# THE 100
# BEST
## PAY-PER-CLICK ADS TOOLS!

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

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FOOTVIEW

# THE 100 BEST PPC TOOLS – 2025 EDITION!
### Featuring 17 updated and 10 new products this year

**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](#) - **$140/month** ☺

**SEMrush is now the dominant player in PPC research & analysis. Between their Keyword Magic and competitive research tools, you have everything you need to build a winning keyword strategy!**

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

**Google's keyword research/planning tool that's built right into Google Ads gets shiny new doodads on a frequent basis. Good enough for an initial launch in about 90% of Google Ads campaigns.**

[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.**

[ChatGTP Plus](#) - **$20/month** ☺

**Ask ChatGTP to identify keywords from your landing page or from one of your competitors. It's a great starting point towards building a comprehensive Google Ads keyword strategy. You can also ask ChatGTP to help organize a large list of keywords into keyword groups, [see how in this YouTube video](#).**

# COMPETITIVE ANALYSIS

SEMrush – $140/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 – $79/month

Trying to keep up the Joneses (SEMrush) Spyfu has added a plethora of new tools for both PPC and SEO, plus Google Ads Templates and content optimization. Entry level pricing has come down $20 this year.

Valentin Google SERP Checker – Free ☺

View search results for anywhere in the world just like you're there! IMO, a better tool than Google's ad preview for seeing how you stack up against your competitors in live results.

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. Note MS Ads has its own flavor of auction insights too.

Meta Page Transparency Tool – Free ☺

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

Google's Transparency Tool – Free ☺

Remember having to Verify your Google Ads account? This is where Google is sharing your business/ad info. Amazing for analyzing competitor creative strategy.

# COPY/AD WRITING

[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](#) – $99/month

Does your boss or client want to review your PPC 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 major platform ad types before a new campaign launch. Base price recently increased from $19 to $99/month – ouch!

[ChatGTP Plus](#) – $20/month ☺

ChatGTP Plus is brilliant at cranking out ad copy based on a URL or generating ad variations. You need to Check out our [YouTube channel](#) to see how.

# CREATIVE

[Canva](#) – Free ☺

Elegantly simple to use, Canva is an amazing online banner design and video creator 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, AI image generator, and more.

[Flexitive](#) - $59/month

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

[Creatopy](#) - $36/month

This tool makes developing social, display, and video ads at scale a snap! Create an entire banner set in minutes and then quickly make tons of ad variations in seconds. Exactly what you need if/when you outgrow Canva.

[Meta Creative Hub](#) – Free

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

[Unsplash](#) - Free ☺

Unsplash has over 3.4 million stock photos you can use for any personal or commercial project.

[Leonardo.ai](#) – Free ☺

The most feature-rich free image generator. Sure, there are many easier to use image generators. But when you need something specific Leonardo should be your weapon of choice.

[Icon Finder](#) – Free ☺

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

[Google's Video Creation Tool](#) – Free ☺

One small notch up from automatically generated vids, Google now offers some basic video creation tools. Choose a template, customize overlays, and add AI generated voiceovers lickety-split.

# TRACKING & ANALYTICS

[Google Analytics](#) – Free ☺

The most flexible and complete web analytics solution in the world. Used by practically everybody. Upgrading all of our clients to GA4 sure was fun, not!

[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.

[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 tool makes it a snap. Confused? Click through and Google will explain everything.

[CallRail](#) – $50/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 calls and form submissions in GA4, Google Ads, Microsoft Ads, Meta Ads and more.

[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. More features and URLs are available for $7/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 fancy functionality we use at our agency.

[Stape](#) – Free 🆕

The only way you should consider setting up server-side tracking. Stape offers hosting and simplified implementation for businesses of any size.

# REPORTING

[Swydo](#) - **$49/month** ☺

Swydo provides gorgeous easy to understand reports in a few clicks. Integrates with all major ad platforms plus Google Analytics, Search Console, CallRail, Mailchimp, Google Sheets and more. Customize and schedule reports and dashboards until your heart's content. The cost has gone up substantially over the past few years, but we're hanging in there so far at my agency.

[Google Looker 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, Meta Ads, LinkedIn Ads, CallRail, and on to infinity! It's a bit of steep learning curve, however.

[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.

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

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

[Supermetrics](#) - **$828/year**

The definitive "connector" and automation plug-in for Looker Studio. Designed for power users and agencies, this tool simplifies building complex multi-channel reports quickly and (relatively) easily.

[Reporting Ninja](#) - **$20/month**

Robust reporting tool for those with tight purse strings. Offers an intriguing range of features and integrations. Keep your eye on this one!

# AI & AUTOMATION

[Speed PPC](#) - $119/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.

[Zapier](#) – Free ☺

Connect your customer lists to Google, Microsoft, and Meta ad accounts to keep them in sync with near real-time performance. Avoid having to frequently upload new lists and/or falling behind on remarketing and lookalikes.

