ToolGPA

NOVEMBER 2026

AppGrowing

The Insider's Guide

Ad creative and app intelligence platform for mobile marketers



Every plan, grade, refund rule and rival among app store optimization tools, read from AppGrowing's own pages.

Made by [redacted] · checked Nov 13, 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 AppGrowing's own pages, its app-store listings and our grades. Every fact in it is on AppGrowing'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 0 of the 49 other app store optimization tools we grade

AppGrowing is a web platform that collects ad creatives from many networks and adds AI analysis of creative strategy, selling points and competitors. It also has app rankings, download trends and store chart views for mobile apps. Plans are priced per year, with a free trial offered on the site.

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

> **No store rating on record, and the listing gives no sign of what setup involves.**
>
> From our grade for ease of use

1 **Best for researching rivals' mobile ad creatives**

AppGrowing is an ad creative and app intelligence tool for mobile marketers, with AI analysis and a creative library.

2 **Paid plans start at $249.17 a month when paid by the year**

As its pricing page puts it: $399 per month, or $2990 per year.

3 **You can try it first**

A free trial is offered; length and limits are not stated on pages read

4 **It runs on Web**

Web.

5 AI creative analysis

AI breaks down ad creatives into selling points, structure and opening lines, and answers questions about creative strategy.

6 Ad creative library

Searchable ads, top clips, ad descriptions, landing pages, pre-register pages and playable ads from global networks.

7 App intelligence

App stage analysis, comparisons, creative strategy per app, Custom Product Page analysis and download trends.

8 A 1.6 GPA, above 0 of 49

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

9 Keep it

To replace AppGrowing you would be making keyword rankings and popularity scores from both app stores, gathered every day. That is not a weekend's work, with an AI app builder or without one.

AppGrowing at a glance

PRICING
Free trial, from $399 per month, or $2990 per year

FREE PLAN
No

FREE TRIAL
A free trial is offered; length and limits are not stated on pages read

RUNS ON
Web

MADE BY

CATEGORY
App Store Optimization (ASO)

OUR GRADE
1.6 GPA, weak

The report card

Best for researching rivals' mobile ad creatives

AppGrowing is an ad creative and app intelligence tool for mobile marketers, with AI analysis and a creative library. It starts at $399 a month, and it researches ads rather than managing your store listing.

TOOLGPA REPORT CARD	AppGrowing	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	Neo is $399 a month or $2,990 a year, against $49 where the dearer quarter of this category starts and $99 for the dearest tenth. AI Plus and AI Pro are $3,990 and $4,990 a year.
Free plan and trial	D	A free trial is offered but its length and card terms aren't stated. There's no free plan.
Features	C	AI creative analysis, an ad library, app intelligence and rankings. It does a different job from listing optimization, and the Neo feature list couldn't be read.
Ease of use	C	No store rating on record, and the listing gives no sign of what setup involves.
Platforms and integrations	C	Web only, with no integrations on record.
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 AppGrowing is for

- ✓ Fits if you run paid mobile campaigns and study competitors' ads
- ✓ Works for marketing teams with a budget for research tools

Who it is not for

- ✗ Pricey if you are a solo developer, with $399 a month to start
- ✗ Skip it if you want to improve your own store listing, as the tool centres on ad creatives
- ✗ Watch out: AI Plus and AI Pro are sold yearly only, and Enterprise has no published price
- ✗ Not for you if you need to know the trial's length before signing up, as it isn't stated

Good to know

Good for

- ✓ User acquisition teams researching competitor ads
- ✓ Mobile game marketers tracking publisher strategy

Worth knowing

- ⓘ AI Plus and AI Pro are sold yearly only; only Neo shows a monthly price.
- ⓘ Which features sit in the Neo plan could not be read from the page text.
- ⓘ It centers on ad creative research rather than managing store listings.
- ⓘ Larger buyers are sent to Enterprise, which has no public price.

PART 02 · PRICING

What it costs

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

$249.17

A month to start, paid by the year

AppGrowing is a paid product with a free trial, starting at $399 per month, or $2990 per year.

> **A free trial is offered but its length and card terms aren't stated.**

From our grade for free plan and trial

NEO

$399

per month, or $2990 per year

Entry plan sold monthly or yearly; its feature list is in the comparison table on the pricing page.

AI PLUS

$3990

per year

Shown as down from $6990. 350,000 AI points, 8,000 creation credits, 15 GB of collections and earlier access to new media.

AI PRO

$4990

per year

Shown as down from $7990. 400,000 AI points, 10,000 creation credits, 20 GB of collections and weekly or monthly reports.

Trying it first

A free trial is offered; length and limits are not stated on pages read

Read from appgrowing.ai on Nov 13, 2026.

ENTERPRISE

Custom

No published price; contact the vendor.

What it does

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

1

Place it runs: Web

Ad creative and app intelligence platform for mobile marketers. Here is what it does, as its own site describes it, and what it covers: AI features, ad creative, app store optimization.

"

AI creative analysis, an ad library, app intelligence and rankings.

