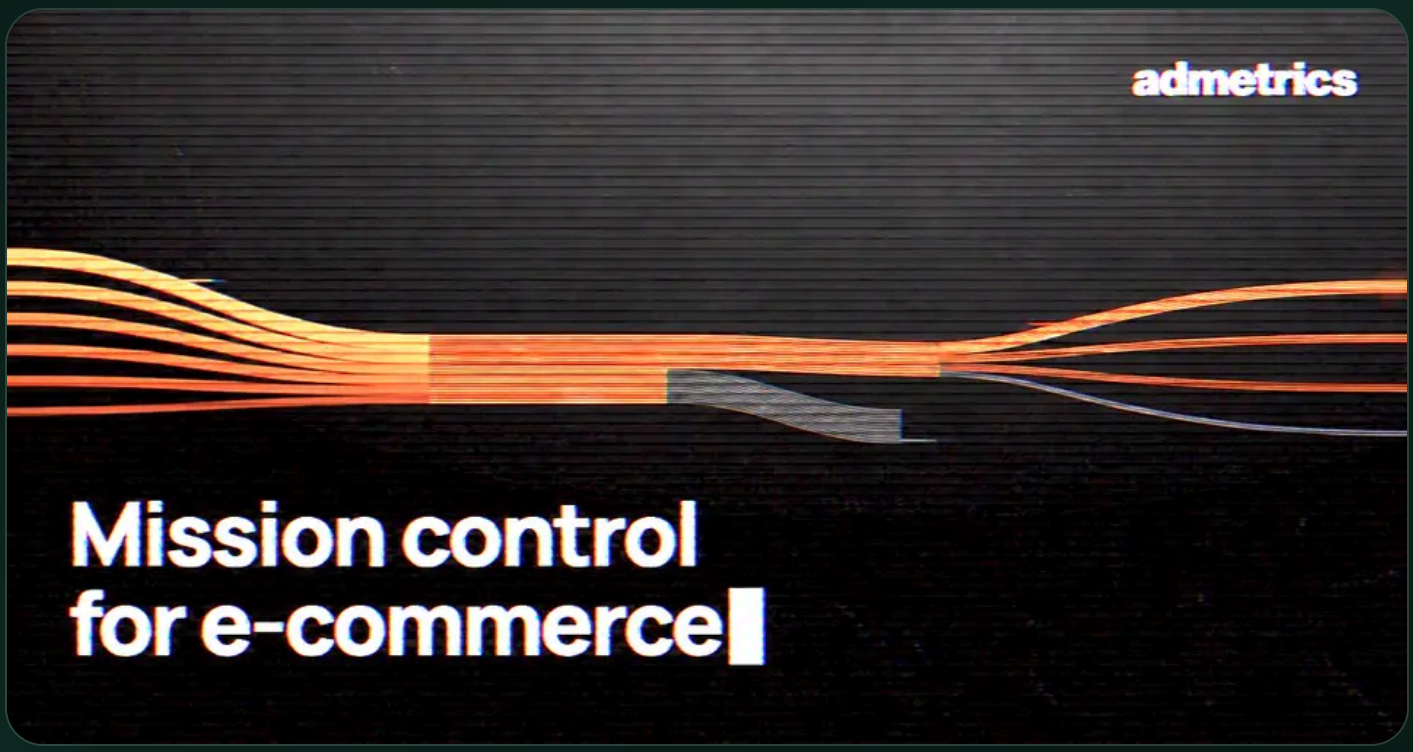
ToolGPA

NOVEMBER 2026

Admetrics

The Insider's Guide

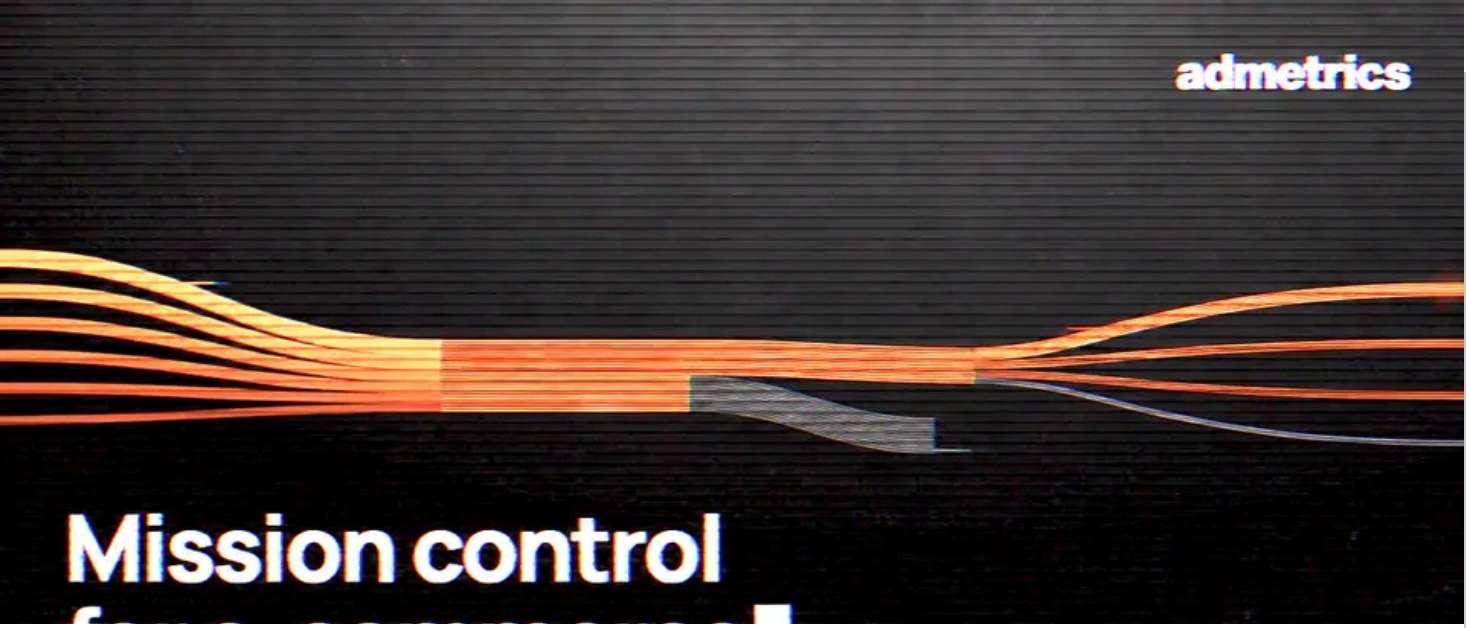
Attribution and profit reporting for e-commerce advertisers



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

Made by Admetrics GmbH · checked Nov 13, 2026 · toolgpa.com

2.2
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 Admetrics's own pages, its app-store listings and our grades. Every fact in it is on Admetrics'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

2.2

GPA, above 47 of the 72 other ad creative and reporting tools we grade

Admetrics is a marketing analytics platform aimed at e-commerce brands. It connects ad accounts and shop data to report on attribution, profit and customer behavior, and it can also help move budget between channels. Pricing follows monthly ad spend rather than seats, and every plan has unlimited users and shops.

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

"

Connect shops and ad accounts, then set up models and cost data.

From our grade for ease of use

1 **Best for ad attribution and profit for online stores**

Admetrics attributes store orders to ad channels and reports profit after costs.

2 **Paid plans start at about $378.73 a month**

As its pricing page puts it: €339 per month for €20,000 of included ad spend, billed monthly.

3 **You can try it first**

21-day free trial with full access to the chosen plan, no credit card required

4 **It runs on Web**

Web, with a browser extension too.

5 Multi-touch and data-driven attribution

Attributes orders to channels with rule-based or data-driven models, with unlimited attribution windows on every plan and order-level customer journeys.

6 Profit reporting

Order-level profit and loss reports that take in cost of goods, expenses, payment fees and logistics costs, plus customer lifetime value and cohort reports.

7 Dashboards and scheduled reports

More than 100 metrics in customizable dashboards, with scheduled reports sent by email or Slack.

8 A 2.2 GPA, above 47 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

The plain part of Admetrics you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Admetrics at a glance

PRICING
Free trial, from €339 per month for €20,000 of included ad spend, billed monthly

FREE PLAN
No

FREE TRIAL
21-day free trial with full access to the chosen plan, no credit card required

RUNS ON
Web, Browser extension

MADE BY
Admetrics GmbH

CATEGORY
Ad Creative & Reporting

OUR GRADE
2.2 GPA, fair

The report card

Best for ad attribution and profit for online stores

Admetrics attributes store orders to ad channels and reports profit after costs. The price follows ad spend, €339 a month for €20,000 of it, and faster data refresh, ad optimization and the conversion signal push-back are add-ons.

