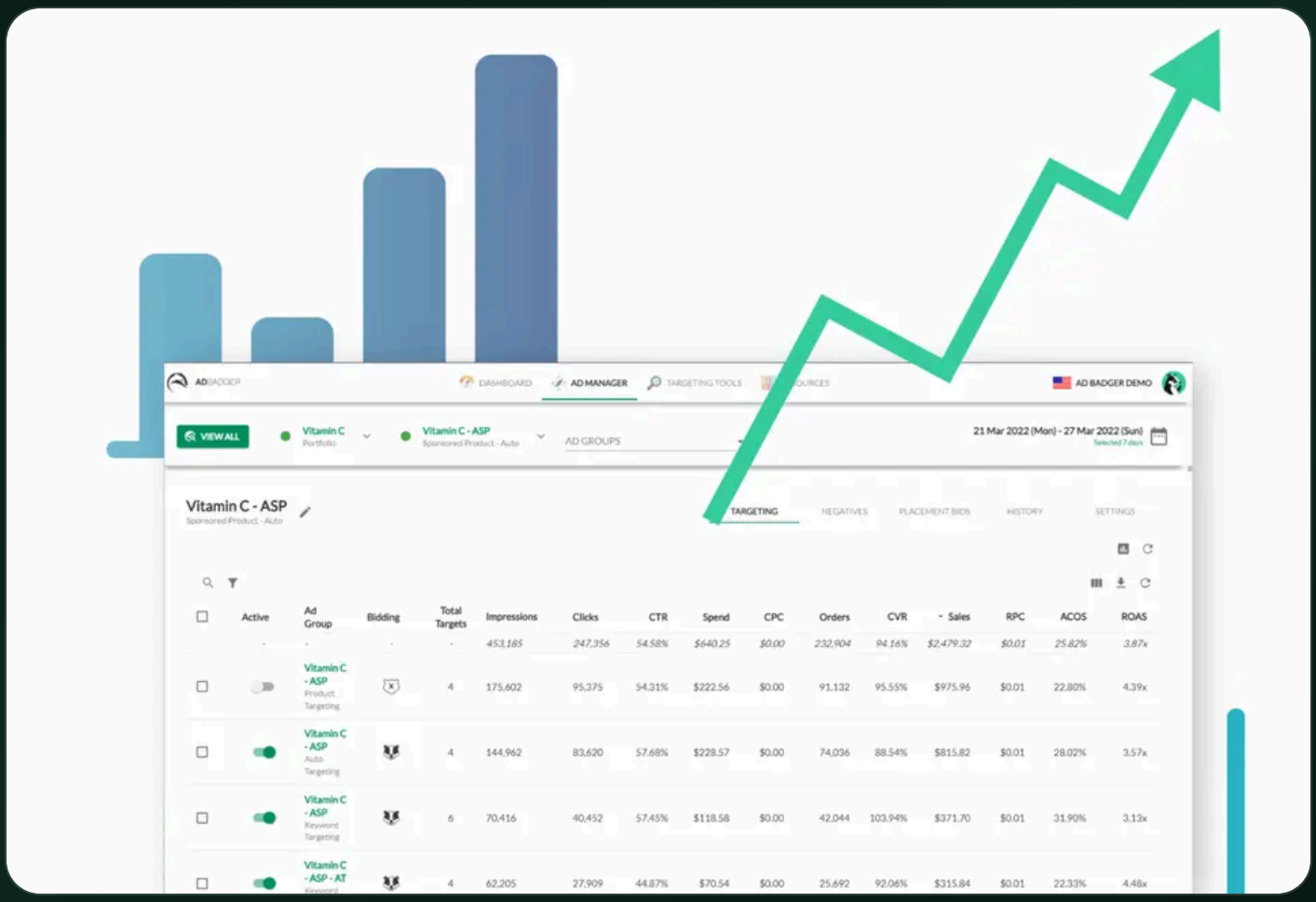
ToolGPA

NOVEMBER 2026

Ad Badger

The Insider's Guide

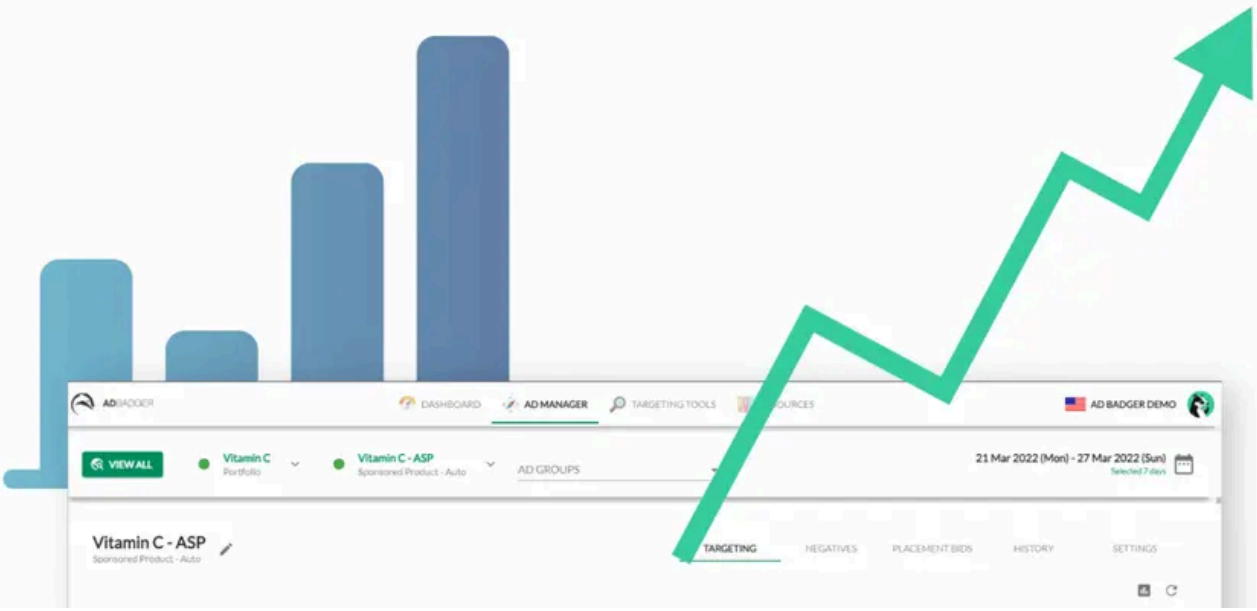
Amazon PPC software with automated bidding and keyword cleanup



Every plan, grade, refund rule and rival among ad creative and reporting tools, read from Ad Badger's own pages.

Made by Ad Badger · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Ad Badger's own pages, its app-store listings and our grades. Every fact in it is on Ad Badger's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 13 of the 72 other ad creative and reporting tools we grade

Ad Badger is software for managing Amazon advertising campaigns. Its Bids by Badger algorithm updates bids daily toward a target ACOS, and other tools harvest search terms, add negative keywords, track organic rank and report profit by SKU. Plans are priced by monthly Amazon ad spend, and the vendor also sells managed services.

> "
>
> **You link Amazon Ads and Seller Central accounts and set rules.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about Ad Badger**, taken from its own pages and our grades.

1 **Best for automating Amazon ad bids and search terms**

Ad Badger automates bidding and search terms for Amazon ads, and every plan has the same features.

2 **Paid plans start at $275 a month**

As its pricing page puts it: $275 per month, billed monthly.

3 **You can try it first**

