ToolGPA

NOVEMBER 2026

AdSpy

The Insider's Guide

Searchable database of Facebook and Instagram ads



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

Made by Ad Navigator Ltd. · checked Nov 12, 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 AdSpy's own pages, its app-store listings and our grades. Every fact in it is on AdSpy'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

1.6

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

AdSpy is a searchable archive of Facebook and Instagram ads. Users search by ad text, advertiser, comments, affiliate network or offer ID and filter by country, audience demographics and how long an ad has run. The site shows one subscription at a flat monthly price.

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

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

1 **Best for searching Facebook and Instagram ads**

AdSpy is a searchable archive of Facebook and Instagram ads at $149 a month on one plan.

2 **Paid plans start at $149 a month**

As its pricing page puts it: $149 per month.

3 **It runs on Web**

Web.

4 **Ad search**

Search by ad text, advertiser, page name or landing page URL, and sort by likes, reactions, when an ad was last seen or how long it has run.

5 **Comment search**

Search the comments under ads, for example to track feedback on a competitor's brand or on your own.

6 **Audience demographics**

Shows the location, gender and age range an ad appears to target, based on data from the site's contributor network.

7 **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.

8 **Keep it**

To replace AdSpy 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.

AdSpy at a glance

PRICING Paid, from $149 per month	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Ad Navigator Ltd.	CATEGORY Ad Creative & Reporting
OUR GRADE 1.6 GPA, weak	

The report card

Best for searching Facebook and Instagram ads

AdSpy is a searchable archive of Facebook and Instagram ads at $149 a month on one plan. It covers no other network, has no trial, and gives a full refund only within 24 hours.

TOOLGPA REPORT CARD	AdSpy	Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	One plan at $149 a month, which the site calls an introductory price. That is in the dearer quarter of ad tools ($129 and up).
Free plan and trial	F	Nothing free: no plan and no trial, and the refund window is 24 hours.
Features	C	Ad search, comment search, audience demographics, affiliate and offer filters and a large archive. It covers Facebook and Instagram only.
Ease of use	C	No store rating on record. You learn its filters before the results make sense.
Platforms and integrations	C	A web app only. No integrations, API or phone apps were found.
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 AdSpy is for

- ✓ Fits if you research Facebook and Instagram ads and want a large archive
- ✓ Works for affiliates who filter by offer and audience

Who it is not for

- ✗ Skip it if you research TikTok, Google or other networks, as only Facebook and Instagram are covered
- ✗ Pricey if you only need a quick look, at $149 a month with no trial
- ✗ Watch out: full refunds apply only within 24 hours of purchase
- ✗ Watch out: the price is labelled introductory, and there is no public pricing page

Good to know

Good for

- ✓ Affiliate marketers hunting for offers that other advertisers already run
- ✓ Dropshippers watching which products get Facebook and Instagram ads

Worth knowing

- ⓘ Covers Facebook and Instagram only; the pages read mention no other ad platform.
- ⓘ One plan at $149 a month, which the site labels an introductory offer; the pages give no plan tiers and no free trial.
- ⓘ The refund policy is a full refund within 24 hours of purchase, with later refunds at AdSpy's discretion.
- ⓘ No public pricing page was readable; the price comes from the homepage.

PART 02 · PRICING

What it costs

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

$149

A month to start

AdSpy is a paid product, starting at $149 per month.

ADSPY SUBSCRIPTION

$149

per month

The single plan shown: the site calls it virtually unlimited usage and an introductory offer that will not stay the same.

Read from adspy.com on Nov 12, 2026.

What it does

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

1

Place it runs: Web

Searchable database of Facebook and Instagram ads. Here is what it does, as its own site describes it, and what it covers: research, ad creative.

> **Ad search, comment search, audience demographics, affiliate and offer filters and a large archive.**
>
> From our grade for features

Ad search

Search by ad text, advertiser, page name or landing page URL, and sort by likes, reactions, when an ad was last seen or how long it has run.

Comment search

Search the comments under ads, for example to track feedback on a competitor's brand or on your own.

