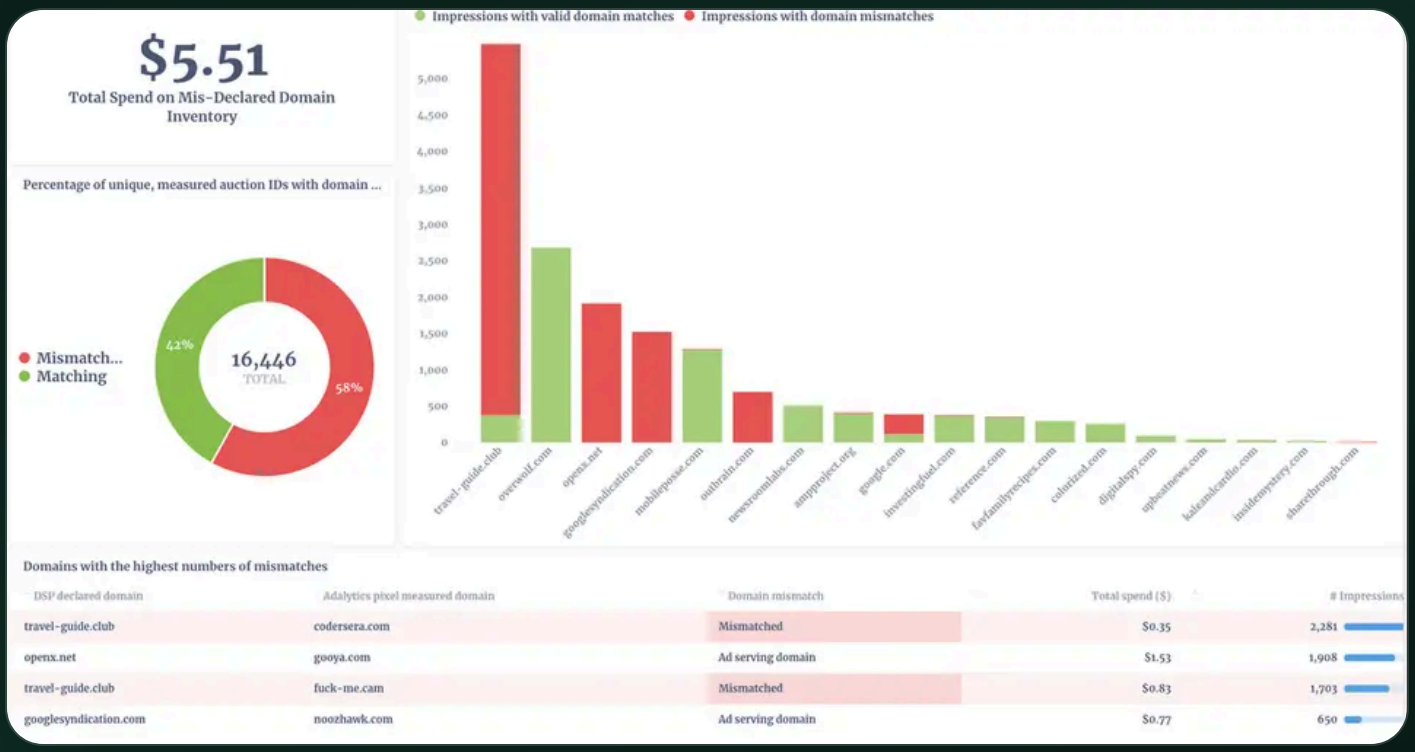
ToolGPA

NOVEMBER 2026

Adalytics

The Insider's Guide

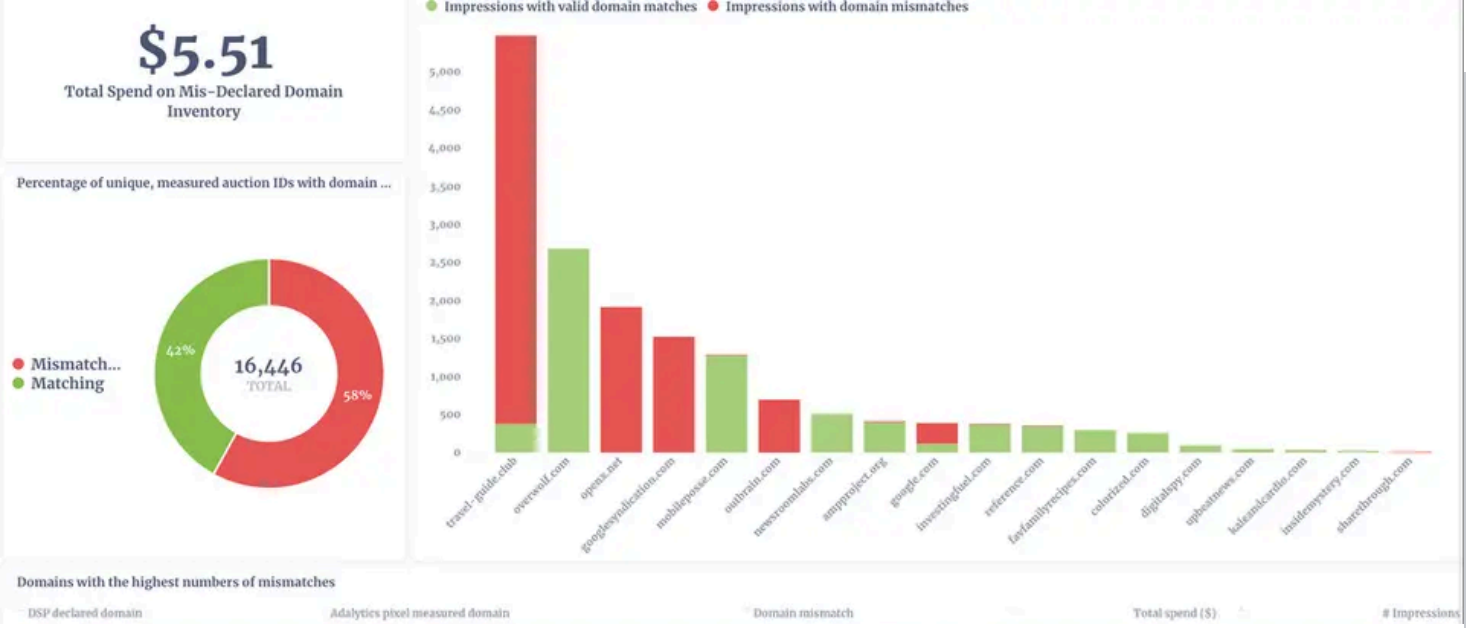
Log-file analysis and verification of programmatic ad buys



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

Made by Adalytics Research LLC · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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

ToolGPA put this guide together from Adalytics's own pages, its app-store listings and our grades. Every fact in it is on Adalytics'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

1.6

GPA, above 1 of the 72 other ad creative and reporting tools we grade

Adalytics provides media data science and analytics services to advertisers and agencies, based on impression-level log file data. It checks where ads ran, whether they were viewable or served to bots, and whether frequency caps held. It also publishes public-interest research reports.

To get you started, here are **7 things to know about Adalytics**, taken from its own pages and our grades.

> "
>
> **Sold as a service, so setup is a conversation and not a sign-up.**
>
> From our grade for ease of use

1 **Best for auditing programmatic ad buys**

It is sold as an analytics service with a contact form only, and the site shows no price, sign-up or login.

2 **It runs on Web**

Web.

3 **Log file analysis**

Analyzes impression-level log file data from media buys around the clock.

4 **Placement checks**

Looks for domain spoofing, app spoofing and mis-declared inventory.

5 **Invalid and non-viewable traffic**

Measures spend on ads that were not served, went to bots or data centers, were out of geography or were not viewable.

6 **A 1.6 GPA, above 1 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.

7 **Your call**

You could make the core of Adalytics for yourself: reports.

Adalytics at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Adalytics Research LLC	CATEGORY Ad Creative & Reporting
OUR GRADE 1.6 GPA, weak	

The report card

Best for auditing programmatic ad buys

Adalytics analyzes log files from programmatic ad buys to find spoofing, invalid traffic and unmet frequency caps, and supports refund claims. It is sold as an analytics service with a contact form only, and the site shows no price, sign-up or login.

