100

GREAT

PAY-PER-CLICK ADS TOOLS!

Be a PPC Ads <u>Boss</u>, conquer the marketing world.

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tenthousand
FOOTVIEW

100 GREAT PPC TOOLS – 2021 EDITION!

By: Ten Thousand Foot View

We've compiled a list of our favorite PPC (pay-per-click) tools. We use many of these for managing our client campaigns, and indeed, our own business. If you need a tool to build, optimize, report, track or learn about PPC, you've come to the right place.

Need to get in touch? Please use our contact form.

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KEYWORD RESEARCH

[SEMrush](#) - **$100/month >**

SEMrush continues to crank out features at a nice clip. Keyword Magic is the fastest & easiest tool for finding, building and organizing keyword lists into ad groups, period. Your go to tool for paid or organic keywords research!

[Google Keyword Planner](#) – **Free >**

Google's keyword research/planning tool that's built right into Google Ads. It was updated with some shiny new doodads in 2019. Good enough for an initial launch in about 90% of Google Ads campaigns.

[UberSuggest](#) – **Free**

Quick, easy to use keyword research tool (now operated by Neil Patel). Input a seed word and it finds the long-tail variations using Google suggest as a backend. Install the free Chrome/Firefox plugin to see CPC and keyword volume data. Download your results in CSV format.

[Google Trends](#) - **Free**

Provides trending and statistics for keywords. Perfect tool for affiliate marketers and ecommerce folks that want to know which products and services are on their way to being big sellers.

[Keyword Tool](#) – **$79/month**

Although choosing a brand name isn't their strong suit, they did produce one heck of a great keyword research tool. This is exactly what you need if you work with a number of platforms like Google, Bing, Amazon, Instagram, Twitter, and others.

COMPETITIVE ANALYSIS

SEMrush – **$100/month** >

Best all-around tool to figure out what your competition is up to with Google Ads. Take a deep dive into keywords, ads, and spending in most world markets. Export reports as CSV files or easy to read PDFs. Also excellent for display and shopping ads.

Spyfu – **$33/month**

Just like SEMrush but perhaps a little more user friendly with fewer bells and whistles and a lower entry level price point. If you only sell in the US/UK and don't need SEO tools you're all set, otherwise stick with SEMrush.

Ispionage - **$59/month**

Ispionage has rolled out some intriguing functionality that other products don't offer. If you want competitor campaign monitoring or landing page intelligence this is a great option for you.

Google Ads Auction Insights – **Free** >

Most advertisers don't even know this exists, let alone use it on a regular basis. Auction insights shows you others that are bidding on your keywords and their participation relative to yours. Monitor this over time to understand the competitor pecking order.

Facebook Page Transparency Tool – **Free** >

With all the hoopla over privacy Facebook has made it easy for anybody to see what advertisers are up to. View creatives by country, recency, and placement (platform) type.

Similar Web – **Free**

This tool provides the low down on your competitors with an incredible level of detail. Everything from traffic breakdown, search keywords, audience interests, competitors, and related mobile apps is included. You do need to pay for a subscription for more in depth reporting.

COPY/AD WRITING

Search Ads Template from TTFV – **Free**

Shameless self-promotion? Our Expanded Text Ads template is an easy way to create your ads outside of Google Ads and then email them to yourself.

Grammarly – **Free >**

Your jackknife for writing copy. Use the plugin to catch and correct errors as you type in Google Ads and other ad platforms. Use their web based tools for qualitative article reviews, recos and editing. Also available for Windows and MS Office.

Sharethrough Headline Analyzer – **Free** 🔵

This tool uses a multivariate linguistic algorithm with 300 unique variables to break down the engagement, impression, and overall quality of a headline. Input your headline and voila, see a bunch of suggestions for improvement.

Convert Case – **Free >**

Doing copy/paste from a landing page or document and it's all in caps or lower-case? Problem solved! Convert Case will instantly convert your copy to whatever format you want, sentence case, title case, capitalized case, upper case, etc.

PPC Ad Editor – **Free** 🔵

Does your boss or client want to review your Google ads before you publish? Yes, I know it's a total drag man! PPC Ad Editor allows you to quickly and easily write and collaborate on ETAs, RSAs, and Extensions before a new campaign launch.

