ToolGPA

NOVEMBER 2026

Adbeat

The Insider's Guide

Competitor ad intelligence for display and native advertising



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

Made by Adbeat · checked Nov 12, 2026 · toolgpa.com

1.8
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 Adbeat's own pages, its app-store listings and our grades. Every fact in it is on Adbeat's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

1.8

GPA, above 8 of the 39 other ad creative and reporting tools we grade

Adbeat is a competitive intelligence tool for display, programmatic and native advertising. It shows which ads an advertiser runs, on which publishers and through which ad networks, with filters by country and device. A free Basic account sits beside the paid Pro plans.

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

> "
>
> **You learn its search filters before the results make sense.**
>
> From our grade for ease of use

1 **Best for spying on competitors' display and native ads**

Adbeat shows competitors' display and native ads, with a free account that lets you view creatives.

2 **Paid plans start at $200 a month**

As its pricing page puts it: $200 per month, billed annually ($249 billed monthly).

3 **There is a free plan**

Adbeat Basic is a free account with unlimited views of ad creatives and the option to save favorite ads.

4 **It runs on Web**

Web.

5 **Advertiser and publisher search**

Search advertisers, ads and publishers by keyword, then filter by desktop or mobile, date range and ad network.

6 **Network coverage**

The pricing FAQ says Adbeat covers 151 display networks, DSPs and exchanges, 31 native networks and direct buys placed with publishers.

7 **Publisher placements**

Shows the publisher URLs where an advertiser's ads ran, so a buyer can see where a competitor buys traffic.

8 **A 1.8 GPA, above 8 of 39**

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 Adbeat you would be making a library of papers and sources to search. That is not a weekend's work, with an AI app builder or without one.

Adbeat at a glance

PRICING Free plan, from $200 per month, billed annually ($249 billed monthly)	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Adbeat	CATEGORY Ad Creative & Reporting
OUR GRADE 1.8 GPA, weak	

The report card

Best for spying on competitors' display and native ads

Adbeat shows competitors' display and native ads, with a free account that lets you view creatives. The paid plans start at $200 a month, the useful limits are lifted only on Advanced at $315, and it does not cover social ad libraries.

TOOLGPA REPORT CARD	Adbeat	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$200 a month billed yearly ($249 monthly) for Standard, in the dearer quarter of ad tools. Unlimited results, a year of data and country filters need Advanced at $315.
Free plan and trial	C	A free Basic account with unlimited views of creatives and saved favourites. Search results, alerts and reports are paid. No trial, but a 30-day satisfaction guarantee.
Features	C	Search by advertiser or publisher, network coverage, placements, alerts and reports. It is display, programmatic and native only, and spend estimates are Enterprise.
Ease of use	C	No store rating on record. You learn its search filters before the results make sense.
Platforms and integrations	C	A web app only. No integrations list or phone apps were found.
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 Adbeat is for

- ✓ Fits if you buy display or native ads and want to see rivals' placements
- ✓ Works for media buyers who can use 90 days of data

Who it is not for

- ✗ Pricey if you want more than Standard, which keeps 90 days of data and 1,000 results per search
- ✗ Skip it if you research social ads, as the pages read do not mention social ad libraries
- ✗ Watch out: country filters need Advanced and ad spend estimates need Enterprise
- ✗ Tight if you stay free, since Basic only views creatives and saves favourites
- ✗ Watch out: there is no trial on paid plans, only a 30-day refund guarantee

Good to know

Good for

- ✓ Agencies and advertisers studying competitors' display and native ads
- ✓ Ad networks and publishers prospecting for new advertisers

Worth knowing

- ⓘ Display, programmatic and native only; the pages read do not mention social ad libraries.
- ⓘ Standard keeps 90 days of data and 1,000 results per search; country filters need Advanced and ad spend estimates need Enterprise.
- ⓘ No free trial on Pro plans; there is a 30-day satisfaction guarantee for refunds.
- ⓘ Country coverage is 35 countries and territories, listed in the pricing FAQ.

PART 02 · PRICING

What it costs

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

$200

A month to start. There is a free plan too

Adbeat has a free plan. Paid plans start at $200 per month, billed annually ($249 billed monthly).

> **A free Basic account with unlimited views of creatives and saved favourites.**

From our grade for free plan and trial

STANDARD

$200

per month, billed annually ($249 billed monthly)

1,000 results per search, 90 days of data, 5 alerts, 200 downloadable reports a month and combined-country data.

ADVANCED

$315

per month, billed annually ($399 billed monthly)

Unlimited results, 1 year of data, country filters, direct-buy placements, 10 alerts and advertiser comparison.

ENTERPRISE

Custom

3 years of data, ad spend estimates, campaigns, categories, pre-roll video ads, unlimited alerts and a dedicated support rep.

The free plan

Adbeat Basic is a free account with unlimited views of ad creatives and the option to save favorite ads.

Read from adbeat.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Yearly billing is cheaper than monthly

Standard is $200 a month billed yearly ($2,400) against $249 billed monthly; Advanced is $315 a month billed yearly ($3,780) against $399.