TOOLGPA REPORT CARD **Adalytics** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published, so we rate it at the ordinary grade.
Free plan and trial	F	No free plan and no trial; there is a contact form only.
Features	C	Log-file analysis, spoofing and invalid traffic checks, frequency cap tests and refund support. It does that job, and it is a narrower one.
Ease of use	C	Sold as a service, so setup is a conversation and not a sign-up. We found no store rating.
Platforms and integrations	C	Web site only. It shows no sign-up, login, app or listed integration.
Grade point average		Weak, out of 4.0 **1.6**

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 Adalytics is for

- ✓ Fits if you buy programmatic media at scale and want an outside audit
- ✓ Works for teams chasing refunds or make-goods on missed buys

Who it is not for

- ✗ Skip it if you want a self-serve app, because the site shows no sign-up or login
- ✗ Not for you if you need a price, as none is published
- ✗ Skip it if you are a publisher or ad tech vendor, since the company says it does no research for them
- ✗ Watch out: it is analytics services, so every project starts with a request

Good to know

Good for

- ✓ Brands and agencies auditing programmatic spend
- ✓ Teams that want to reclaim money from ads that failed to meet standards

Worth knowing

- ⓘ The site publishes no pricing and has a contact form only, so pricing is recorded as unverified.
- ⓘ It is sold as analytics services, not a self-serve app; the site shows no sign-up or login.
- ⓘ The company says it does not do research on behalf of publishers or ad tech vendors.

What it costs

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

Adalytics's current pricing could not be confirmed from its own site.

> **No price is published, so we rate it at the ordinary grade.**
>
> From our grade for value for money

We could not confirm Adalytics's current prices from its own site, so this guide lists no plans. adalytics.io has them.

What it does

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

1

Place it runs: Web

Log-file analysis and verification of programmatic ad buys. Here is what it does, as its own site describes it, and what it covers: reports, log file analysis.

> **Log-file analysis, spoofing and invalid traffic checks, frequency cap tests and refund support.**
>
> From our grade for features

Log file analysis

Analyzes impression-level log file data from media buys around the clock.

Placement checks

Looks for domain spoofing, app spoofing and mis-declared inventory.

Invalid and non-viewable traffic

Measures spend on ads that were not served, went to bots or data centers, were out of geography or were not viewable.

Frequency cap checks

Tests whether ad tech platforms honor the frequency caps set on a buy.

Refund operations

Supports claims for refunds, make-goods and clawbacks on ads that miss a buyer's standards.

Where it runs

Web

What it works with

Its own pages name no integrations.

Adalytics is made by Adalytics Research LLC.

PART 04 · STANDING

Where it stands

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

1/72

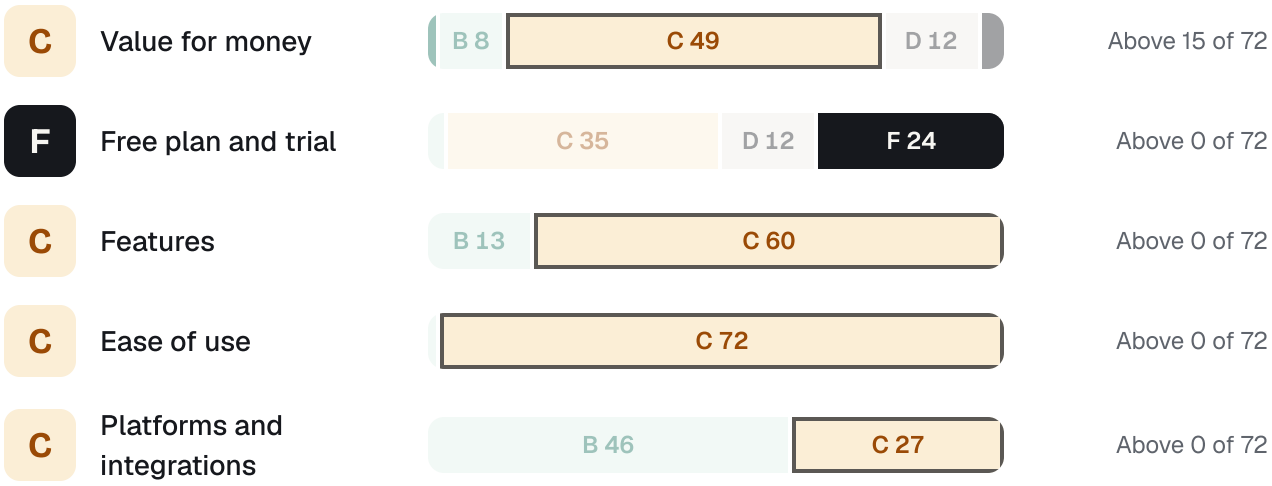
Other ad creative and reporting tools it is graded above