CREATIVE

[Canva](#) – Free >

Elegantly simple to use, Canva is an amazing static banner design tool. Drag and drop interface, great set of fonts, and banner presets make this a snap to use for non-designer types. For a small fee, Canva also offers great ready to go designs.

[Flexitive](#) - $29/month

What Canva is for static banners, Flexitive is for the HTML5 animated variety. Super easy to use design tool at a great price.

[Google Web Designer](#) – Free

Have mad design skills? This HTML5 interactive banner tool is for you!

[Banner Snack](#) - $18/year

Now that Google has retired their banner generator we need another option. Banner Snack is just what the doctor ordered. Easily create a full stack of gorgeous banners in a snap! Saw a huge price drop in 2020.

[Facebook Creative Hub](#) – Free

Put your creative skills to work before you start building campaigns. This is Facebook's "sandbox" for playing around with ads before you're ready to publish.

[AdParlor's Ad Mockup Generator](#) – Free

Does your organization develop creative outside of ad platforms? With the ad mock-up generator you can now build your ads for Facebook, Twitter, Instagram and Pinterest and preview them (how they'll look in the wild) before signing off.

[iStock](#) - $10/each >

Our go to stock image provider. They have millions of images, an easy to use search engine, and buy as you go or subscription based pricing models. One off images start at $10.

[Unsplash](#) - Free > 🆕

Don't have $10 burning a hole in your pocket? Unsplash has over 400,000 stock photos you can use for any personal or commercial project.

[Icon Finder](#) – Free >

Need a cool set of icons for your display ads. Get them here. Many great free and paid options.

TRACKING & ANALYTICS

Google Analytics - **Free >**

The most flexible and complete web analytics solution in the world. Used by practically everybody. Integrates seamlessly with Google Ads for tracking and remarketing.

Google Tag Manager – **Free >**

This do it all tracking pixel management tool will make your life so much easier, once you figure out how it works. It'll be a bit intimidating at first but it's worth it.

Google URL Builder – **Free >**

Need to build some UTM campaign tracking codes? If you want to track anything in Google Analytics, other than Google Ads, you need to add manual UTM codes to the end of your URLs. This tools makes it a snap. Confused? Click through and Google will explain everything.

CallRail - **$45/month >**

If you get 25% or more of your business from inbound phone calls you absolutely need call tracking. CallRail is the complete solution to track all your calls and form leads. Plays nice with Google Ads, Bing Ads, FB Ads & Google Analytics.

Improvely - **$29/month**

Get up close and personal with your leads and channels. Kind of like Google Analytics with that pesky privacy filtering removed. As an added bonus you also get click fraud detection baked right in.

Uptime Robot – **Free**

Who wants to pay for ad clicks that go to Nowhere's Ville? Pings up to 50 websites every 5-minutes and sends you an email notification if it goes down, and another one when it comes back up. Fancier monitoring is available for about $5/month.

Pingdom - **$10/month >**

It's just like Uptime Robot all over again, but with a hitch. Pingdom doesn't offer a free version but the entry level pricing is low. Pingdom integrates with tools like Swydo/Google Ads Scripts and offers other functionality we use at our agency.

REPORTING

[Swydo](#) - **$75/month** >

Designed specifically for Agencies and Multi-Account installations, it provides gorgeous easy to understand reports. Integrates with all major ad platforms plus Google Analytics, Search Console, CallRail, Mailchimp, Google Sheets and more. Customize and schedule reports until your heart's content.

[Google Data Studio](#) – **Free**

Build just about any type of report your brain can imagine. Integrates seamlessly with all Google data sources and major 3rd party services like MS Ads, Facebook Ads, LinkedIn Ads, CallRail, and on to infinity! It's a steep learning curve, however.

[Supermetrics](#) - **$39/month**

The go to end user reporting tool that connects to basically anything and everything. Less cumbersome than Google Data Studio for a little bit of money.

[Google Analytics](#) – **Free** >

Yep, Google Analytics already got a plug. But it is a great tool! With a little knowledge and patience you can create awesome automated PDF reports that show up in your in-box every Monday morning.

[Google Ads Report Editor](#) – **Free**

If you run a small business and your only ad platform is Google Ads, this is all you really need. Slice and dice the data however you want with easy to use pivot tables. Now if Google would only make pretty integrated PDFs pop out at the other end we would all be in nirvana.

