ToolGPA

NOVEMBER 2026

Adbrew

The Insider's Guide

Amazon and Walmart ad automation for brands and agencies

Every plan, grade, refund rule and rival among Amazon seller tools, read from Adbrew's own pages.

Made by Adbrew · checked Nov 13, 2026 · toolgpa.com

1.6
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 Adbrew's own pages, its app-store listings and our grades. Every fact in it is on Adbrew'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 4 of the 46 other Amazon seller tools we grade

Adbrew is an advertising platform for Amazon and Walmart sellers that automates sponsored ad campaigns with rules and AI. It adds keyword harvesting, dayparting, Amazon Marketing Cloud reports, DSP advertising and digital shelf tracking. A Standard plan has a published minimum price; larger accounts go through sales.

> "
>
> **Ad rules, AMC and DSP take setup, and the site offers a demo.**
>
> From our grade for ease of use

To get you started, here are **8 things to know about Adbrew**, taken from its own pages and our grades.

1 **Best for high-volume Amazon and Walmart ad automation**

Adbrew automates Amazon and Walmart ad campaigns with rules and AI, plus dayparting, Amazon Marketing Cloud reports and a DSP add-on.

2 **Paid plans start at $799 a month**

As its pricing page puts it: $799 per month, or a percentage of ad spend if greater.

3 **It runs on Web**

Web.

4 **Rule-based and AI automation**

Automates bids and budgets on sponsored ads, with automated keyword harvesting and a bulk campaign launcher for manual actions.

5 **Amazon Marketing Stream and dayparting**

Uses hourly performance data from Amazon Marketing Stream to adjust bids, budgets and placements by time of day.

6 **Amazon Marketing Cloud**

Ready-made AMC reports and audiences are in the Standard plan; custom AMC queries are in Enterprise.

7 **A 1.6 GPA, above 4 of 46**

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

8 **Keep it**

To replace Adbrew 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.

Adbrew at a glance

PRICING Paid, from $799 per month, or a percentage of ad spend if greater	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Adbrew	CATEGORY Amazon Seller Tools
OUR GRADE 1.6 GPA, weak	

The report card

Best for high-volume Amazon and Walmart ad automation

Adbrew automates Amazon and Walmart ad campaigns with rules and AI, plus dayparting, Amazon Marketing Cloud reports and a DSP add-on. The Standard plan costs $799 a month or a percentage of ad spend, whichever is greater, so it is built for large ad budgets.

TOOLGPA REPORT CARD	Adbrew	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$799 a month, or a percentage of ad spend if that is more. The dearest tenth of the category starts at $250. The percentage isn't shown on the page.
Free plan and trial	F	No free plan and no trial on record, so you pay before you see it.
Features	C	Rule and AI automation, keyword harvesting, dayparting, AMC reports, Walmart ads and shelf tracking. DSP, share-of-voice keywords and shareable dashboards have add-on costs not shown.
Ease of use	C	No store rating on record. Ad rules, AMC and DSP take setup, and the site offers a demo.
Platforms and integrations	B	Web, linked to Amazon Ads, DSP, AMC and Walmart Ads. API access is on Enterprise only.
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 Adbrew is for

- ✓ Fits if your Amazon ad spend is large and you want rules running by the hour
- ✓ Makes sense if you also run Walmart ads and want one tool for both

Who it is not for

- ✗ Pricey if your ads are modest: $799 a month is the minimum, or a percentage of ad spend if it's more
- ✗ Skip it if you want a free try, because there is a demo and no free plan or trial
- ✗ Watch out: DSP, share-of-voice keywords, shareable dashboards and AMC have add-on limits and costs not on the pricing page
- ✗ Watch out: accounts above $500K a month in ad spend move to Enterprise with custom pricing, and API access sits there

Good to know

Good for

- ✓ Brands and agencies with high Amazon ad spend
- ✓ Teams that also advertise on Walmart
- ✓ Agencies that need multi-client reporting and management

Worth knowing

- ⓘ The $799 a month Standard price is a floor; the percentage of ad spend that can replace it is not stated.
- ⓘ Share of Voice keywords, shareable dashboards, DSP advertising and Amazon Marketing Cloud have add-on limits and costs not shown on the pricing page.
- ⓘ Accounts spending over $500K a month on ads are placed on the Enterprise plan with custom pricing.
- ⓘ The site offers a demo and no free plan or trial.

PART 02 · PRICING

What it costs

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

$799

A month to start

Adbrew is a paid product, starting at $799 per month, or a percentage of ad spend if greater.

> **No free plan and no trial on record, so you pay before you see it.**

From our grade for free plan and trial

STANDARD

$799

per month, or % of ad spend, whichever is greater

For accounts spending up to $500K a month on ads. The percentage is not shown on the page. Includes rule and AI automation, keyword harvesting, dayparting and 24x7 support.

Read from adbrew.io on Nov 13, 2026.