Adalytics's GPA of 1.6 is higher than 1 of the 72 other ad creative and reporting tools we grade, and level with 11.

It stands best on value for money (C, above 15 of 72) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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.

Your call

You could make the core of Adalytics for yourself: reports.

What you would give up is listed below. Whether that is worth the price is your call.

What you could make

- Reports: an app builder makes this well.
- It runs in a browser, which is where something home-made would run too.

What you could not

- ✕ Millions of server log lines read to see what search bots crawl.

What this rests on. Adalytics'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



Adthena, Measured, CreativeX, Skai and Singular

The 5 tools Adalytics is most often weighed against, with where each one differs from it.

1.8 GPA

Adthena

Free trial · from $399/mo

Paid search and AI search competitor intelligence.

- Adalytics also covers log file analysis.
- Adthena also covers AI search visibility.

Adalytics and Adthena compared in full

1.6 GPA

Measured

Paid

Marketing measurement with media mix modeling and incrementality tests.

- Adalytics also covers log file analysis.
- Measured also covers dashboards and a/B testing.

Adalytics and Measured compared in full

1.8 GPA

CreativeX

Paid

Creative scoring and analytics for brand advertising at scale.

- Adalytics also covers log file analysis.
- CreativeX also covers ad creative.

Adalytics and CreativeX compared in full



1.6
GPA

Skai

From $114/yr

Omnichannel ad management platform for enterprise media teams.

- Adalytics also covers log file analysis.
- Skai also covers workflow automation and AI agents.

Adalytics and Skai compared in full



2.4
GPA

Singular

Free plan · from $0.05

Mobile attribution and marketing analytics platform.

- Singular has a free plan. Adalytics does not.
- Adalytics also covers log file analysis.
- Singular also covers dashboards.

Adalytics and Singular compared in full

PART 06 · QUESTIONS

Quick answers

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

9

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 Adalytics free?

No. Adalytics is a paid product.

What platforms does Adalytics work on?

Adalytics is available on Web.

Does Adalytics have an Android app?

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

Does Adalytics have an iPhone app?

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

Is Adalytics open source?

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

Who makes Adalytics?

Adalytics is made by Adalytics Research LLC.

What are the alternatives to Adalytics?

The closest alternatives to Adalytics in our directory are Adthena, Measured, CreativeX, Skai and Singular.

How does Adalytics compare with other ad creative and reporting tools?

Adalytics's GPA of 1.6 is higher than 1 of the 72 other ad creative and reporting tools we grade, and level with 11.

Could I make my own version of Adalytics?

You could make the core of Adalytics for yourself: reports. What you would give up is listed below.

Where this guide comes from

The prices, plans, platforms and features were read from Adalytics'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 Adalytics'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 Adalytics Research LLC. Prices change, so check adalytics.io before you buy.

adalytics.io

adalytics.io/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

Adalytics, kept up to date

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

toolgpa.com/tools/adalytics

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:

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ToolGPA, "Adalytics: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/adalytics
```

Know someone choosing between ad creative and reporting tools?

Send them this guide:
toolgpa.com/tools/adalytics/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded ad creative and reporting tools after Adalytics, 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 Adalytics'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. Adalytics is a trademark of its owner, and this guide is not made, paid for or approved by Adalytics Research LLC. Prices and plans change: check adalytics.io before you buy.