30-day free trial on Starter, Basic, Professional and Platinum; a card is entered at checkout and billing starts automatically afterward

4 **It runs on Web**

Web.

5 **Bids by Badger**

Updates bids daily using revenue-per-click bidding to reach a target ACOS, with a dayparting scheduler for hourly bid changes or pauses.

6 **Search term automation**

Nightly harvesting of performing search terms into keywords or ASINs, plus negative keyword automation that scans up to 999 days of search term data.

7 **Waste analysis**

nGram root word analysis, a non-converting spend tracker and saved filters for bulk negation.

8 **A 1.8 GPA, above 13 of 72**

That is against the other ad creative and reporting tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Ad Badger you would be making data from Amazon's seller tools and years of sales estimates. That is not a weekend's work, with an AI app builder or without one.

Ad Badger at a glance

PRICING
Free trial, from $275 per month, billed monthly

FREE PLAN
No

FREE TRIAL
30-day free trial on Starter, Basic, Professional and Platinum; a card is entered at checkout and billing starts automatically afterward

RUNS ON
Web

MADE BY
Ad Badger

CATEGORY
Ad Creative & Reporting

OUR GRADE
1.8 GPA, weak

The report card

Best for automating Amazon ad bids and search terms

Ad Badger automates bidding and search terms for Amazon ads, and every plan has the same features. You pay by monthly ad spend from $275, the trial takes a card, and it does nothing outside Amazon.

