

The Keepa extension can be installed on Chrome, Firefox, Opera, Edge, and Safari browsers.

Keepa vs Jungle Scout: The Keepa extension has a lot fewer features compared to [Jungle Scout](#). These tools do complement each other quite well though, and a lot of Amazon sellers will use both tools at the same time.

Keepa vs Helium 10: Helium 10 is not really a comparable Keepa alternative. They are very different tools, with [Helium 10](#) providing much more in-depth research for Amazon private label products, whereas Keepa is useful for getting quick insights on product pages.

Keepa Pricing: The basic Keepa chrome extension is free to use – [click here to download Keepa>>](#).

The [Keepa Premium Data](#) version costs \$17.50/month or a billed one-year payment of \$210. With Keepa Premium, you can get lots of extra functionality and insights, such as how many units of a product are being sold by each seller per month. [Click here to learn more about Keepa Premium Data](#).

Website: [Keepa](#)

[Test out the free Keepa Extension...](#)

8. [Viral Launch](#)



VIRAL LAUNCH

Better **automation**
on Amazon

Viral Launch gives your brand the Amazon seller tools needed to scale. With our easy-to-use software suite (responsible for helping drive over \$8 billion in sales on Amazon), you own the competitive advantage.

Get Started For Free

[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.

Viral Launch Chrome Extension: Every Viral Launch pricing plan includes their [Market Intelligence Chrome extension](#). This Viral Launch chrome extension provides sales and market data whilst you browse Amazon product pages.

Viral Launch Pricing: Viral Launch starts at \$58 per month for the ‘Essentials’ package.

Viral Launch Free Trial: Viral Launch offer a 14-day free trial. [Click here to learn more.](#)

Viral Launch Coupon Code: There is currently a 30% off Viral Launch coupon code available – [Click here for a 30% discount on Viral Launch](#). □

Viral Launch Alternatives

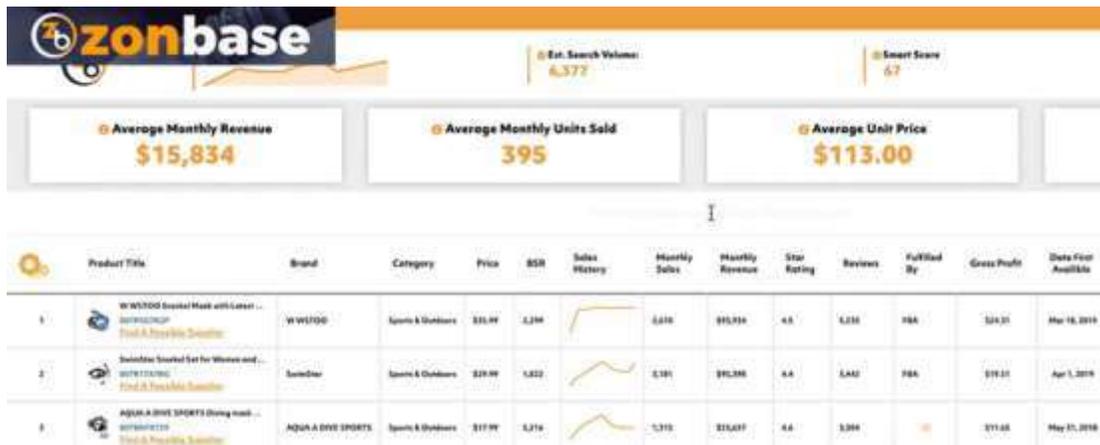
Viral Launch vs Helium 10: [Helium 10](#) has more features than Viral Launch and is currently our recommended tool for private label sellers.

Viral Launch vs Jungle Scout: If you are looking for a Viral Launch alternative, it is definitely worth checking out Jungle Scout. [Jungle Scout](#) was the original Amazon FBA research and launch software, as is still used by a lot of the most successful sellers.

Website: [Viral Launch](#)

[Start a 14-day Viral Launch free trial...](#)

9. [Zonbase](#)



[Zonbase](#) was created by Amazon guru Kevin David to provide sellers with an alternative research tool to Jungle Scout. When you sign up to Zonbase, you get access to a range of tools, including ZonResearch, Hot Products, ZonPPC, Listing Optimization, Sales Optimization, ZonRepricer, and more.