[Facebook Ads Manager for Excel](#) – **Free** 🆕

Have you lived through the nightmare of downloading raw data from FB Ads into a spreadsheet? It isn't pretty! This little doo-dad makes syncing FB data in Excel a snap. Goodbye hours of data organization, hello instant reports and analysis!

AUTOMATION

[Speed PPC](#) - $49/month

This tool helps you create and deploy complex campaigns in a snap. In a nutshell, you input two lists of root words such as services and locations. Speed PPC combines them into all possible keyword / ad variations, and uploads the finished ad groups.

[Keywords Toaster](#) – Free >

If you know your way around Google Ads, you have probably picked up a few tricks for generating big keyword lists. But if your fingers still cramp up at the end of the day, your prayers have been answered. Input one keyword list and this tool will create all the different match types as you type.

[Kombinator](#) – Free >

Add up to 3 rows of words, click the "Kombinate" button, watch the magic happen! Great tool for combining qualifiers such as locations with topical keywords at scale. Custom settings let you output different match types too.

[Opteo](#) – $97/month

This tool hides in the background, like a Hollywood stalker. Every so often it pops up and tells you something important like how you can save a bundle on your Google Ads campaign. We love the passive helper concept.

[Tenscores](#) - $25/month

Do your keyword quality scores suck? Tenscores can help guide you to improving quality scores or even automatically segment your keywords into separate ad groups to give you a fresh lease on paid search life. Not convinced, check out their 14-day free trial.

[PPC Samurai](#) - $165/month

Flowchart based system for managing and optimizing Google Ads campaigns. You can adjust the level of automation to whatever you're comfortable with. Designed for agencies, the entry level price point includes up to 10 accounts.

[Display Network Exclusions](#) – Free > 🆕

PPC Protect's lead magnet (you need to hand over your email address) provides 60,000+ display network exclusions you should add to your GDN campaigns to reduce crapulence.

CAMPAIGN MANAGEMENT

Google Ads Editor – **Free >**

Google's own Windows software for bulk editing Google Ads accounts. Bit of a learning curve but works great once you know what you're doing.

Microsoft Editor – **Free >**

Imagine the product above, only its' for Microsoft Ads instead of Google. Also runs on Mac which is nice for those rich arty folks.

Optmzr - **$499/month**

Script-based solution for managing Google Ads accounts with one-click optimizations and reports. Made for agencies and big spenders. If we were going to use a Google campaign management tool this would be the one.

PPC Scope - **$20/month >**

Makes Amazon keyword strategy and bid management as easy as pi (3.14159).

AdEspresso - **$49/month**

Simplifies Facebook campaign creation and provides tools to quickly create split tests and optimize with a few clicks.

Qwaya - **$149/month**

Like AdEspresso but with a somewhat different interface, more bells and whistles, and a higher entry level price point.

AdAlysis - **$99/month**

Full on Google Ads management tool with a focus on ads split testing and a recommendations engine.

Kenshoo – **N/A**

Kenshoo is a big brand / enterprise cross-platform PPC management tool. If you have to ask the price you probably can't afford it.

SHOPPING TOOLS

[Feedonomics](#) – **$29/month**

If you have a shop and no experience with Google Shopping it can be daunting to build, sync, and validate your feed with Google Merchant Center. Feedonomics makes the process and quick & easy, and if you still find it confusing they can even set everything up for you (extra fees apply).

[Merchant Center Rules](#) – **Free >**

Most of what the 3ʳᵈ party feed management tools do can be done by setting up simple rules in Merchant Center. For example, want to set a category for a specific product type, there's a rule for that. Want to rebuild your product titles using brand, product type, and other parameters, there's a rule for that. For everything else, there's VISA.

CONVERSION RATE OPTIMIZATION

Instapage – $199/month >

Tons of capability yet easy to use landing page and multivariate testing solution with an agency/enterprise focus. Seamlessly integrates with WordPress, Drupal, and Facebook as well as a bunch of email marketing and CRM systems. New features are launching at a breakneck pace!

Unbounce – $80/month

Most powerful landing page software and multivariate testing suite available.