ENTERPRISE

Custom

For accounts above $500K monthly ad spend. Adds custom AMC queries, a custom domain, API access and quarterly business reviews.

What it does

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

1

Place it runs: Web

Amazon and Walmart ad automation for brands and agencies. Here is what it does, as its own site describes it, and what it covers: AI features, workflow automation, reports, dashboards, amazon selling.

> **Rule and AI automation, keyword harvesting, dayparting, AMC reports, Walmart ads and shelf tracking.**
>
> From our grade for features

Rule-based and AI automation

Automates bids and budgets on sponsored ads, with automated keyword harvesting and a bulk campaign launcher for manual actions.

Amazon Marketing Stream and dayparting

Uses hourly performance data from Amazon Marketing Stream to adjust bids, budgets and placements by time of day.

Amazon Marketing Cloud

Ready-made AMC reports and audiences are in the Standard plan; custom AMC queries are in Enterprise.

Digital shelf analytics

Tracks the brand's visibility in Amazon search across placements and keywords.

Walmart and DSP advertising

Covers Walmart Sponsored Ads and Amazon DSP as well as Amazon Sponsored Ads; DSP advertising is listed as an add-on.

Where it runs

Web

What it works with

Amazon Ads
Amazon DSP
Amazon Marketing Cloud
Walmart Ads

Adbrew is made by Adbrew.

Where it stands

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

4/46

Other Amazon seller tools it is graded above

Adbrew's GPA of 1.6 is higher than 4 of the 46 other Amazon seller tools we grade, and level with 4.

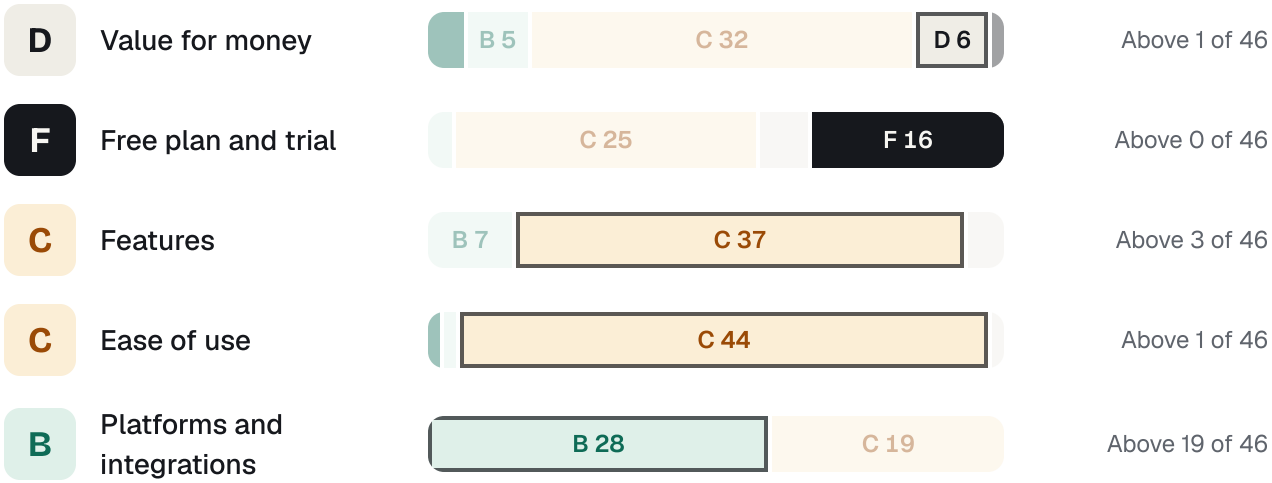
It stands best on platforms and integrations (B, above 19 of 46) and worst on free plan and trial (F, above 0).

Its paid plans start at $799 a month, against a middle price of $39 for the category: 31 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 6 tools score higher and cost less.

