

THE 100
BEST
PAY-PER-CLICK ADS TOOLS!

Be a PPC Ads Boss, conquer the marketing world.

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THE 100 BEST PPC TOOLS - 2023 EDITION!

Featuring 20 updated and 13 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](#) - \$120/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. It gets shiny new doodads on a frequent basis. 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](#) - \$120/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](#) - \$39/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 don't need SEO tools or access to display/shopping reports you're all set, otherwise stick with SEMrush.

[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.

[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 Advertiser Pages](#) - Free 

Did you know you can click on the 3-dot icon next to search ads to view the advertiser's profile and a boat load of their search, display, and video ads? It's a fantastic free option for competitor research, US only for now.

[Owletter](#) - \$19/month

Want to know all about your competitors' email marketing efforts? There's now a tool for that. Owletter is particularly awesome for DTC advertisers.

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](#) - \$19/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.

[Anyword](#) - \$19/month

Do you suck at writing ads? Anyword will up your ad copy game with fully automated copy for Google, Meta, and many other major ad platforms.

[Jarvis](#) - \$29/month

Do you suck at writing articles? Stop me if you've heard this one before. Jarvis is the "Anyword" of long form copy. Get it and save yourself a ton of work.

CREATIVE

[Canva](#) - Free >

Elegantly simple to use, Canva is an amazing online banner design and video editor 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](#) - \$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](#) - \$17/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.

[iStock](#) - \$12/each >

Our go to stock image provider is now owned by Getty. Monopoly much? That aside, they have millions of images and videos, an easy to use search engine, and buy as you go or subscription based pricing models. You can buy one-off images for \$12.

[Unsplash](#) - Free >

Don't have \$12 burning a hole in your pocket? Unsplash has over 3.4 million 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.

[Google's Video Creation Tool](#) - Free > 

One 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. If you haven't upgraded to GA4 yet you'd better do it soon!

[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](#) - \$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 too. Plays nice with Google Ads, Microsoft Ads, Meta Ads. Support for GA4 is on the way.

[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 \$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.

REPORTING

[Swydo](#) - \$39/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.

[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, 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 FB Ads into a spreadsheet? It isn't pretty! This little gizmo makes syncing FB data in Excel a snap. Goodbye hours of data organization, hello instant reports and analysis!

AUTOMATION

[Speed PPC](#) - \$69/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](#) - \$99/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.

[PPC Samurai](#) - \$230/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.

[Zapier](#) - Free

Connect your customer lists to Google and Meta 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.

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.

[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.

[AdEspresso](#) - \$49/month

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


[Qwaya](#) - \$399/month

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

[AdAlysis](#) - \$99/month

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


CLICK FRAUD PROTECTION

[ClickCease](#) - \$69/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, 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 much traditional display for our clients now, due to the rise of 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.

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 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 automatically segments and maintains your products in SPAGs (Single Product Ad Groups).

CONVERSION RATE OPTIMIZATION

[Instapage](#) - \$299/month >

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

[Unbounce](#) - \$90/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.

[VWO](#) - \$N/A

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. 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!

[Formstack's Anatomy of a Perfect Landing Page](#) - Free 

Excellent cheat-sheet for building highly effective landing pages.

LEAD NURTURING

[GetDrip](#) - \$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. 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 automatically. Don't just track leads, track sales!

[Recart](#) - \$N/A NEW

Take your online store to the next level with SMS marketing. These guys offer a crazy revenue increase guarantee. Well worth a small investment to give it a go.

[Klaviyo](#) - \$60/month NEW

Get the best of both worlds with the utility of Mailchimp and Recart combined in a single product. With integrated email and SMS marketing this one is a no brainer.

GOOGLE ADS SCRIPTS - USE AT YOUR OWN RISK

[Lunio](#) - Free

A great categorized blog post from Lunio (formerly PPC Protect) highlighting 102 of the best Google Ads scripts available.

[Koozia](#) - Free

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

[Google Ads Developer Portal](#) - Free

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

[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! Their scripts are behind an email firewall though... boo hiss!

[AdsScripts](#) - Free  >

A whole boat-load of new advanced scripts for Google Ads.

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.

[Meta Blueprint Certification](#) - Free >

Brand spanking new Meta 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!

[The Paid Search Podcast](#) - Free

These guys are knowledgeable and hilarious. Pick up some great Google Ads tips and enjoy a chuckle from the comfort of your own earbuds.

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.

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.

[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.

[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 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 other 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 as you type.

ABOUT THIS E-BOOK

A WORD ON PRICING INFO

Pricing info is current as of time of compilation (October 29th, 2022). 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 2023 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.

AFFILIATE LINKS

We’ve been maintaining this free eBook for 6-years. In consideration of the time and effort involved we decided to include select affiliate links last year (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](#).