Google Optimize – Free

Goodbye Google Content Experiments, hello Google Optimize! This tool has grown up and moved out of its parents' basement. Optimize facilitates the creation of variations of your existing landing pages. Change a headline, image, button color, layout, and so on. Set up is a synch, and the split testing engine and reporting systems are solid.

VWO - $199/month

I'm not sure why this company isn't embroiled in a lawsuit with Volkswagen, but that aside... WVO offers a big lineup of different user experience tools. The A/B "testing" tool similar to Google Optimize, is the one that's $199/month. If you need a full tool box for the enterprise this is the definitive choice.

Geru - $37/month

A super cool planning and simulation tool that helps you build and test complex funnels.

A/B Split Test Calculator – Free

Testing two pages, two ads, or two boyfriends? Input your control and variation numbers here and voila! Now you'll know when your test has reached a statistically relevant result and you can move on to something, or someone else. There are many of these to choose from, we fancy this one from Conversioner right now.

Driftrock – N/A 🆕

This tool is really difficult to categorize. Core functionality includes syncing your CRM to various ad platform lead forms. In addition, there are gadgets for CRO and event-based ad triggering. Just go check it out!

LEAD NURTURING

[GetDrip](#) – Free

Lightweight tool that allows you to visually design and implement drip email campaigns.

[MailChimp](#) – Free >

Fully featured email marketing tool with a completely free edition. Has been around forever and integrates with virtually everything.

[Streak](#) – Free >

Highly customizable yet simple Gmail based CRM software. Create a new "box" from any email and track the opportunity from lead to loyal customer. Also available for iOS, Android, and as an in-app Gmail plugin.

[Salesforce](#) - $25/user

The definitive CRM and original SaaS. Salesforce offers the most flexibility, functionality, and connectivity of all CRM products. Most importantly, Salesforce connects directly with Google Ads and can send offline conversion data to the platform automagically. Don't just track leads, track sales!

GOOGLE ADS SCRIPTS – USE AT YOUR OWN RISK

[AdWords Scripts Compilation](#) – **Free**

A Google Sheet containing a long list of popular Google Ads scripts (currently 144). List is maintained by an unknown Good Samaritan.

[Koozia](#) – **Free**

This UK based agency has compiled a categorized list of 100 very useful Google Ads scripts to automate virtually everything.

[Search Engine Land](#) – **Free >**

Heavy duty Google Ads scripts for every occasion. Many of these come from Brain Labs, we use several at our agency.

[Google Ads Developer Portal](#) – **Free**

Can't find it elsewhere? Learn how to write your own Google Ads scripts right here.

[Karooya](#) – **Free >**

Only one great script over here but it's a doozy! Run this and it'll build a Google Sheet showing you which Google ads split tests have been completed. An absolute must have script for end users and agencies alike!

[Microsoft Ads Script Reference](#) – **Free >**

Microsoft has finally taken the plunge into scripting. Many basic single account Google Ads scripts will work in MS Ads with a little tweaking. But MS has a long way to go before we're loving their automation.

[Brainlabs Scripts](#) – **Free >** 🆕

Features some of the best free Google Ads scripts around, "as seen on" Search Engine Land. The Google Shopping Keyword Bidding and Product Disapprovals scripts are killer!

TRAINING

[Google Ads Certification Courses](#) – Free >

Google moved their individual Google Ads certification courses to Google Academy. Then, like Google does, they renamed Academy to Skillshop. To further confuse things, you still need to sign-up your agency as a Google Partner. Despite the headaches, this is a must have for anybody managing Google Ad campaigns.

[Microsoft Ads Training & Certification](#) – Free >

Whether you're considering providing MS Ads management services or just want to get more familiar with the platform, this course is for you. Unlike the Big "G" Bing only requires one exam to become fully accredited. It's free and will look nice on your resume.

[Facebook Blueprint Certification](#) – Free >

Brand spanking new Facebook certification program! This one is in my to-do list right after feed the cat.

[Amazon Ads Learning Console](#) – Free >

Amazon Ads accreditation, yep it exists. Whether you are a DIY or plan to offer your services to others, I urge you to at least do this before you start.

[Google Best Best Practices](#) – Free >

Google's how to guides for all things Google Ads.

[Udemy](#) – $35 >

Offers a number of great Google Ads courses. While Google Ads certification teaches you how to use Google Ads, some of these courses teach you how to market effectively with Google Ads. Choose courses based upon ratings and reviews.