TOOLGPA REPORT CARD — **Admetrics** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	€339 a month covers €20,000 of ad spend, then 1.5% on the overage, and Business is €764. That is the dearer quarter, below the dearest tenth that starts at $500.
Free plan and trial	C	A 21-day trial with full access and no card. No free plan after it.
Features	C	Multi-touch and data-driven attribution, 100+ metrics, profit reports and budget tools. Data refreshes every 4 hours, and the conversion signal push-back and optimizer are add-ons.
Ease of use	C	Connect shops and ad accounts, then set up models and cost data. We found no store rating.
Platforms and integrations	B	Web app plus a browser extension, with Shopify, Meta, Google, TikTok and Microsoft Ads, a Data API and an MCP server. No desktop or phone app.

Grade point average — Fair, out of 4.0 **2.2**

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 Admetrics is for

- ✓ Fits if you run a Shopify store with real monthly ad spend to attribute
- ✓ Works for teams that want orders and profit in one report

Who it is not for

- ✗ Pricey if your spend is large, as the fee scales with ad spend and the overage is 1.5% on Growth
- ✗ Watch out: data refreshes every 4 hours, and 1 hour or 30 minutes are add-ons
- ✗ Skip it if you want marketing mix modeling, which is an add-on on the Custom plan only
- ✗ Watch out: prices are in euros, and the Shopify app is priced separately in the Shopify App Store

Good to know

Good for

- ✓ E-commerce brands with a Shopify or similar store spending on several ad channels
- ✓ Teams that want profit-based reporting instead of platform-reported ROAS
- ✓ Companies with many users, since seats are unlimited

Worth knowing

- ⓘ Prices are listed in euros and scale with monthly ad spend: €339 covers €20,000, and spend above that is billed at 1.5% on Growth.
- ⓘ Data refreshes every 4 hours on Growth and Business. Faster updates (1 hour or 30 minutes) are add-ons.
- ⓘ Marketing mix modeling and the budget optimizer are add-ons on the Custom plan only, and Ad Pilot is an add-on from Business.
- ⓘ A 12-month term paid upfront takes 15% off the base fee, per the pricing page FAQ. The Shopify app is priced separately in the Shopify App Store.

PART 02 · PRICING

What it costs

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

~$378.7

A month to start

Admetrics is a paid product with a free trial, starting at €339 per month for €20,000 of included ad spend, billed monthly.

GROWTH

€339

per month for up to €20,000 of ad spend, billed monthly

Unlimited shops and users, multi-touch and data-driven attribution, 100+ KPIs, budget management. Overage 1.5%. Data updates every 4 hours.

BUSINESS

€764

per month for up to €70,000 of ad spend, billed monthly

Growth plus multi-market views, granular permissions, a dedicated success manager, Slack support and a data audit. Overage 1%.

CUSTOM

from €1,100

per month for at least €100,000 of ad spend

Business plus custom attribution and metrics, customer matching across sales channels and a custom SLA. Overage set per contract; sold through sales.

Trying it first

21-day free trial with full access to the chosen plan, no credit card required

Read from admetrics.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

15% off the base fee for a 12-month term

The pricing page shows an Annually toggle at 15% off, and its FAQ says a 12-month term paid upfront reduces the base fee by 15%.

Stated on admetrics.io

What it does

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

2

Places it runs: Web and Browser extension

Attribution and profit reporting for e-commerce advertisers. Here is what it does, as its own site describes it, and what it covers: public API, reports, dashboards, a/B testing.

> **Web app plus a browser extension, with Shopify, Meta, Google, TikTok and Microsoft Ads, a Data API and an MCP server.**
>
> From our grade for platforms and integrations

Multi-touch and data-driven attribution

Attributes orders to channels with rule-based or data-driven models, with unlimited attribution windows on every plan and order-level customer journeys.

Profit reporting

Order-level profit and loss reports that take in cost of goods, expenses, payment fees and logistics costs, plus customer lifetime value and cohort reports.

Dashboards and scheduled reports

More than 100 metrics in customizable dashboards, with scheduled reports sent by email or Slack.

