

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 - 2026 EDITION!

Featuring 12 updated and 18 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](#) - \$199/month 😊

SEMrush is 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! Unfortunately, prices keep escalating for this tool making free alternatives more attractive for mom and pop.

[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 or scaling up 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, YouTube, Bing, Perplexity, Amazon, Instagram, TikTok, X, and others.

[ChatGPT](#) - Free 😊

Ask ChatGPT 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 ChatGPT to help organize a large list of keywords into keyword groups, [see how in this YouTube video](#).

COMPETITIVE ANALYSIS

[SEMrush](#) - \$199/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](#) - \$59/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 for the second year in a row!

[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 local results.

[Google Ads Auction Insights](#) - Free 😊

Most advertisers don't even know this exists, let alone use it on a regular basis. Auction insights show 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.

[Google Gemini](#) - Free 😊 

Prompt Gemini to perform a SWOT analysis between multiple websites to quickly identify competitive strengths for PPC creatives and audience targeting.

COPY/AD WRITING

[Grammarly](#) - Free 😊

Fantastic copy writing support tool. 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

No prompt required! 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 suggestions for improvement and alternative ideas.

[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.

[ChatGPT](#) - Free 😊

ChatGPT is brilliant at cranking out ad copy based on a URL or generating ad variations. Check out our [YouTube channel AI Playlist](#) to see how.

[Case Converter](#) - Free 😊 NEW

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

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.

[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.

[Leonardo.ai](#) - Free 😊

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

[Unsplash](#) - Free 😊

Not everybody loves AI generated images. Unsplash has over 3.4 million real stock photos you can use for any personal or commercial project.

[AdCreative.AI](#) - \$20/month NEW

The Swiss Army Knife for generating ad copy, image and video ads with AI magic. If you have a creative need this tool has you covered.

[Affinity](#) - Free NEW

Who needs Adobe Photoshop? Free Pro Grade photo editing from Canva. One small caveat is you will need a Canva Business plan (\$25/month) to access the AI features.

[Artlist](#) - \$58/month NEW

As of this moment the best AI video generation tool. Full support for Veo and Sora, text & image to video options, AI voiceovers, music, plugins and so much more. Realistically most users should opt for the "Max" edition as priced above.

TRACKING & ANALYTICS

[Google Analytics](#) - Free 😊

The most flexible and complete web analytics solution in the world. Used by practically everybody.

[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.

[Pingdom](#) - \$10/month 😊

Have you ever paid for clicks to a 404-error page? You're not alone! Pingdom constantly checks your website landing pages to ensure they're up and notifies you when they aren't. It integrates with a variety of other tools 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.

[Google Tag Gateway](#) - Free

Quick and dead simple to install from Google Tag Manager, this tool substantially improves Google Ads and GA4 tracking. While a CDN is required, basically every website should be using one these days. Learn more in [this article](#).

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. AI summaries have recently launched in Beta!

[Google Looker Studio](#) - Free

Powerful reporting tool for Google Ads and GA4 data. It has a steep learning curve, and you'll need to pay for 3rd party connectors if you want to report on other ad platforms.

[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 beautiful 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](#) - \$444/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. New lower entry level pricing available now!

[DashThis](#) - \$49/month NEW

Simple to use Dashboard, Reporting & AI Insights SaaS with support for most popular ad platforms and marketing tools.

AI & AUTOMATION

[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.

[ChatGPT 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. For power users it's best to get "Plus" so you can access agents.

[Google Gemini Pro](#) - \$20/month 😊

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

[Ad Alchemy](#) - \$119/month NEW

This tool helps you create and deploy complex campaigns in a snap. Get started with a list of your own keywords or use Ad Alchemy to generate a list of keywords for you.

[Cascader](#) - \$75/month NEW

Designed for advertisers that don't like scripts or manual negative keyword management - come on, you know who you are! Automates blocking irrelevant search queries in search and P-Max campaigns.

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](#) - \$299/month

Script-based solution for managing Google and MS Ads accounts with one-click optimizations and reports. Made for agencies and big spenders. Many new features launched recently but you will literally pay a "Premium" for those.

[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](#) - \$33/month

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

[TrueClicks](#) - Free

Google & MS Ads management tool designed for agencies, yet oddly free for small business advertisers. Their auditing tool is killer!

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.

[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](#) - \$80/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.

[Clixtell](#) - \$50/month

A comprehensive suite of tools that monitors calls and website activity as well as offering traditional PPC IP blocking.

[Cloudflare Turnstile](#) - Free

Finally, a modern effective solution that beats CAPTCHAs hands down! Install this on your website to instantly kill the vast majority of fake lead form submissions.

SHOPPING TOOLS

[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.

[DataFeedWatch](#) - \$64/month NEW

Improve shopping ads performance like Kreskin with feed optimization and validation. One of the best investments you can make to boost PPC performance for your online shop.

[Shopstory](#) - \$56/month NEW

Workflow automation tool to fix numerous issues, run custom reports, and optimize virtually everything in your shopping feed. Have Shopify, Magento, or WooCommerce? All systems go!

CONVERSION RATE OPTIMIZATION

[Unbounce](#) - \$99/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... VWO 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 since Google Optimize went 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.

[Landingi](#) - \$26/month NEW

Most of the things you need in a landing page tool and none of the bloat. A brilliant option for shoe string budgets.

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.

[Klaviyo](#) - Free

Reach your audience via email, SMS, and mobile push messages. Ideal for boosting sales for online stores. Now offering a basic free version for the little guy.

[HubSpot](#) - Free

It's been hanging around for years like that deadbeat uncle that moves into your basement and never leaves. HubSpot's "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 😊

A large list of scripts in a Google Sheet compiled by Captain Incognito. Many of these scripts are as old as dirt and don't work with the new API. But it's still a nice repository to have access to.

[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. You'll need to take a handful of separate annual exams to get and stay certified. Required for the "Partners" program and useful whether you have a day gig in PPC or freelance it. Still free, although for a minute there it appeared Google was going to start charging for it.

[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 requires multiple exams (search, retail, and display) for certification. It's free, required for "Partners," 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.

[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.

[Select Courses from the Reddit PPC Sub](#) - N/A 😊

A curated list of the best PPC courses around. Some free and some paid, pick your poison.

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 SEA and SEO news. Purchased by SEMrush last year, 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 PPC trends and look for solutions to every day performance problems. I participate almost every day and am one of the moderators. Also check out the [Wiki](#) for additional resources like relevant blogs and YouTube channels.

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

SPECIFICALLY FOR CHROME BUT MOST WORK WITH OTHER BROWSERS TOO

[Google Tag Assistant 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.

[Change 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.

[ColorZilla](#) - Free 😊 

Point and click extension to grab HEX codes for colors and then paste HEX codes wherever you need them. Super useful tool for landing page development, cranking out creatives, and for inputting colors for Google Ads brand guidelines.

ABOUT THIS E-BOOK

A WORD ON PRICING INFO

Pricing info is current as of time of compilation (November 4th, 2025). 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 2026 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 10-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](#).