TOOLGPA REPORT CARD — **Ad Badger** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$275 a month for up to $5,000 of ad spend, over five times the $49 middle for ad tools, and it rises to $1,830 at $1.5 million of spend.
Free plan and trial	D	A 30-day trial, but a card is entered at checkout and billing starts automatically afterward.
Features	C	Bid automation, search term automation, waste and profit tracking and multi-account access. It does that job fully, but it covers Amazon only.
Ease of use	C	No store rating on record. You link Amazon Ads and Seller Central accounts and set rules.
Platforms and integrations	B	Web only, with Amazon Ads, Seller Central, Claude and ChatGPT connections.
Grade point average		Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Ad Badger is for

- ✓ Fits if Amazon is your main ad channel and you spend over $5,000 a month
- ✓ Works for agencies managing several Amazon accounts

Who it is not for

- ✗ Not for you if you advertise on Google or Meta, as it is Amazon only
- ✗ Pricey if your spend is small, because the cheapest plan is $275 a month
- ✗ Watch out: the trial takes a card and bills automatically after 30 days
- ✗ Watch out: above $1.5 million of spend, or for quarterly billing, you contact sales
- ✗ Tight if you want a human, as the dedicated account manager is a custom-priced service

Good to know

Good for

- ✓ Amazon sellers who want daily automated bidding priced by ad spend
- ✓ Agencies managing many Amazon accounts, with view-only client logins
- ✓ Brands that want an optional managed service from the same vendor

Worth knowing

- ⓘ Price rises with monthly Amazon ad spend; above $1,500,000 a month, or for quarterly billing, the vendor says to contact sales.
- ⓘ Every plan has the same features, so the choice is about ad spend tiers, not capabilities.
- ⓘ Managed service, with a dedicated account manager and strategy calls, is custom-priced and sold through sales.
- ⓘ Built for Amazon advertising only; it does not manage Google or Meta ads.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$275

A month to start

Ad Badger is a paid product with a free trial, starting at $275 per month, billed monthly.

STARTER

$275

per month for up to $5,000 in ad spend a month, billed monthly

Full software suite with every feature listed on the pricing page, for small ad budgets.

BASIC

$440

per month for up to $25,000 in ad spend a month, billed monthly

Same software and features, for ad spend up to $25,000 a month.

PROFESSIONAL

$660

per month for up to $75,000 in ad spend a month, billed monthly

Same software and features, for ad spend up to $75,000 a month.

PLATINUM

$920

per month for up to $250,000 in ad spend a month, billed monthly

Same software and features, for ad spend up to $250,000 a month.

RUBY

$1,375

per month for up to $750,000 in ad spend a month, billed monthly

Same software and features. Started through a separate sign-up rather than the free trial.

EMERALD

$1,830

per month for up to $1,500,000 in ad spend a month, billed monthly

Same software and features. Started through a separate sign-up rather than the free trial.

Trying it first

30-day free trial on Starter, Basic, Professional and Platinum; a card is entered at checkout and billing starts automatically afterward

Read from adbadger.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing costs less than monthly

Yearly prices are $2,550 (Starter), $4,080 (Basic), $6,120 (Professional), $8,500 (Platinum), $12,750 (Ruby) and $17,000 (Emerald); the FAQ also offers every-6-months billing and says longer cycles cost less per month.

Stated on adbadger.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Amazon PPC software with automated bidding and keyword cleanup. Here is what it does, as its own site describes it, and what it covers: AI features, workflow automation, reports, rank tracking, amazon selling.

> **Bid automation, search term automation, waste and profit tracking and multi-account access.**
>
> From our grade for features

Bids by Badger

Updates bids daily using revenue-per-click bidding to reach a target ACOS, with a dayparting scheduler for hourly bid changes or pauses.

Search term automation

Nightly harvesting of performing search terms into keywords or ASINs, plus negative keyword automation that scans up to 999 days of search term data.

Waste analysis

nGram root word analysis, a non-converting spend tracker and saved filters for bulk negation.

Profit and rank tracking

Shows total sales, returns, Amazon fees and COGS per SKU, and tracks organic rank for your keywords and competitors'.

Amazon Ads MCP

Every plan includes an MCP connection so Claude or ChatGPT can answer questions about the PPC account.

Multi-account and client access

Manages several seller accounts and marketplaces under one login, with a view-only Client role.

Where it runs

Web

What it works with

Amazon Ads

Amazon Seller Central

Claude

ChatGPT

Ad Badger is made by Ad Badger.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

13/72

Other ad creative and reporting tools it is graded above

Ad Badger's GPA of 1.8 is higher than 13 of the 72 other ad creative and reporting tools we grade, and level with 16.

