ToolGPA

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Adext AI

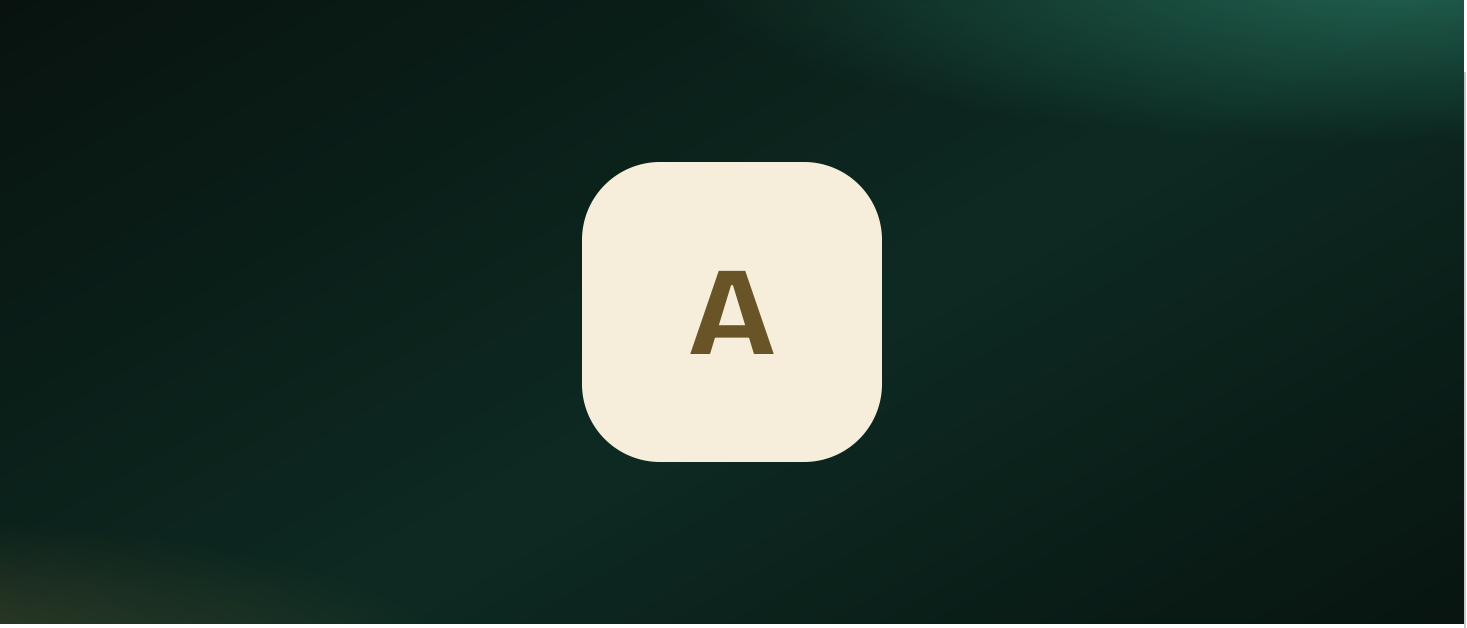
The Insider's Guide

AI that shifts ad budget between audiences on Google and Facebook



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

Made by Adext Corp · checked Nov 12, 2026 · toolgpa.com



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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 Adext AI's own pages, its app-store listings and our grades. Every fact in it is on Adext AI'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

Adext AI is an optimization tool that connects to Google and Facebook ad accounts and automatically reallocates budget between audience segments in smart campaigns. Its pricing page lists Starter, Venture and Core tiers, but the page looks dated and its figures could not be read reliably.

To get you started, here are **5 things to know about Adext AI**, taken from its own pages and our grades.

1 **It runs on Web**

Web.

2 **Budget allocation by audience**

The homepage says the AI makes autonomous daily changes per ad group or ad set and updates budgets up to 240 times a day per ad.

3 **Explore and Amplify stages**

Explore finds the best-performing audiences for each ad, then Amplify boosts them using a KPI and machine-learning model you choose.

4 **Smart campaigns**

Smart Campaigns and Smart Ad Sets are the units the AI manages. The pricing page lists them as unlimited on every tier.