Budget management

Budget management across Meta, Google, TikTok and Microsoft ads is on every plan. Ad Pilot and Budget Optimizer are sold as add-ons on higher plans.

Experimentation and conversion signals

An experimentation engine and A/B/n testing integrations are included. Server-to-server pushback of conversion signals to ad platforms is an add-on.

Data API and MCP

A Data API and an MCP server let teams pull the data into their own tools and AI agents. Both are listed on every plan.

Where it runs

Web

Browser extension

What it works with

Shopify

Meta

Google

TikTok

Microsoft Ads

Admetrics is made by Admetrics GmbH.

Where it stands

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

47 /72

Other ad creative and reporting tools it is graded above

Admetrics's GPA of 2.2 is higher than 47 of the 72 other ad creative and reporting tools we grade, and level with 14.

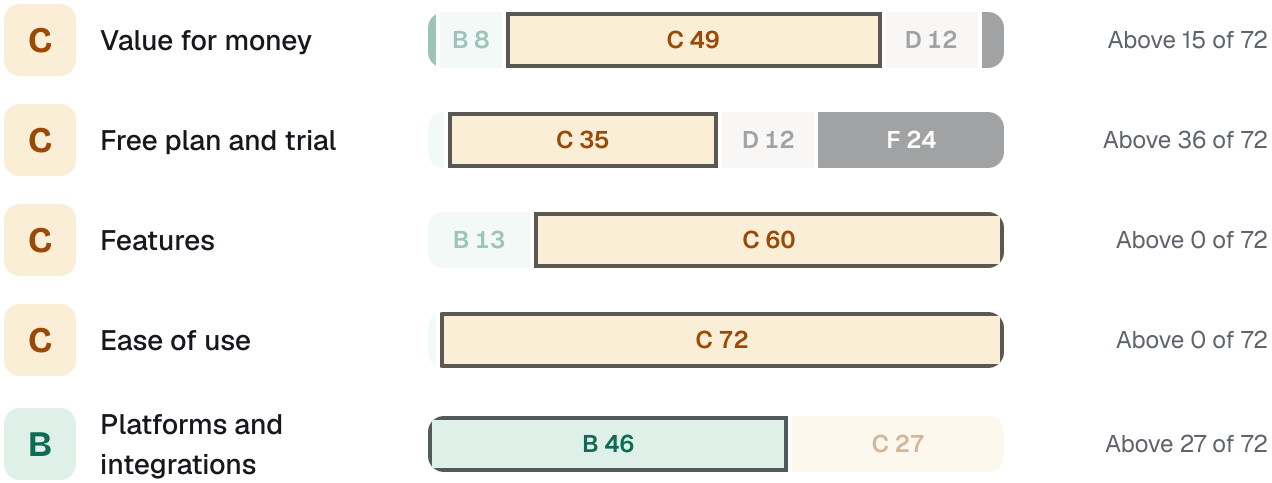
It stands best on platforms and integrations (B, above 27 of 72) and worst on features (C, above 0).

Its paid plans start at about $378.73 a month, against a middle price of $49.50 for the category: 46 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.