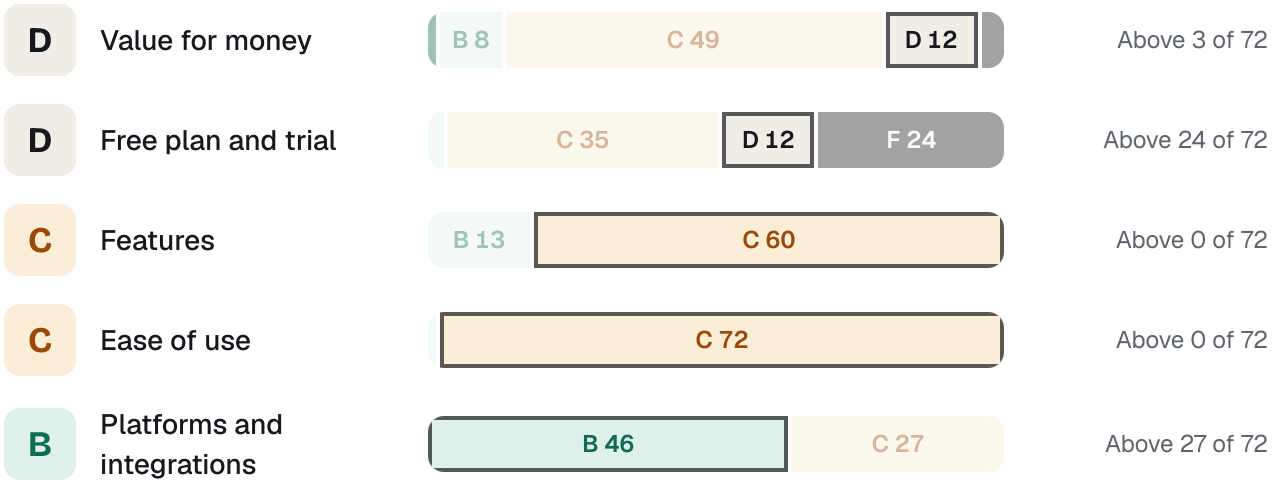
It stands best on platforms and integrations (B, above 27 of 72) and worst on value for money (D, above 3).

Its paid plans start at $275 a month, against a middle price of $49.50 for the category: 45 of the 51 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 9 tools score higher and cost less.

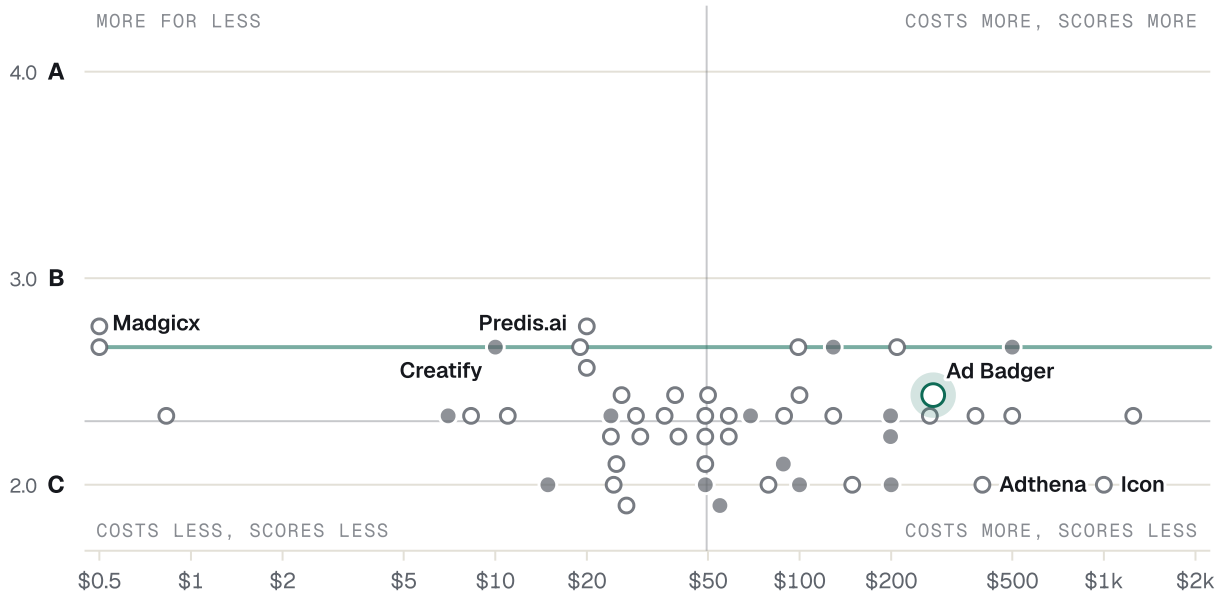
Each grade against the category

Every bar is all 73 ad creative and reporting tools we grade, cut by the letter each got. Ad Badger's own letter is outlined.