From our grade for features

AI creative analysis

AI breaks down ad creatives into selling points, structure and opening lines, and answers questions about creative strategy.

Ad creative library

Searchable ads, top clips, ad descriptions, landing pages, pre-register pages and playable ads from global networks.

App intelligence

App stage analysis, comparisons, creative strategy per app, Custom Product Page analysis and download trends.

Rankings and charts

Top apps, developers, APKs, publishers and App Store and Google Play charts and download views.

AI clip imitation

AI generation tools to imitate winning clips, billed against creation credits on the paid plans.

Where it runs

Web

What it works with

Its own pages name no integrations.

AppGrowing is made by [redacted].

Where it stands

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

0/49

Other app store optimization tools it is graded above

AppGrowing's GPA of 1.6 is higher than 0 of the 49 other app store optimization tools we grade, and level with 5.

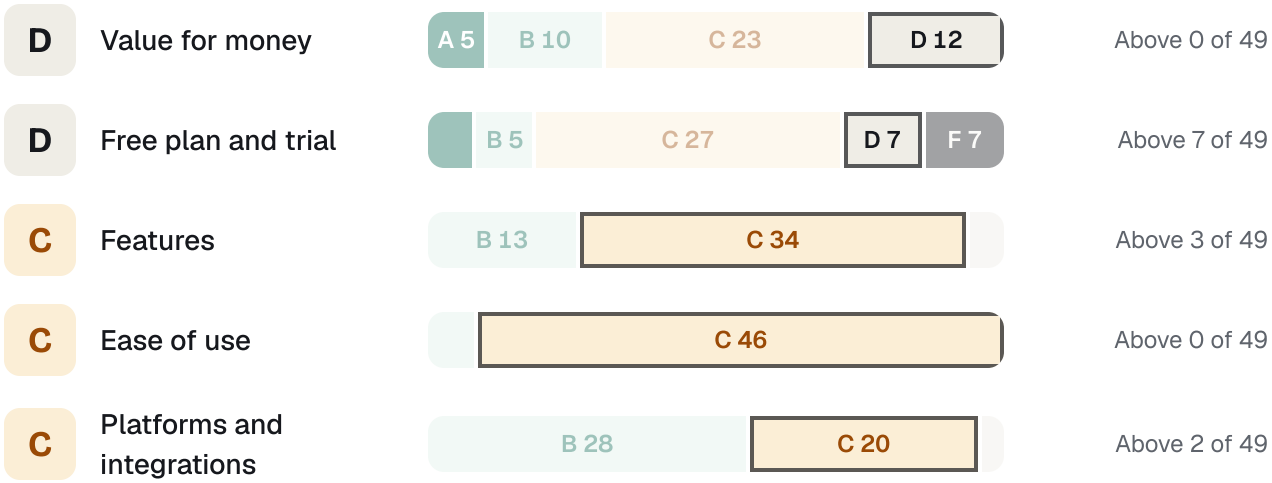
It stands best on features (C, above 3 of 49) and worst on value for money (D, above 0).

Its paid plans start at $249.17 a month when paid by the year, against a middle price of $19 for the category: 35 of the 37 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 25 tools score higher and cost less.

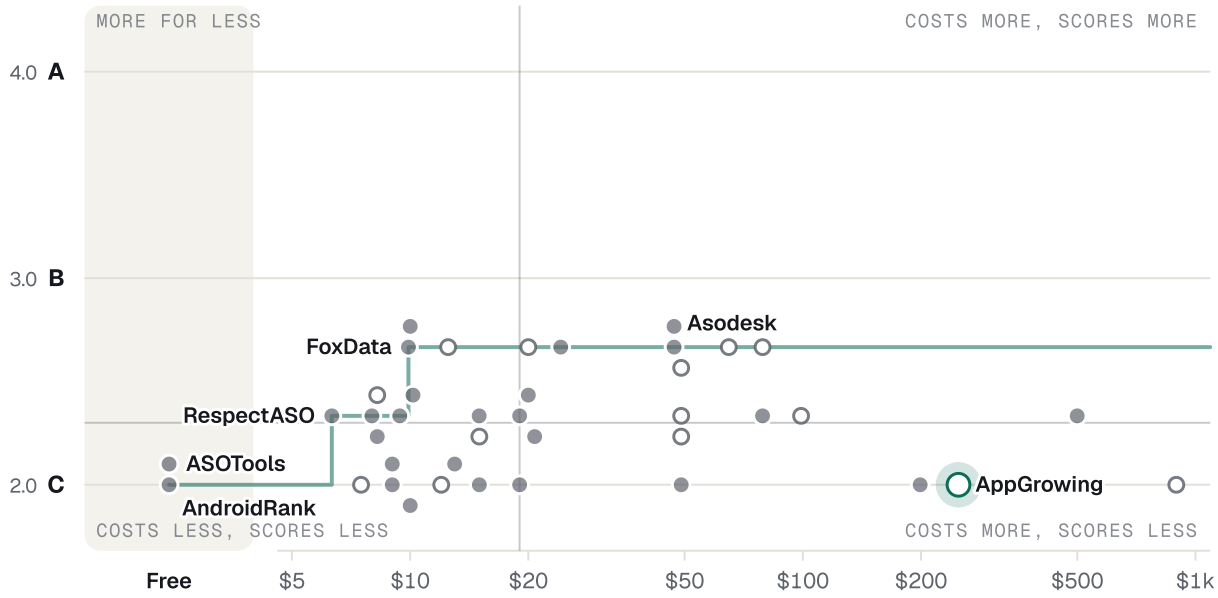
Each grade against the category

Every bar is all 50 app store optimization tools we grade, cut by the letter each got. AppGrowing's own letter is outlined.