Audience demographics

Shows the location, gender and age range an ad appears to target, based on data from the site's contributor network.

Affiliate and offer filters

Find ads by affiliate network, affiliate ID, offer ID or landing page technology. The site says it gets past cloakers to reach the real landing pages.

Large ad archive

The homepage counts more than 214 million ads, 30 million advertisers and 225 countries, all taken from Facebook and Instagram.

Where it runs

Web

What it works with

Its own pages name no integrations.

AdSpy is made by Ad Navigator Ltd.

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

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

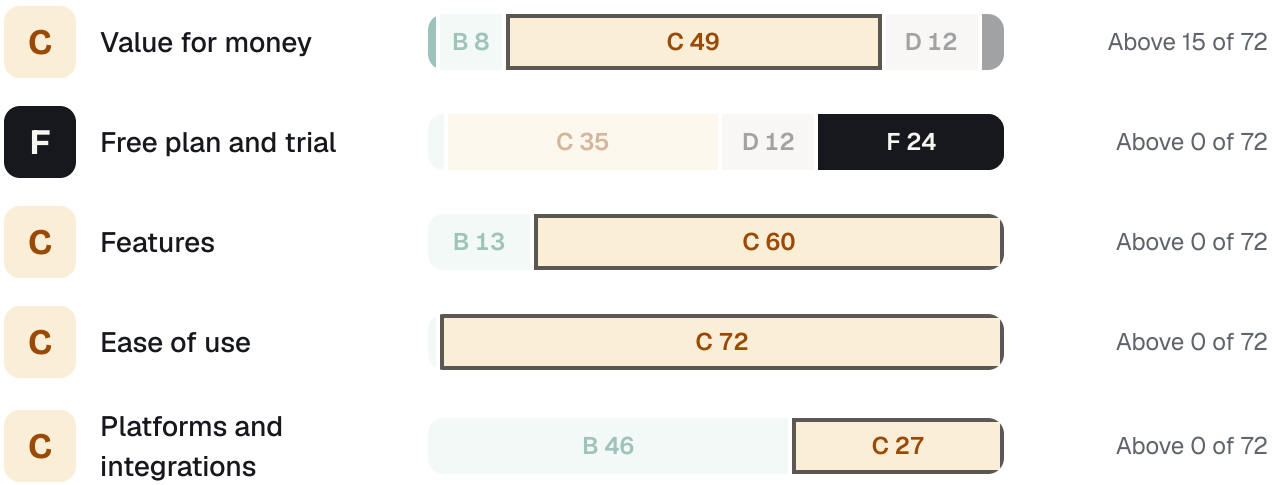
It stands best on value for money (C, above 15 of 72) and worst on free plan and trial (F, above 0).

Its paid plans start at $149 a month, against a middle price of $49.50 for the category: 39 of the 51 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 29 tools score higher and cost less.