Stated on adbeat.com

What it does

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

1

Place it runs: Web

Competitor ad intelligence for display and native advertising. Here is what it does, as its own site describes it, and what it covers: research, reports.

> **Search by advertiser or publisher, network coverage, placements, alerts and reports.**

From our grade for features

Advertiser and publisher search

Search advertisers, ads and publishers by keyword, then filter by desktop or mobile, date range and ad network.

Network coverage

The pricing FAQ says Adbeat covers 151 display networks, DSPs and exchanges, 31 native networks and direct buys placed with publishers.

Publisher placements

Shows the publisher URLs where an advertiser's ads ran, so a buyer can see where a competitor buys traffic.

Alerts and reports

Alerts fire on a competitor's new ads, networks or publishers, and reports can be exported. Allowances rise with the plan.

Ad spend estimates

Estimated ad spend, campaign grouping, categories and ad paths are listed as Enterprise features on the pricing page.

Where it runs

Web

What it works with

Its own pages name no integrations.

Adbeat is made by Adbeat.

PART 04 · STANDING

Where it stands

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

8/39

Other ad creative and reporting tools it is graded above

Adbeat's GPA of 1.8 is higher than 8 of the 39 other ad creative and reporting tools we grade, and level with 7.

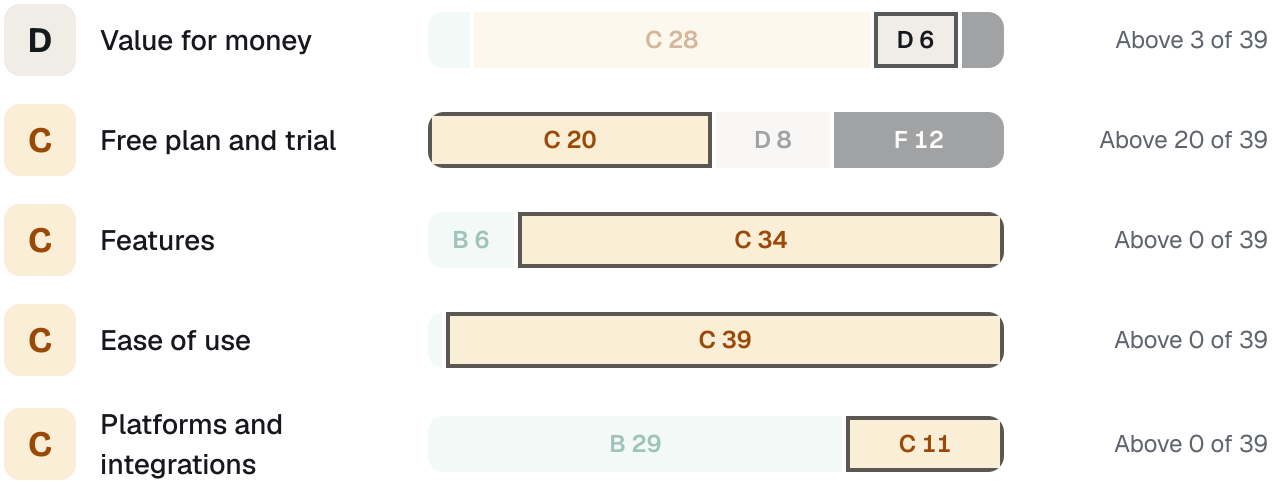
It stands best on free plan and trial (C, above 20 of 39) and worst on value for money (D, above 3).

Its paid plans start at $200 a month, against a middle price of $49 for the category: 28 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 22 tools score higher and cost less.