Price against what you get

Each dot is one of 52 ad creative and reporting tools. Further left costs less; higher up scores better on features, ease of use and platforms. Ad Badger is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Ad Badger you would be making data from Amazon's seller tools and years of sales estimates. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 43 of the 72 other ad creative and reporting tools grade higher. It costs $3,300 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Data from Amazon's seller tools and years of sales estimates.

- Connections to other products, each kept working as those products change.
- Daily checks of where your pages rank in search results.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Ad Badger's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Optmyzr, Opteo, Adalysis and Adext AI

The 4 tools Ad Badger is most often weighed against, with where each one differs from it.

2.2 GPA

Optmyzr

Free trial · from $209/mo

PPC optimization, audits and reporting for ad accounts.

- Ad Badger also covers rank tracking and amazon selling.
- Optmyzr also covers dashboards.

Ad Badger and Optmyzr compared in full

2.2 GPA

Opteo

Free trial · from $129/mo

AI agent and one-click fixes for paid ad accounts.

- Ad Badger also covers rank tracking and amazon selling.
- Opteo also covers AI agents.

Ad Badger and Opteo compared in full

A

2.2
GPA

Adalysis

Free trial · from $126/mo

PPC audits, alerts and budget tracking for Google and Microsoft Ads.

- Ad Badger also covers workflow automation, rank tracking and amazon selling.
- Adalysis also covers dashboards.

Ad Badger and Adalysis compared in full

A

Adext AI

Paid

AI that shifts ad budget between audiences on Google and Facebook.

- Ad Badger also covers reports, rank tracking and amazon selling.

Ad Badger and Adext AI compared in full

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Ad Badger free?

No, Ad Badger is a paid product, but you can try it first. 30-day free trial on Starter, Basic, Professional and Platinum; a card is entered at checkout and billing starts automatically afterward.

How much does Ad Badger cost?

Ad Badger lists 6 plans. Starter: $275 per month for up to $5,000 in ad spend a month, billed monthly.

What platforms does Ad Badger work on?

Ad Badger is available on Web.

Does Ad Badger offer any discounts?

Ad Badger publicly lists the following: Annual billing costs less than monthly.

Does Ad Badger have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Ad Badger is listed for Web.

Does Ad Badger have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Ad Badger is listed for Web.

Is Ad Badger open source?

Ad Badger is not described as open source on its own site, as read on Nov 13, 2026.

What does Ad Badger integrate with?

Ad Badger's listing names Amazon Ads, Amazon Seller Central, Claude and ChatGPT.

Who makes Ad Badger?

Ad Badger is made by a company of the same name.

What are the alternatives to Ad Badger?

The closest alternatives to Ad Badger in our directory are Optmyzr, Opteo, Adalysis and Adext AI.

How does Ad Badger compare with other ad creative and reporting tools?

Ad Badger's GPA of 1.8 is higher than 13 of the 72 other ad creative and reporting tools we grade, and level with 16.

Is Ad Badger good value for money?

ToolGPA grades Ad Badger D for value for money. Its paid plans start at $275 a month, against a middle price of $49.50 for the category: 45 of the 51 others that charge start lower.

Could I make my own version of Ad Badger?

To replace Ad Badger you would be making data from Amazon's seller tools and years of sales estimates.

Where this guide comes from

The prices, plans, platforms and features were read from Ad Badger's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Ad Badger's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Ad Badger. Prices change, so check adbadger.com before you buy.

adbadger.com/pricing/

adbadger.com

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Ad Badger, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/ad-badger

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Ad Badger: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/ad-badger
```

Know someone choosing between ad creative and reporting tools?

Send them this guide:
toolgpa.com/tools/ad-badger/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded ad creative and reporting tools after Ad Badger, each with an Insider's Guide of its own.

Ad Creative & Reporting Insider's Guide

Every one of the 74 ad creative and reporting tools we grade, compared

Reporting Ninja Insider's Guide

Marketing reports for agencies, built by AI or by hand

2.6 GPA

AdsGPT Insider's Guide

AI generator for image and video ads with campaign launching

2.4 GPA

Atria Insider's Guide

Meta and TikTok ad library, ad reports and AI ad ideas in one place

2.4 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Ad Badger's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Ad Badger is a trademark of its owner, and this guide is not made, paid for or approved by Ad Badger. Prices and plans change: check adbadger.com before you buy.