[ChatGTP Plus](#) - $20/month ☺

I've already included ChatGPT in the copywriting section as that's where it really shines right now for PPC. But it can, of course, go far beyond that. New integrations are popping up that can fully automate campaign creation and report write-ups.

[SpyFu](#) - $79/month

SpyFu now offers Google Templates. Just as it sounds, you can download a template specific for your market niche and import it into your Google Ads account. So, are these any good? In my opinion, they offer a decent starting point for a knowledgeable PPC Manager. But if you're not one of those you may have a disaster on your hands. Every business is unique and needs a uniquely designed campaign.

[Google Gemini Advanced](#) - $20 🆕

While pretty similar to ChatGTP, I prefer it for certain tasks like performing SWOT analysis. It's also a great option for existing users of Google Workspace since "Advanced" is already included in your monthly fees.

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F O O T  V I E W

# CAMPAIGN MANAGEMENT

[Google Ads Editor](#) – Free ☺

Google's own Windows software for bulk editing Google Ads accounts. Bit of a learning curve but makes short work of big jobs 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.

[Optmyzr](#) - $249/month

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

[AdAlysis](#) - $149/month

Full on budget Google Ads management tool with a focus a robust analysis and recommendations engine.

[Opteo](#) – $129/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.

[Adzoola](#) - $99/month

The YouTube advertisers' optimization tool, Adzoola makes short work of keyword, placement, and channel selection.

[Adpulse](#) - $30/month 🆕

From the makers of PPC Samurai, this brand new PPC management tool is designed for PPC experts and works with all major ad platforms. Priced nicely for spendthrifts and high rollers alike.

# CLICK FRAUD PROTECTION

**ClickCease** - **$84/month** ☺

The biggest name in click fraud protection supports Google, Microsoft, and Meta platforms. Totally worth it if you're taking a beating on display ads (how we use it at my agency), otherwise just a cash grab.

**Lunio** – N/A

Don't like ClickCease? No problem, here's your best other option.

**CleanTalk** - **$12/year**

So, you've got a fake lead issue you can't make go away. CleanTalk employs multiple advanced methods to fight more robots than Doctor Who.

**Display Excluder Script** - **Free** ☺

We often used this script at my agency back in the good old days, 2021. We don't run as much traditional display for our clients now, due to the rise of Demand Gen (formerly Discovery) and P-Max campaigns. What the script does, though is sneaky brilliant. You can include or exclude placements based on keywords that appear in the placement domain or extension.

**Authenticity Leads** - **$50/month** 🔵

Suite of on-site form and call validation tools to help block fake leads frequently associated with click fraud activities. Your last line of defense when all else fails.

# 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).

[Simprosys Feed For Google Shopping](#) - $5/month

If you use Shopify and want a no-nonsense feed management and conversion tracking tool, this is our choice, hands down! Has the features and ease of use you'll love without the bloat or complexity you'd hate.

[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.

[Optmyzr](#) - $249/month

Already appearing in the Campaign Management section, it's worth putting Optmyzr here too. If you still use standard shopping campaigns this automagically segments and maintains your products in SPAGs (Single Product Ad Groups).

# CONVERSION RATE OPTIMIZATION

[Unbounce](#) – $119/month ☺

Most powerful landing page software and multivariate testing suite available. It's our go-to small business client solution.

[VWO](#) - Free

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 free edition is perfectly viable for modest needs.

[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.

[Microsoft Clarity](#) – Free ☺

User experience optimization tool with similar functionality to HotJar but truly "free forever" with no session or feature limitations.

[Google Ad Variations](#) – Free ☺

Built into Google Ads, this tool gets very little love from most advertisers. Yet it is so powerful! At TTFV we use this to simplify testing creative variations at scale. And we use it to split test landing pages now the Google Optimize is kaput. Importantly, "Variations" provides full statistical analysis and winner/loser reporting for your tests.

[Calendly](#) – $10/month 🆕

Replace your boring "get in touch" webform with this and watch your calendar fill up with meetings on auto pilot.