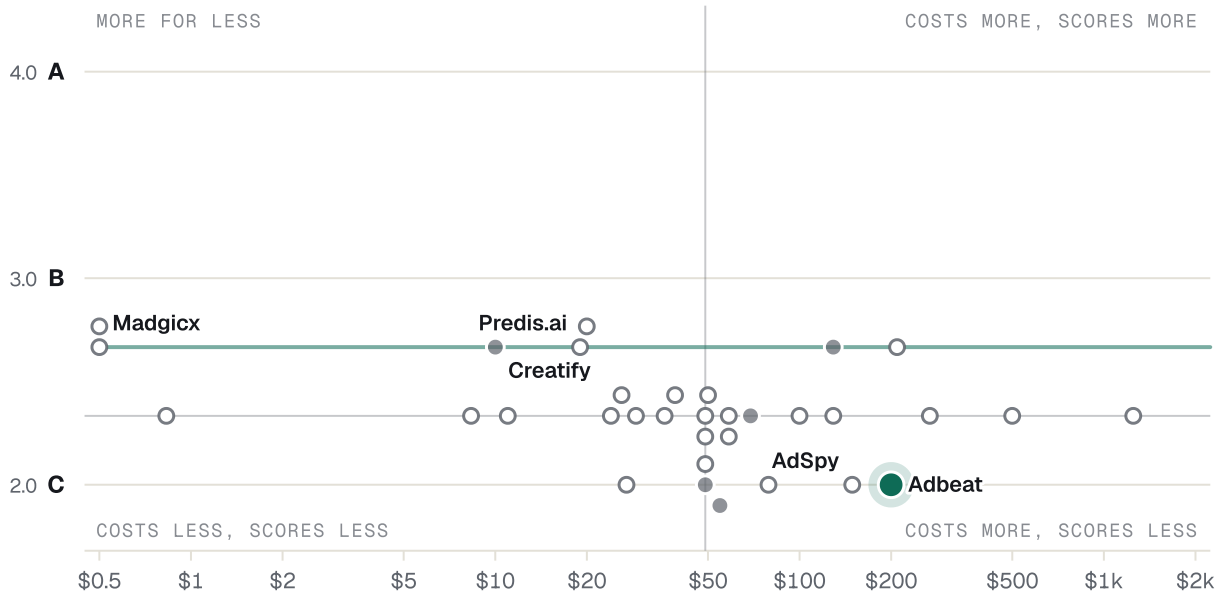
Each grade against the category

Every bar is all 40 ad creative and reporting tools we grade, cut by the letter each got. Adbeat's own letter is outlined.



Price against what you get

Each dot is one of 33 ad creative and reporting tools. Further left costs less; higher up scores better on features, ease of use and platforms. Adbeat 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 Adbeat you would be making a library of papers and sources to search. 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: 24 of the 39 other ad creative and reporting tools grade higher. It costs $2,400 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- A library of papers and sources to search.

What this rests on. Adbeat'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



AdPlexity, BigSpy, AdSpy, PowerAdSpy and SocialPeta

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

1.6 GPA

AdPlexity

From $79/mo

Ad spy platform sold per traffic source, from social to native.

- Adbeat has a free plan. AdPlexity does not.

Adbeat and AdPlexity compared in full

2.0 GPA

BigSpy

Free plan · from $49/mo

Ad library for researching competitor ads on 11 platforms.

- Adbeat also covers reports.
- BigSpy also covers ad creative.

Adbeat and BigSpy compared in full



1.6
GPA

AdSpy

From $149/mo

Searchable database of Facebook and Instagram ads.

- Adbeat has a free plan. AdSpy does not.
- Adbeat also covers reports.
- AdSpy also covers ad creative.

Adbeat and AdSpy compared in full



2.0
GPA

PowerAdSpy

Free trial · from $27/mo

Ad spy tool covering up to 11 social and display ad networks.

- Adbeat has a free plan. PowerAdSpy does not, though it has a free trial.
- Adbeat also covers reports.
- PowerAdSpy also covers ad creative.

Adbeat and PowerAdSpy compared in full



1.8
GPA

SocialPeta

Free trial

Ad intelligence for game, app and e-commerce advertisers.

- Adbeat has a free plan. SocialPeta does not, though it has a free trial.

Adbeat and SocialPeta compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 Adbeat free?

Adbeat has a free plan. Adbeat Basic is a free account with unlimited views of ad creatives and the option to save favorite ads.

How much does Adbeat cost?

Adbeat lists 3 plans. Standard: $200 per month, billed annually ($249 billed monthly).

What platforms does Adbeat work on?

Adbeat is available on Web.

Does Adbeat offer any discounts?

Adbeat publicly lists the following: Yearly billing is cheaper than monthly.

Does Adbeat have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Adbeat is listed for Web.

Does Adbeat have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Adbeat is listed for Web.

Is Adbeat open source?

Adbeat is not described as open source on its own site, as read on Nov 12, 2026.

Who makes Adbeat?

Adbeat is made by a company of the same name.

What are the alternatives to Adbeat?

The closest alternatives to Adbeat in our directory are AdPlexity, BigSpy, AdSpy, PowerAdSpy and SocialPeta.

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

Adbeat's GPA of 1.8 is higher than 8 of the 39 other ad creative and reporting tools we grade, and level with 7.

Is Adbeat good value for money?

ToolGPA grades Adbeat D for value for money. Its paid plans start at $200 a month, against a middle price of $49 for the category: 28 of the 32 others that charge start lower.

Could I make my own version of Adbeat?

To replace Adbeat you would be making a library of papers and sources to search.

Where this guide comes from

The prices, plans, platforms and features were read from Adbeat's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Adbeat's own pages on 12 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 Adbeat. Prices change, so check adbeat.com before you buy.

adbeat.com/pricing

adbeat.com/pricing/yearly

adbeat.com

PART 07 · ABOUT

About ToolGPA

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

5,038

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**.

5,038
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

Adbeat, kept up to date

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

toolgpa.com/tools/adbeat

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, "Adbeat: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/adbeat
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Know someone choosing between ad creative and reporting tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Ad Creative & Reporting Insider's Guide

Every one of the 41 ad creative and reporting tools we grade, compared

Atria Insider's Guide

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

2.4 GPA

Creatify Insider's Guide

AI video ads with AI actors, made from a product link

2.4 GPA

Madgicx Insider's Guide

AI optimization, automation and reports for Meta ad accounts

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 Adbeat'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. Adbeat is a trademark of its owner, and this guide is not made, paid for or approved by Adbeat. Prices and plans change: check adbeat.com before you buy.