5 Keep it

To replace Adext AI you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

Adext AI at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Adext Corp	CATEGORY Ad Creative & Reporting

Good to know

Good for

- ✓ Advertisers running audience-segmented campaigns on Google or Facebook
- ✓ Agencies that want to manage more client campaigns with less manual budget work

Worth knowing

- ⓘ Prices could not be confirmed: the page shows struck-through figures for Starter, Venture and Core with no clear billing basis, and carries a 2021 copyright.
- ⓘ The FAQ says a monthly app fee is charged, then a percentage of ad spend run through Adext at month end.
- ⓘ Only Google and Facebook ad accounts are supported, according to the FAQ, and only credit cards are accepted.
- ⓘ The FAQ answers that cancelling is not currently possible, though it offers to discuss options for long-term users.

What it costs

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

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

We could not confirm Adext AI's current prices from its own site, so this guide lists no plans. adext.ai has them.

What it does

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

1

Place it runs: Web

AI that shifts ad budget between audiences on Google and Facebook. Here is what it does, as its own site describes it, and what it covers: AI features, workflow automation.

Budget allocation by audience

The homepage says the AI makes autonomous daily changes per ad group or ad set and updates budgets up to 240 times a day per ad.

Explore and Amplify stages

Explore finds the best-performing audiences for each ad, then Amplify boosts them using a KPI and machine-learning model you choose.

Smart campaigns

Smart Campaigns and Smart Ad Sets are the units the AI manages. The pricing page lists them as unlimited on every tier.

Runs in your own accounts

The vendor says operation is transparent and takes place inside the user's own ad accounts.

Where it runs

Web

What it works with

Google Ads

Facebook Ads

Adext AI is made by Adext Corp.

Where it stands

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

We do not grade enough ad creative and reporting tools yet to say where Adext AI stands among them.

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 Adext AI you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

What you could not

- ✕ Connections to other products, each kept working as those products change.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Adext AI'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



Madgicx, Trapica, Optmyzr, AdEspresso and Opteo

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

2.4 GPA

Madgicx

Free trial · from $32/mo

AI optimization, automation and reports for Meta ad accounts.

- Madgicx also covers AI agents, reports, image generation, dashboards and ad creative.

Adext AI and Madgicx compared in full

1.8 GPA

Trapica

Paid

AI agents that adjust ad targeting, bids and budgets for you.

- Trapica also covers AI agents and reports.

Adext AI and Trapica compared in full

2.2 GPA

Optmyzr

Free trial · from $209/mo

PPC optimization, audits and reporting for ad accounts.

- Optmyzr also covers reports and dashboards.

Adext AI and Optmyzr compared in full



2.2
GPA

AdEspresso

Free trial · from $49/mo

Facebook and Instagram ad creation, split testing and reporting.

- Adext AI also covers workflow automation.
- AdEspresso also covers reports, ad creative and a/B testing.

Adext AI and AdEspresso compared in full



2.2
GPA

Opteo

Free trial · from $129/mo

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

- Opteo also covers AI agents and reports.

Adext AI and Opteo 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 Adext AI free?

No. Adext AI is a paid product.

What platforms does Adext AI work on?

Adext AI is available on Web.

Does Adext AI have an Android app?

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

Does Adext AI have an iPhone app?

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

Is Adext AI open source?

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

What does Adext AI integrate with?

Adext AI's listing names Google Ads and Facebook Ads. A listing names up to eight integrations, so it may connect to more.

Who makes Adext AI?

Adext AI is made by Adext Corp.

What are the alternatives to Adext AI?

The closest alternatives to Adext AI in our directory are Madgicx, Trapica, Optmyzr, AdEspresso and Opteo.

Could I make my own version of Adext AI?

To replace Adext AI you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from Adext AI's own pages on Nov 12, 2026.

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 Adext Corp. Prices change, so check adext.ai before you buy.

adext.ai/pricing/ adext.ai

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

What else is on toolgpa.com

Adext AI, kept up to date

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

toolgpa.com/tools/adext

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded ad creative and reporting tools after Adext AI, 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

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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 Adext AI'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. Adext AI is a trademark of its owner, and this guide is not made, paid for or approved by Adext Corp. Prices and plans change: check adext.ai before you buy.