Similar to Jungle Scout and Helium 10, these tools help you find a viable private label product to sell on Amazon FBA. The tools included will also then help you promote your new product and efficiently run your Amazon business.

Zonbase Chrome Extension

The main purpose of the Zonbase chrome extension is for you to validate your product ideas and ultimately find the right product to sell. The extension will connect directly with the Amazon pages and pull live data, including average monthly revenues, sales history, reviews, and profitability for each product.

Zonbase Pricing: The Zonbase Standard Plan starts at \$39 per month.

Zonbase Coupon Code: There are currently no coupon codes available for Zonbase.

Zonbase Free Trial: There is a 7-day free trial available so you can test it all out. [Click here to start your Zonbase Free Trial>>](#)

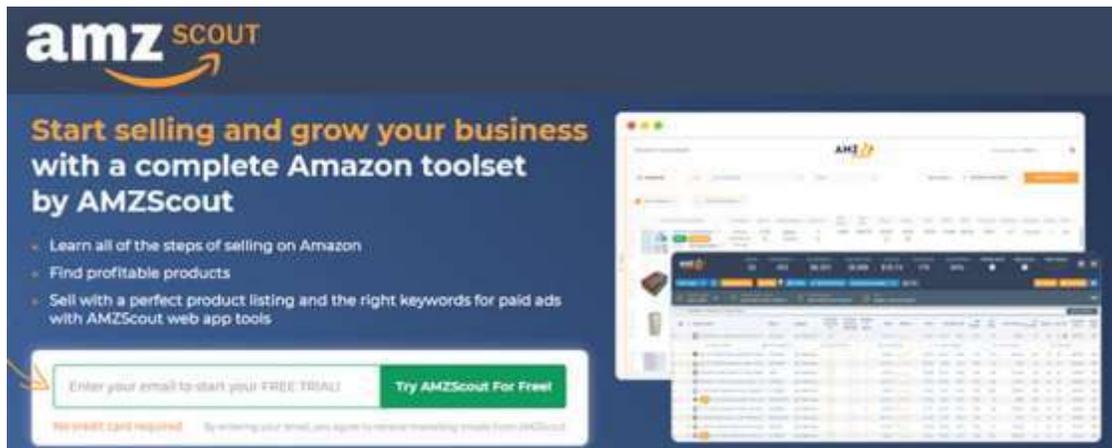
Zonbase Alternatives

Zonbase vs Jungle Scout: Zonbase is very similar to Jungle Scout and they have obviously tried to mirror all the features and functionality. [Jungle Scout](#) is the original private label research tool, so is hard to beat. Choosing between Zonbase and Jungle Scout will most likely come down to price and currently the pricing is very similar.

Zonbase vs Helium 10: [Helium 10](#) is slightly more expensive than Zonbase, but we feel the extra features and higher quality probably make it a better option for serious sellers.

[Start a Zonbase free 7-day trial...](#)

10. [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.

The AMZScout extension will help you search for profitable products, assess suppliers, and track your competitor's keywords, sales, rank, pricing, and stock levels.

AMZScout also offer their '**Amazon Sellers Bundle**' which includes the 'AMZScout Sellers' Course', Webapp, AMZScout 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](#).

[Click here to read my full AMZScout review...](#)

AMZScout Sales Estimator: This is a free tool you can use to estimate the monthly sales volume of any product on Amazon. Take a look here: [AMZScout Sales Estimator](#).

AMZScout FBA Calculator: Another free tool is the AMZScout calculator, which allows you to check the Amazon FBA fees for any product so you can work out your profitability. Take a look here: [AMZScout FBA Calculator](#).

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

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

AMZScout Alternatives

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 and makes a great AMZScout alternative. It has more tools than AMZScout and a bigger database of products and keywords.

Website: [AMZScout](#)

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

11. [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 VAs 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](#)

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

12. [RevSeller Chrome Extension](#)

The screenshot displays the RevSeller Chrome Extension interface. At the top, it shows the RevSeller logo and navigation links for 'Amz Calc', 'Reviews', and 'Links'. A 'Sell Yours - New?' button is in the top right. The main display features a large green banner stating 'Rank: 16 in Toys & Games' with a 'Top 1%' badge. Below this, it shows '90 Day Avg | \$49.84(3p) \$53.28(Az) Rank 35'. The interface is split into two columns: 'MFN (56 Offers)' and 'FBA (64 Offers)'. Each column has input fields for 'Sell Price' and 'Buy Cost', with a 'Net' result shown below. The MFN net result is \$10.89 and the FBA net result is \$15.14. To the right, there is a section for product details including ASIN (B000NGM090), weight (3.1 lbs), shipping weight (2.8 lbs), product dimensions (7.5 x 5.8 x 2.2 in), and UPC (885571621935...). At the bottom, there is a 'Variation Viewer' button and a link to 'Variations: Prices, Offers, Reviews, In Stock/Out of Stock, and more...'. A note states 'Some data may be approximated.'