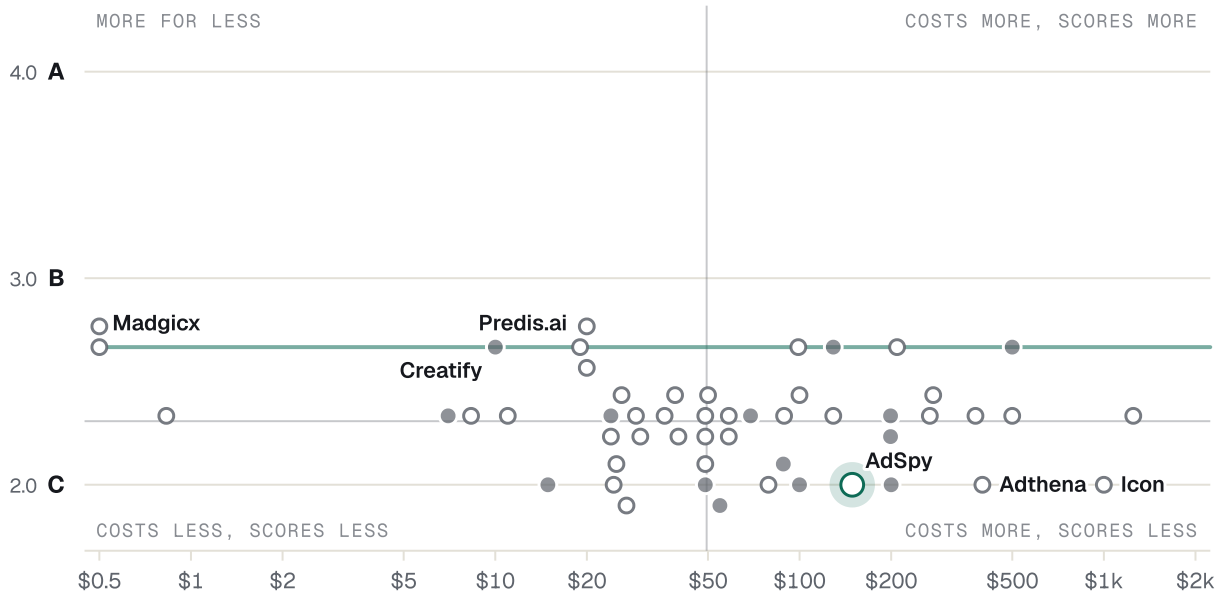
Each grade against the category

Every bar is all 73 ad creative and reporting tools we grade, cut by the letter each got. AdSpy'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. AdSpy 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 AdSpy 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: 60 of the 72 other ad creative and reporting tools grade higher. It costs $1,788 a year.

What you could not

- ✕ A library of papers and sources to search.
- ✕ Ad images and videos made to each network's sizes.

What this rests on. AdSpy'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



BigSpy, PowerAdSpy, Minea, Foreplay and AdPlexity

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

2.0 GPA

BigSpy

Free plan · from $49/mo

Ad library for researching competitor ads on 11 platforms.

- BigSpy has a free plan. AdSpy does not.

AdSpy and BigSpy compared in full

2.0 GPA

PowerAdSpy

Free trial · from $27/mo

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

AdSpy and PowerAdSpy compared in full

1.6 GPA

Minea

From $49/mo

Ad spy and product research tool for dropshippers.

- Only Minea lists a browser extension.
- AdSpy also covers ad creative.
- Minea also covers dropshipping.

AdSpy and Minea compared in full



2.0
GPA

Foreplay

Free trial · from $49/mo

Save, search and track competitors' ads, and report on your own.

- Only Foreplay lists iOS and Android apps.
- Only Foreplay lists a browser extension.
- AdSpy also covers research and ad creative.

AdSpy and Foreplay compared in full



1.6
GPA

AdPlexity

From $79/mo

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

- AdSpy also covers ad creative.
- AdPlexity also covers reports.

AdSpy and AdPlexity compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 AdSpy free?

No. AdSpy is a paid product, starting at $149 per month.

How much does AdSpy cost?

AdSpy lists one plan. AdSpy subscription: $149 per month.

What platforms does AdSpy work on?

AdSpy is available on Web.

Does AdSpy have an Android app?

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

Does AdSpy have an iPhone app?

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

Is AdSpy open source?

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

Who makes AdSpy?

AdSpy is made by Ad Navigator Ltd.

What are the alternatives to AdSpy?

The closest alternatives to AdSpy in our directory are BigSpy, PowerAdSpy, Minea, Foreplay and AdPlexity.

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

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

Is AdSpy good value for money?

ToolGPA grades AdSpy C for value for money. Its paid plans start at $149 a month, against a middle price of $49.50 for the category: 39 of the 51 others that charge start lower.

Could I make my own version of AdSpy?

To replace AdSpy 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 AdSpy'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 AdSpy'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 Ad Navigator Ltd. Prices change, so check adspy.com before you buy.

adspy.com

adspy.com/info

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

AdSpy, kept up to date

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

toolgpa.com/tools/adspy

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded ad creative and reporting tools after AdSpy, 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 AdSpy'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. AdSpy is a trademark of its owner, and this guide is not made, paid for or approved by Ad Navigator Ltd. Prices and plans change: check adspy.com before you buy.