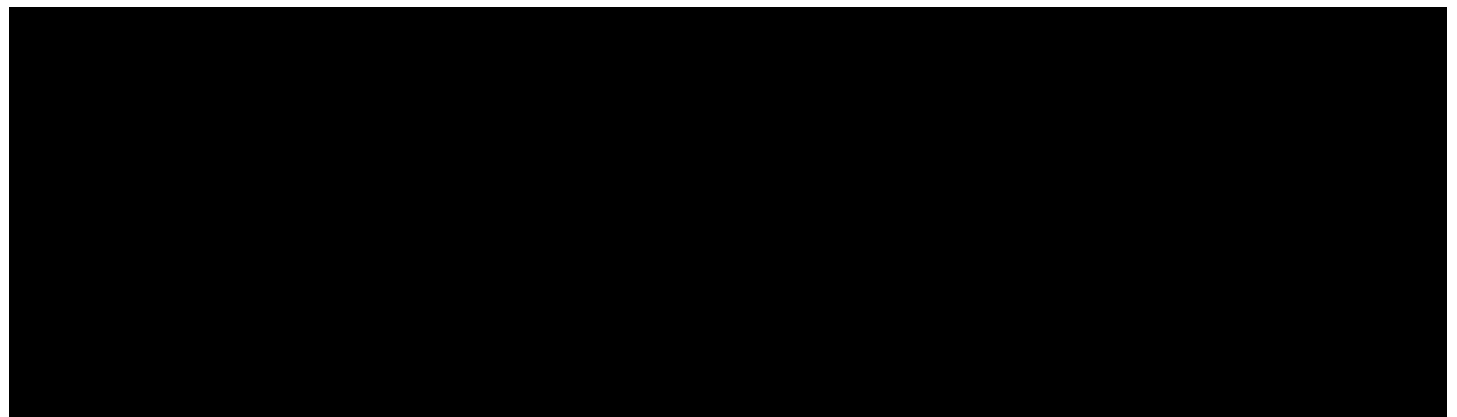


Breaking Through 1 Million Users in 7 Years: What's the Secret of SellerSprite?

7 Years of Development: SellerSprite Officially Surpasses 1 Million Users!



Chengdu, Sichuan May 6, 2024 ([IssueWire.com](https://www.issuewire.com)) - If you were to ask an Amazon seller how to do product research based on big data and improve operational efficiency and output, many seasoned sellers would say: to use SellerSprite. As a benchmark software for Amazon's big data product research and operation, SellerSprite officially announced on April 16th that its global registered users have exceeded 1 million, ranking first among similar software in China, and also the third cross-border service provider in China to surpass the 1 million user mark.

It took SellerSprite 7 years to reach 1 million users. Just under half a year has passed since SellerSprite announced its user count exceeded 900,000. In recent years, SellerSprite has maintained a good record of growing by 100,000 users every six months or even less.

If SellerSprite 7 years ago was a small sapling, focused on helping Amazon sellers with product research, then today's SellerSprite is a large tree, covering diverse scenarios with its functionalities, massive yet core data, and product details that meet the deep needs of Amazon sellers. It's enough to provide users with a more solid reliance, smoother experience, and more intimate companionship.

In 7 years, SellerSprite has undergone a metamorphosis under the guidance of self-driving, user co-creation, and ecological cooperation.

Moving steadily forward, constantly exploring new scenarios, finally becoming the "sprite" of sellers.

The latest feature introduced by SellerSprite is the Global Brand Database, launched in November 2023. This feature, an extension of the product research function, provides cross-border sellers with a global trademark search platform, sourcing data from the WIPO (World Intellectual Property Organization) trademark database. By entering the brand name, owner, or registration number for a query, users can quickly and accurately understand the status of their or others' trademarks both domestically and internationally, helping to identify potential trademark disputes promptly and avoid losses due to infringement. In other words, after selecting products, sellers can directly query the global registration status of trademarks on SellerSprite without the need for multiple site searches, thus

improving trademark registration efficiency and success rate.

2023 was a fruitful year for SellerSprite. In addition to the trademark query scenario, SellerSprite has launched new features in key scenarios such as market depth insights, consumer insights, competitor advertising insights, and listing building. Some of these features even utilize AI technology. The benefits for paid members are "more quantity without price increase" and "more quality without price increase". Currently, SellerSprite's web and extension ends gather more than 30 core functions, each equivalent to a tool, covering almost all important nodes in the process of Amazon product research and listing operation and promotion, providing a one-stop service. SellerSprite has truly become the "sprite" of sellers, and encounter any problems in the process of creating hot products, users can likely find breakthroughs within SellerSprite.

With the continuous development of cross-border e-commerce, digital product research and operation have almost become a necessity for Amazon sellers. After 7 years of industry engagement and product polishing, SellerSprite can not only meet the basic product research and operation needs of novice sellers but also provide efficient, scientific, and in-depth insights into the global market expansion, boutique product innovation, and brand marketing for experienced sellers, helping them make wiser market decisions and steadily enter a stage of high-quality development.

Continuous improvement, with "devil" in the details, to create an ultimate experience.

"The devil is in the details." When a seller starts to use SellerSprite practically, they will have a more tangible understanding of this saying.