[RevSeller](#) is a chrome extension for Amazon sellers to make your product research faster and easier. RevSeller will automatically open on each product page and give important data like sales rank, category, ROI, and profitability.

One handy feature which other chrome extensions don't seem to include is the **Variation Viewer**, which is particularly useful for people selling shoes or clothes.

RevSeller Pricing: The RevSeller extension is just \$99.99 per year.

RevSeller Free Trial: RevSeller offer a 30-day free trial – no credit card required. [Click here for your RevSeller free trial>>](#)

RevSeller Coupon Code: RevSeller do not offer any coupon codes but they do offer a [free trial](#).

RevSeller Alternatives: RevSeller is similar to BuyBotPro and SellerAmp. These alternatives have a lot more functionality and features but are more expensive.

Website: [RevSeller](#)

[Start a 30-day FREE trial of RevSeller...](#)

13. [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!

Refund Genie 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](#)

[Start using Refund Genie for FREE...](#)

14. [The Selling Family Ungating Service](#)

An advertisement for "The Selling Family" featuring a logo with a house and three figures, and text that reads "CATEGORY UNGATING TRAINING TOYS, TOPICALS, AND GROCERIES Plus...Multiple subcategories AND over 20 popular name brands!".

The Selling Family

CATEGORY UNGATING TRAINING

TOYS, TOPICALS, AND GROCERIES

Plus...Multiple subcategories AND over 20 popular name brands!



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 it's a complicated process.

Amazon sellers can use paid services to help them get ungated and make 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...](#)

15. 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.

Amazon Seller App Price: This Amazon scanner app is free to download and use.

Website: [Amazon Seller app](#)

16. [BQool](#)



[BQool 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](#).

BQool Pricing: BQool pricing starts at \$25 per month for repricing every 15 minutes of 1,000 products.

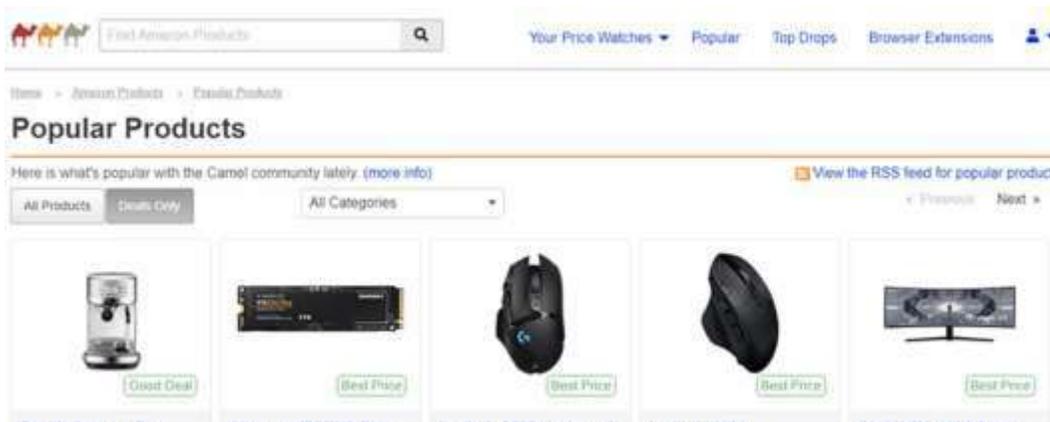
BQool Free Trial: BQool offer a 14-day free trial so you can test out their ai repricer. [Click here to get the free trial](#).

BQool Coupon Code: There are no coupon codes available for BQool but they do offer a free trial.

Website: [BQool Repricer](#)

[Start my BQool FREE 14-day trial...](#)

17. CamelCamelCamel Chrome Extension



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

Users can also 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 works in most of the major Amazon marketplaces, including the USA, UK, Canada, Australia, Germany, France, and India.