Price against what you get

Each dot is one of 40 app store optimization tools. Further left costs less; higher up scores better on features, ease of use and platforms. AppGrowing 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 AppGrowing you would be making keyword rankings and popularity scores from both app stores, gathered every day. 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: 44 of the 49 other app store optimization tools grade higher. It costs $2,990 a year.

What you could not

- ✕ Keyword rankings and popularity scores from both app stores, gathered every day.
- ✕ Ad images and videos made to each network's sizes.

- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. AppGrowing'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



Sensor Tower, Apptopia, AppMagic, Apptica and FoxData

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



2.4 GPA

Sensor Tower

Free plan

Market intelligence on app downloads, revenue, usage and ads.

- Sensor Tower has a free plan. AppGrowing does not, though it has a free trial.
- AppGrowing also covers ad creative.
- Sensor Tower also covers keyword research and rank tracking.

AppGrowing and Sensor Tower compared in full



2.0 GPA

Apptopia

Free trial

Mobile app performance data for investors, brands and sales teams.

- AppGrowing also covers ad creative and app store optimization.
- Apptopia also covers reports and dashboards.

AppGrowing and Apptopia compared in full

1.6 GPA

AppMagic

Paid

Mobile and Steam market data: revenue, downloads, ads and ASO.

- AppGrowing also covers ad creative.
- AppMagic also covers keyword research and dashboards.

AppGrowing and AppMagic compared in full

2.0 GPA

Apptica

Free trial

Mobile app market, ad and store intelligence with ASO keyword data.

- AppGrowing also covers ad creative.
- Apptica also covers keyword research and rank tracking.

AppGrowing and Apptica compared in full

2.4 GPA

FoxData

Free plan · from $9.90/mo

App market intelligence with ASO, Apple Ads and download estimates.

- FoxData has a free plan. AppGrowing does not, though it has a free trial.
- AppGrowing also covers ad creative.
- FoxData also covers keyword research and rank tracking.

AppGrowing and FoxData compared in full

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 AppGrowing free?

No, AppGrowing is a paid product, but you can try it first. A free trial is offered; length and limits are not stated on pages read.

How much does AppGrowing cost?

AppGrowing lists 4 plans. Neo: $399 per month, or $2990 per year.

What platforms does AppGrowing work on?

AppGrowing is available on Web.

Does AppGrowing have an Android app?

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

Does AppGrowing have an iPhone app?

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

Is AppGrowing open source?

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

Who makes AppGrowing?

AppGrowing is made by [redacted].

What are the alternatives to AppGrowing?

The closest alternatives to AppGrowing in our directory are Sensor Tower, Apptopia, AppMagic, Apptica and FoxData.

How does AppGrowing compare with other app store optimization tools?

AppGrowing's GPA of 1.6 is higher than 0 of the 49 other app store optimization tools we grade, and level with 5.

Is AppGrowing good value for money?

ToolGPA grades AppGrowing D for value for money. Its paid plans start at $249.17 a month when paid by the year, against a middle price of $19 for the category: 35 of the 37 others that charge start lower.

Could I make my own version of AppGrowing?

To replace AppGrowing you would be making keyword rankings and popularity scores from both app stores, gathered every day.

Where this guide comes from

The prices, plans, platforms and features were read from AppGrowing'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 AppGrowing'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 [redacted]. Prices change, so check appgrowing.ai before you buy.

appgrowing.ai

appgrowing.ai/page/pricing

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

AppGrowing, kept up to date

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

toolgpa.com/tools/appgrowing

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, "AppGrowing: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/appgrowing
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Know someone choosing between app store optimization tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded app store optimization tools after AppGrowing, each with an Insider's Guide of its own.

App Store Optimization (ASO) Insider's Guide

Every one of the 50 app store optimization tools we grade, compared

RespectASO Insider's Guide

Open-source Mac app for App Store keyword research, with AI Pro tools

3.0 GPA

AndroidRank Insider's Guide

Free Google Play rankings with install and rating history

2.8 GPA

AppMockUp Studio Insider's Guide

Free browser editor for App Store and Google Play screenshots

2.8 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 AppGrowing'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. AppGrowing is a trademark of its owner, and this guide is not made, paid for or approved by □□□□□□□□□□□□. Prices and plans change: check appgrowing.ai before you buy.