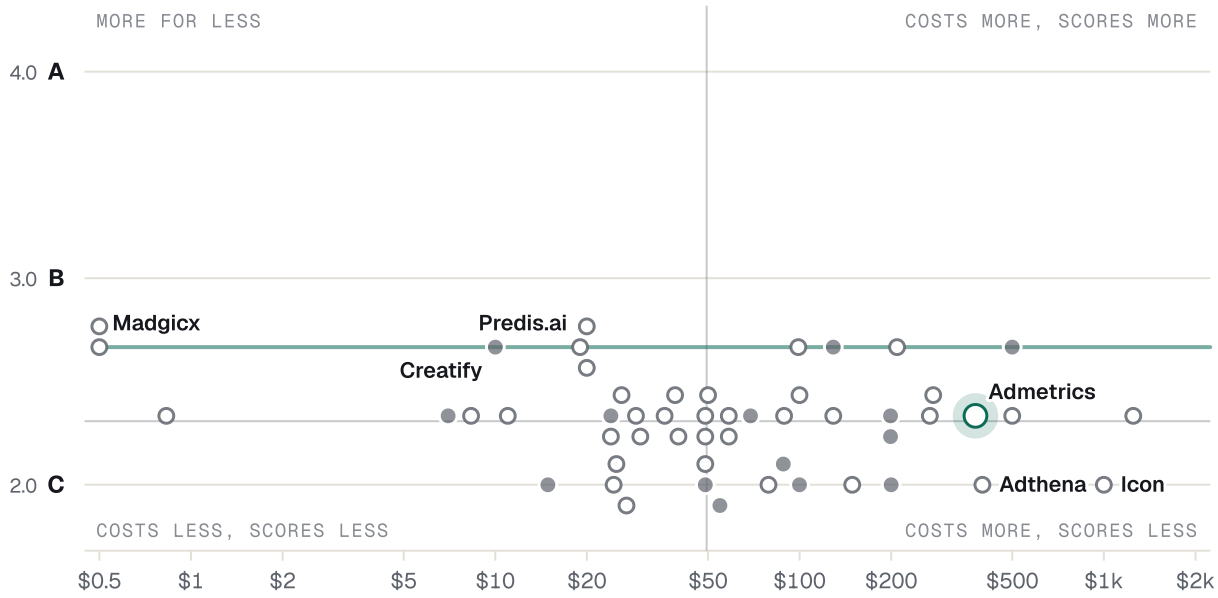
Each grade against the category

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

The plain part of Admetrics you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

It costs $4,544.77 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Connections that pull numbers from dozens of other services.

- ✕ Splitting visitors between versions and telling you which won.
- ✕ It plugs into other products, Shopify, Meta and Google among them, and has an API.

What this rests on. Admetrics'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, Measured, Reporting Ninja and Kochava

The 4 tools Admetrics 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.

- Only Admetrics lists a browser extension.
- Admetrics also covers a/B testing.
- Madgicx also covers workflow automation, AI agents, image generation and ad creative.

Admetrics and Madgicx compared in full

1.6 GPA

Measured

Paid

Marketing measurement with media mix modeling and incrementality tests.

- Only Admetrics lists a browser extension.

Admetrics and Measured compared in full



2.6
GPA

Reporting Ninja

Free trial · from $20/mo

Marketing reports for agencies, built by AI or by hand.

- Only Admetrics lists a browser extension.
- Admetrics also covers a/B testing.

Admetrics and Reporting Ninja compared in full



2.4
GPA

Kochava

Free plan · from $500/mo

Mobile attribution and omnichannel ad measurement platform.

- Kochava has a free plan. Admetrics does not, though it has a free trial.
- Only Admetrics lists a browser extension.

Admetrics and Kochava compared in full

PART 06 · QUESTIONS

Quick answers

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

14

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 Admetrics free?

No, Admetrics is a paid product, but you can try it first. 21-day free trial with full access to the chosen plan, no credit card required.

How much does Admetrics cost?

Admetrics lists 3 plans. Growth: €339 per month for up to €20,000 of ad spend, billed monthly.

What platforms does Admetrics work on?

Admetrics is available on Web. It also has a browser extension.

Does Admetrics offer any discounts?

Admetrics publicly lists the following: 15% off the base fee for a 12-month term.

Does Admetrics have an Android app?

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

Does Admetrics have an iPhone app?

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

Is Admetrics open source?

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

Does Admetrics have an API?

Yes. Admetrics offers a public API, according to its own site.

What does Admetrics integrate with?

Admetrics's listing names Shopify, Meta, Google, TikTok and Microsoft Ads.

Who makes Admetrics?

Admetrics is made by Admetrics GmbH.

What are the alternatives to Admetrics?

The closest alternatives to Admetrics in our directory are Madgicx, Measured, Reporting Ninja and Kochava.

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

Admetrics's GPA of 2.2 is higher than 47 of the 72 other ad creative and reporting tools we grade, and level with 14.

Is Admetrics good value for money?

ToolGPA grades Admetrics C for value for money. Its paid plans start at about $378.73 a month, against a middle price of $49.50 for the category: 46 of the 51 others that charge start lower.

Could I make my own version of Admetrics?

The plain part of Admetrics you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Admetrics'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 Admetrics'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 Admetrics GmbH. Prices change, so check admetrics.io before you buy.

admetrics.io/pricing

admetrics.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

Admetrics, kept up to date

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

toolgpa.com/tools/admetrics

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, "Admetrics: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/admetrics
```

Know someone choosing between ad creative and reporting tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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