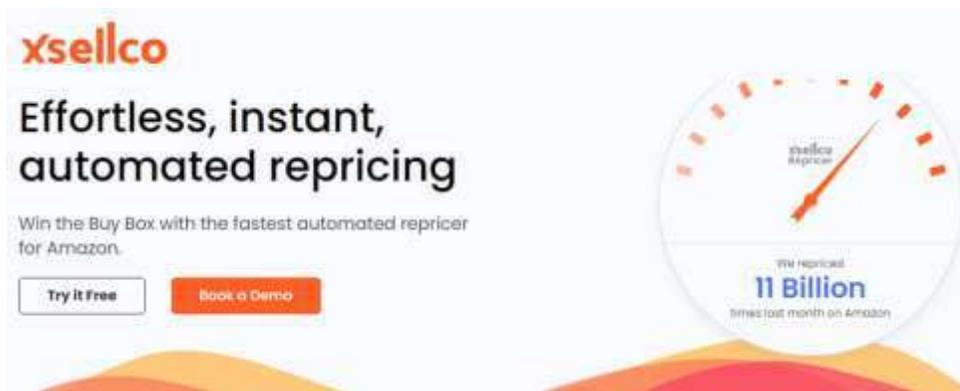
CamelCamelCamel Alternatives

CamelCamelCamel vs Keepa: CamelCamelCamel is great for getting price drop alerts, but Keepa provides a lot more useful price, stock, and competitor data.

CamelCamelCamel App Pricing: The CamelCamelCamel chrome extension is free to use.

Website: CamelCamelCamel

18. [Xsellco](#)



[XSellco](#) claim to have the fastest Amazon repricing software currently available. xSellco repricing software can change your Amazon prices in under 90 seconds in order to beat the competition and win you more orders.

The Xsellco repricer also has the advantage of being able to reprice on eBay, Walmart, and Shopify in addition to Amazon.

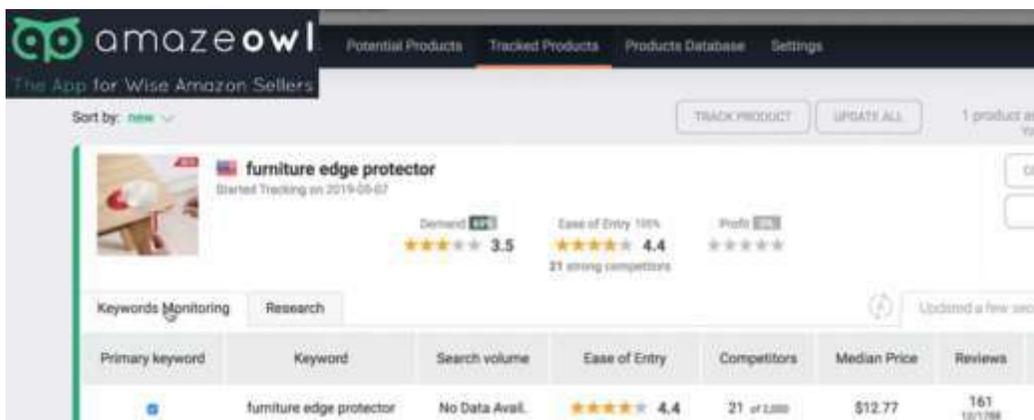
xSellco Pricing: xSellco pricing starts at \$79 per month for repricing up to 5,000 products every 15 minutes.

xSellco Free Trial: xSellco offer a 14-day free trial which we recommend you try so you can see what a huge impact it can have on your sales – [click here for the xSellco Free Trial](#). □

Website: [xSellco Repricer](#)

[Start a 14-day xSellco FREE trial...](#)