# LEAD NURTURING

**Drip** – $39/month

**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. Available for iOS, Android, and as an in-app Gmail plugin.**

**Klaviyo** - $60/month

**Reach your audience via email, SMS, and mobile push messages. Ideal for boosting sales for online stores.**

**HubSpot** – Free

**It's been hanging around for years like that deadbeat uncle that moves into your basement and never leaves. HubSpot's fairly new "free" edition isn't a bad product if you want a small biz do-all marketing hub. And since Hubspot has finally simplified Google Ads tracking, the tool is now viable for paid search advertisers.**

**Twilio** – N/A

**Comprehensive tool-box for plug-and-play email, SMS, phone, WhatsApp, etc.; prospect nurturing and tracking. Pricing is dependant on the toolset and message volume you need for your business.**

**WooSender** – N/A 🆕

**Intercepts your leads and works magic to book appointments. By "magic" I mean it harasses the hell out of your prospects with email, SMS, calls, and chat until they give in. But seriously it does dramatically boost booked meetings. Our clients swear by it!**

# GOOGLE ADS SCRIPTS – USE AT YOUR OWN RISK

[Koozia](#) – **Free**

**This UK based agency has compiled a categorized list of 50 very useful Google Ads scripts to automate virtually everything.**

[AdsScripts](#) – **Free** ☺

**A whole boat-load of new advanced scripts for Google Ads from top pros in the industry.**

[Google Ads Scripts Compilation](#) – **Free** ☺

**Anonymous list of scripts in a Google Sheet. Many of these scripts are as old as dirt and don't work with the new API. But it's still a nice large repository to have access to. If you know who maintains this, please let me know so I can give them credit.**

[Mike Rhodes Scripts](#) – **Free** ☺ 🆕

**Best known for his script that unlocks the P-Max black box, Mike offers a wide range of paid and free scripts you must check out.**

[Nils Rooijmans Scripts](#) – **Free** 🆕

**Another great resource, Nils has written a ton of amazing free scripts and also offers a repository of popular 3rd party scripts.**

# TRAINING

[Google Ads Certification Courses](#) – **Free** ☺

**Official Google Ads certification courses from Skillshop. Starting soon you will need to pay for exams and you will be monitored by big brother while taking them.**

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

**Whether you're considering providing MS Ads management services or just want to get more familiar with the platform, these courses are for you. Like the Big "G" Microsoft now requires multiple exams (search, shopping, and display) for certification. It's free and will look nice on your resume.**

[Meta Blueprint Certification](#) – **Free** ☺

**Meta certification program similar to those above. This one is in my to-do list right after feed the cat.**

[Google 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.**

[The Paid Search Podcast](#) – **Free** ☺

**And then there was one. The duo of Jason and Chris offered laughs in addition to good snippets of Google Ads knowledge on a weekly basis. However, Jason has left show. Chris delivers impressive knowledge with less filler, but the show has lost it's pizzaz.**

[God Tier Ads](#) - **$499** ☺ 🆕

**Likely the best advanced Google Ads course available right now. Ed Leake is a thought leader in the industry. The price of admission is high but worth it.**

# 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** ☺

**For many years the go to source for PPC and SEO news. Recently purchased by SEMrush, some folks are concerned about a possible conflict of interest.**

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

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

[Reddit PPC Sub](#) – **Free** ☺

**The go to Reddit sub for all things PPC. Advertisers, agencies, freelancers, and other industry folk congregate to discuss industry trends and look for solutions to every day performance problems. I participate almost every day and recently became a moderator.**

[Marketing Examples](#) – **Free** ☺

**Tons of free examples of incredible marketing copy and creatives filterable by type, style, and audience. This is where I go when I need inspiration.**

# MOBILE 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. If you can't remember where to get it just check your Google Ads Recommendations tab – you'll get a reminder notice about once a month for the rest of your life.**

[Google Ads iOS](#) – **Free**

**Same as above for the Apple crowd, 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.**

[Meta 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?**

[Meta 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.**

# BROWSER EXTENSIONS
## Note that we cannot provide direct links for these

**Google Tag Assistant Companion Browser Extension - Free** ☺

Syntax error? Check your Google Analytics, Google Ads Tracking Pixel, and Remarketing scripts to troubleshoot tracking issues. Available for most browsers.

**MS Ads UET Tag Helper - Free** ☺

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

**Meta Ads Pixel Helper - Free** ☺

You are such a copycat Meta!

**Google Analytics URL Builder 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 pre-sets feature and built-in URL shortener. With the time this saves me I watch more Seinfeld goodness!

**Grammarly Chrome Extension - Free** ☺

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

**Convert Case** – Free ☺

Need to fix the case of some existing ad or longform landing page copy? Select and right-click in your browser for instant edits.

# ABOUT THIS E-BOOK

## A WORD ON PRICING INFO

Pricing info is current as of time of compilation (November 11th, 2024). 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 minimally 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 2025 edition are marked with a 🆕 symbol.

## REMOVED PRODUCTS

This e-Book grew over the years and we realized we wanted to rein it in a bit. Thus, we've capped the number of tools at 100. As we add new tools, we remove those that are obsolete, less useful, or don't deliver the value some others do.

## AFFILLIATE LINKS

We've been maintaining this free eBook for 9-years. In consideration of the time and effort involved we decided to include select affiliate links starting in 2022. All affiliate links included herein are for products we know, love, and use at our agency.

## "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 PPC tools we haven't even heard of. Want to suggest a tool? Go for it [right here](#).