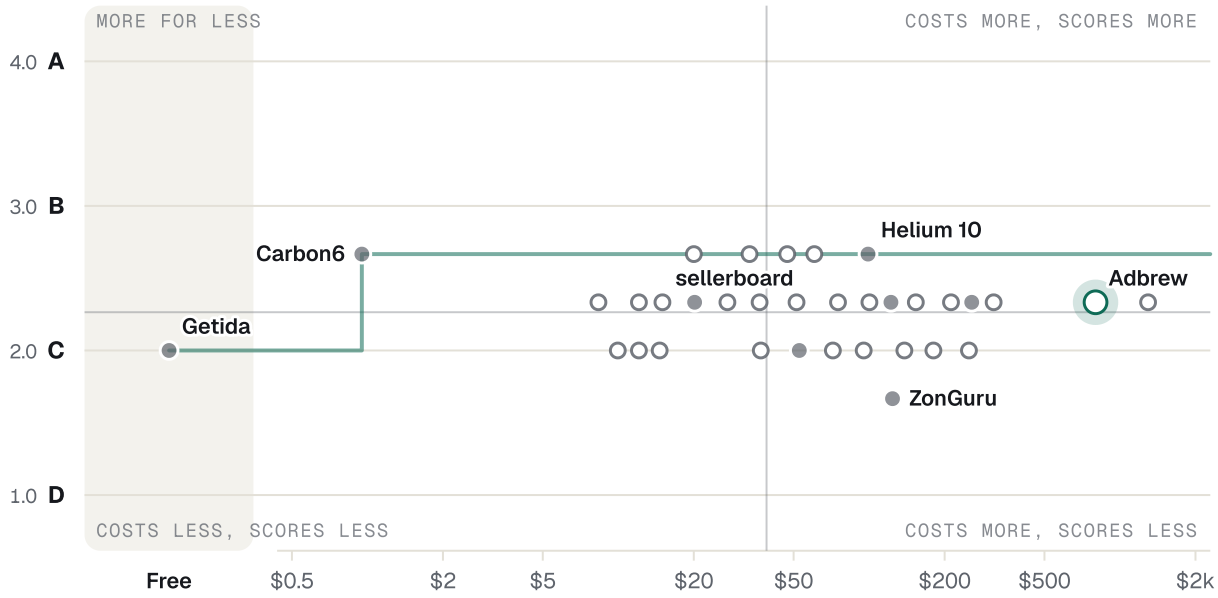
Each grade against the category

Every bar is all 47 Amazon seller tools we grade, cut by the letter each got. Adbrew's own letter is outlined.



Price against what you get

Each dot is one of 34 Amazon seller tools. Further left costs less; higher up scores better on features, ease of use and platforms. Adbrew 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 Adbrew 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: 38 of the 46 other Amazon seller tools grade higher. It costs $9,588 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.
- Connections that pull numbers from dozens of other services.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Adbrew'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



Perpetua, Teikametrics, Intentwise and Quartile

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

1.2 GPA

Perpetua

From $695/mo

Goal-based ad automation for Amazon, Walmart and other marketplaces.

- Adbrew also covers workflow automation and dashboards.

Adbrew and Perpetua compared in full

2.0 GPA

Teikametrics

Free trial · from $149/mo

AI ad, listing and inventory platform for Amazon, Walmart and TikTok.

- Adbrew also covers workflow automation and reports.
- Teikametrics also covers chat assistant and inventory.

Adbrew and Teikametrics compared in full

1.8 GPA

Intentwise

Paid

Marketplace data and ad automation for Amazon and Walmart teams.

- Adbrew also covers workflow automation.

Adbrew and Intentwise compared in full

1.8
GPA

Quartile

Paid

AI ad platform with a managed team for Amazon and retail media ads.

- Adbrew also covers workflow automation and dashboards.

Adbrew and Quartile 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 Adbrew free?

No. Adbrew is a paid product, starting at $799 per month, or a percentage of ad spend if greater.

How much does Adbrew cost?

Adbrew lists 2 plans. Standard: $799 per month, or % of ad spend, whichever is greater.

What platforms does Adbrew work on?

Adbrew is available on Web.

Does Adbrew have an Android app?

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

Does Adbrew have an iPhone app?

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

Is Adbrew open source?

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

What does Adbrew integrate with?

Adbrew's listing names Amazon Ads, Amazon DSP, Amazon Marketing Cloud and Walmart Ads.

Who makes Adbrew?

Adbrew is made by a company of the same name.

What are the alternatives to Adbrew?

The closest alternatives to Adbrew in our directory are Perpetua, Teikametrics, Intentwise and Quartile.

How does Adbrew compare with other Amazon seller tools?

Adbrew's GPA of 1.6 is higher than 4 of the 46 other Amazon seller tools we grade, and level with 4.

Is Adbrew good value for money?

ToolGPA grades Adbrew D for value for money. Its paid plans start at $799 a month, against a middle price of $39 for the category: 31 of the 32 others that charge start lower.

Could I make my own version of Adbrew?

To replace Adbrew 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 Adbrew'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 Adbrew'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 Adbrew. Prices change, so check adbrew.io before you buy.

adbrew.io/pricing

adbrew.io

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

Adbrew, kept up to date

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

toolgpa.com/tools/adbrew

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, "Adbrew: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/adbrew
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Know someone choosing between Amazon seller tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded Amazon seller tools after Adbrew, each with an Insider's Guide of its own.

Amazon Seller Tools Insider's Guide

Every one of the 47 Amazon seller tools we grade, compared

Keepa Insider's Guide

Amazon price history charts, price-drop alerts and market data

2.8 GPA

Carbon6 Insider's Guide

Family of Amazon seller tools for profit, reimbursements and ads

2.6 GPA

RevSeller Insider's Guide

Chrome extension and mobile app for Amazon product sourcing

2.6 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 Adbrew'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. Adbrew is a trademark of its owner, and this guide is not made, paid for or approved by Adbrew. Prices and plans change: check adbrew.io before you buy.