19. Amazeowl



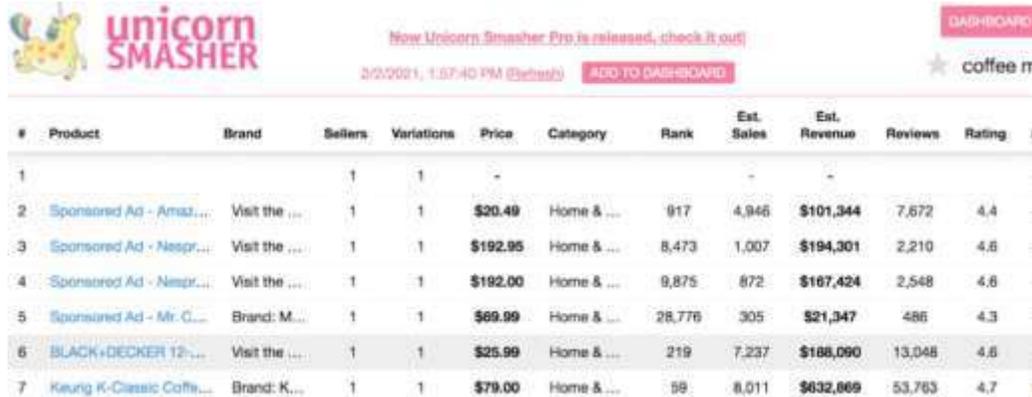
The **Amazeowl Chrome Extension** is one of the free amazon tools you can use, although some of the additional features will cost money. Amazeowl is a relatively new chrome extension and desktop application. They have just released a UK version but they do charge a fee for this.

The Amazeowl extension 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.

Amazeowl vs Jungle Scout: Jungle Scout is a lot more sophisticated and is a highly recommended Amazeowl alternative. [Jungle Scout](#) does cost more but is worth the extra investment if you are serious about finding a successful product to sell on Amazon.

Website: [Amazeowl](#)

20. Unicorn Smasher



The screenshot shows the Unicorn Smasher Chrome Extension interface. At the top, there is a logo for Unicorn Smasher and a notification: "Now Unicorn Smasher Pro is released, check it out!". Below the notification, there is a date and time "2/2/2021, 1:57:40 PM (Refresh)" and a button "ADD TO DASHBOARD". On the right side, there is a "DASHBOARD" button and a star icon with the text "coffee r". The main part of the interface is a table with the following columns: #, Product, Brand, Sellers, Variations, Price, Category, Rank, Est. Sales, Est. Revenue, Reviews, and Rating. The table contains 7 rows of data.

#	Product	Brand	Sellers	Variations	Price	Category	Rank	Est. Sales	Est. Revenue	Reviews	Rating
1			1	1	-			-	-		
2	Sponsored Ad - Amaz...	Visit the ...	1	1	\$20.49	Home & ...	917	4,946	\$101,344	7,672	4.4
3	Sponsored Ad - Nespr...	Visit the ...	1	1	\$192.95	Home & ...	8,473	1,007	\$194,301	2,210	4.6
4	Sponsored Ad - Nespr...	Visit the ...	1	1	\$192.00	Home & ...	9,875	872	\$167,424	2,548	4.6
5	Sponsored Ad - Mr. C...	Brand: M...	1	1	\$69.99	Home & ...	28,776	305	\$21,347	486	4.3
6	BLACK+DECKER 12V...	Visit the ...	1	1	\$25.99	Home & ...	219	7,237	\$188,090	13,048	4.6
7	Keurig K-Classic Coffe...	Brand: K...	1	1	\$79.00	Home & ...	69	8,011	\$632,069	53,763	4.7

UPDATE: The Unicorn Smasher Chrome Extension 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.

The Unicorn Smasher Chrome Extension 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.

21. PPC Entourage

PPCENTOURAGE.

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.

PPC Entourage Pricing: Starts for as little as \$2.90 per month depending on your ad spend. They currently charge 2.9% of your total monthly ad spend. PPC Entourage complete Amazon PPC Management services start at \$1500 per month.

PPC Entourage Free Trial: They offer a 14-day free trial.

Website: [PPC Entourage](#)

22. Refunds Manager



Refunds Manager helps file claims to get your 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 the Amazon Terms of Service.

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

Website: [Refunds Manager](#)

23. 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](#)

24. Thompson & Holt



Thompson & Holt have had some success in getting Amazon seller accounts reinstated after suspension. They also offer an account monitoring service to make sure you avoid any future problems.

Thompson & Holt cover all Amazon marketplaces, including the US and UK. They offer an 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](#)

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

I hope you enjoyed our guide to the best Amazon FBA tools, software, and services currently available. If you have any questions or any suggestions for Amazon seller tools that should be added to our list, please add your comments below.

Here are some additional resources that should help you build your Amazon empire:

Reviews of the best Amazon courses: [The 6 Best Amazon FBA Courses](#)

Reviews of the best sourcing tools: [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 ☐