[BGTheory](#) – Free

Brad Geddes is like the Godfather of Google Ads gurus and co-founder of Adalysis. Sign up for his free newsletter for Google Ads tips and tricks. Sign up for a course for the real goods!

REFERENCE

[Google Ads Blog](#) – **Free >**

Google makes major Google Ads announcements right here, follow along to stay up to date.

[New Google Ads Features](#) – **Free >**

Granular log of all new platform features and changes. By far, the easiest way to stay in the know without all that pesky article reading.

[Microsoft Ads Change Log](#) – **Free >**

Detailed log of changes by month for MS Ads. What were you expecting?

[Search Engine Land](#) – **Free >**

Like The Huffington Post of search marketing news. Need I say more?

[Search Engine Journal](#) – **Free >**

Like the Pepsi of search marketing news if Search Engine Land was the Coke of search marketing news.

[WordStream Blog](#) – **Free >**

We don't love their software but we do love their blog. They get early access to Google Ads features and are often out in front with what's coming down the pipe.

APPS

[Google Ads Android](#) - **Free** >

Offers basic but crucial functionality for Google Ads whilst away from home base. Check performance, adjust bids/budgets, and pause or un-pause campaigns on the go. Can be a lifesaver when your website goes down.

[Google Ads iOS](#) – **Free**

Same as above, though typically a generation of functionality behind the Android app.

[Google Analytics Android](#) – **Free** >

Get a lot more performance detail on your campaigns and other marketing channels than is available from the Google Ads app.

[Google Analytics iOS](#) – **Free**

Just like the Android app, but with an Apple iOS smoky flavor.

[Facebook Android Ads App](#) - **Free** >

Check out what's what with your campaigns from the comfort of your Android phone or tablet. Start, stop, change, or even create new ads for your campaigns at the dinner table if you want… who am I to judge?

[Facebook iOS Ads App](#) – **Free**

Imagine that I took the description above and replaced the word "Android" with "Apple." Done and done.

[MS Ads App for Android](#) – **Free** >

Yes, even Microsoft Ads has an app that'll let you turn campaigns off and on from the beach.

[MS Ads App for iOS](#) – **Free**

Say you're on the beach, but you have an iPhone rather than an Android phone. What to do? Oh, right.

EXTENSIONS

[Google Tag Assistant Extension](#) – Free >

Syntax error? Check your Google Analytics, Google Ads Tracking Pixel, and Remarketing scripts to troubleshoot tracking issues. Link is for Chrome but also available for Firefox.

[MS Ads UET Tag Helper](#) – Free >

Use this Chrome extension to verify your UET pixel is installed and tracking conversions correctly.

[Facebook Ads Pixel Helper](#) – Free >

You are such a copycat Facebook!

[Google Analytics URL Builder Chrome Extension](#) – Free >

Run Google Ads without auto-tagging? Run campaigns other than Google Ads? This tool is essential for quickly creating UTM codes for your ads. Has a handy form presets feature and built-in URL shortener. With the time this saves me I watch more Seinfeld goodness!

[Open in SEMrush Chrome Extension](#) – Free >

This little gem does exactly what it says. Say you're looking for competitors using Google, well dah! Once you make your way to their website you'll need to copy their root domain from the address bar, navigate to SEMrush, paste it into the search bar and hit "Search." Wouldn't you like to have those 13 seconds back? Next time click on the extension and SEMrush will load up your competitor's info in a flash!

[Grammarly Chrome Extension](#) – Free >

Never make a typo in your ads again, highlights mistakes as you type.

A WORD ON PRICING INFO

Pricing info is current as of time of compilation (November 10th, 2020). Where free tool editions exist we will indicate price as "free" at our own discretion. This is generally based on whether we feel the free edition is a minimum viable product.

Where a price is indicated, we generally select the lowest possible product price. Exceptions may exist where we recommend a particular edition in our comments.

PRODUCTS WE USE

Products we currently use for our client work or own promotional work are marked with a > symbol.

NEW PRODUCTS

Products added in this 2021 edition are marked with a ● symbol.

"BUT THESE ARE NOT THE BEST!"

We like what we like, what we know, and what we use. I'm sure there a lot of great Google Ads tools we haven't even heard of. Want to suggest a tool? Go for it [right here](#).