Even products of the same type with the same functionality can vary greatly in user numbers and emotions due to different user-friendliness. SellerSprite's details, like branches, continue to grow, and because they appear in just the right scenarios, they bring users "AHA moments". In order to make market analysis more accurate and personalized, SellerSprite has added self-defined category market analysis based on the original category sample analysis and BS sample analysis; after installing the SellerSprite extension, users can instantly see various dimensional data of competitors on the Amazon front page, but that's not enough. At the end of last year, SellerSprite added the "Product List", making competitor research more "as desired", self-defined category market analysis smoother, product comparison easier with just a click, and batch study of selected competitors can be realized on one page after generating Amazon links. In 2024, SellerSprite's original "1688 Sourcing" function was also upgraded, integrating the official API, making the user interface more user-friendly, shortening the sourcing path further, improving efficiency again, and getting closer to hot supplier sources.

Such details are countless, like flowers in a garden, and they are still "growing". At the same time, SellerSprite's excellent reputation and user loyalty are also gradually improving.

Why is there such attention to detail? This is rooted in SellerSprite's corporate culture - Customer First. This philosophy not only drives the research and development department to continuously improve product usage experience but also forms a user co-creation mechanism - obtaining user feedback and suggestions from various customer service channels in real-time, listening to user needs and voices, quickly evaluating and responding. Therefore, for many "heartwarming details" of SellerSprite, half of the credit goes to users.

Empowering deeply, activating products with content, leading sellers to grow.

Is SellerSprite a software company? Without a doubt. Is SellerSprite a content or training company? It

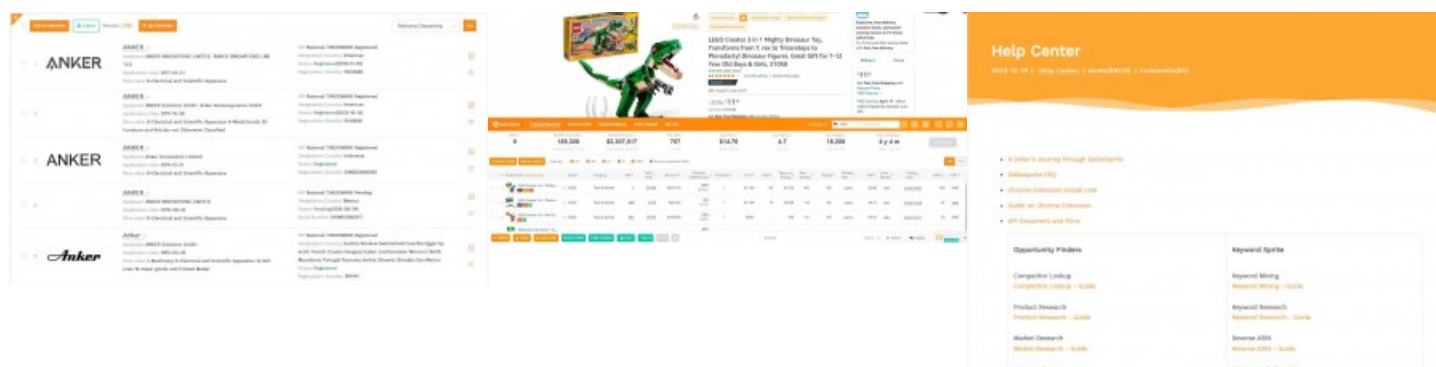
seems reasonable too. It's just that the content or training provided by SellerSprite is voluntary and free.

In SellerSprite, traces of industry knowledge content are everywhere. Every Tuesday, SellerSprite invites an industry expert to conduct live broadcasts on a specific topic; every Thursday, SellerSprite's Newbie Practical Academy will start on time; in addition, there are also some temporary heavyweight live broadcasts. Every feature of SellerSprite is accompanied by a text and video tutorial, as well as application sharing in different scenarios. SellerSprite's official website has two sections called "Help Center" and "Blog", which are a treasure trove. Whether you are a member or not, you can learn for free here, starting from 0 to 1 or advancing from 1 to 10. The help center covers easy-to-understand feature videos, beginner courses, big sellers' story sharing, feature help manuals, operational dry goods, and other content. Sellers of different stages and types can get inspiration and practical product selection and operation skills here.

SellerSprite believes that creating excellent products is just the first step. It needs to activate products with content, allowing users to fully apply products in all aspects, stimulate users' interest in exploring hidden product functions, and apply data to create high-quality, innovative products, improving various operational capabilities and efficiency, and achieving enhanced capabilities and income.

Leading with leading products and services, SellerSprite has taken the lead in reaching the 1 million user mark. The wave of cross-border e-commerce is still rushing forward vigorously, and the road ahead is bright yet long. What will the future market environment be like, what challenges will sellers face, and how will artificial intelligence technology be deeply applied to digital product selection and operation? These are the exams that SellerSprite is about to answer. In the next 7 years, how SellerSprite continues to evolve and assists the industry in healthy development will be eagerly awaited by sellers and the industry.

<https://www.sellersprite.com>



Media Contact

SellerSprite

bd@sellersprite.com

Source : Chengdu Yunya Information Technology Co., Ltd.

[See on IssueWire](#)