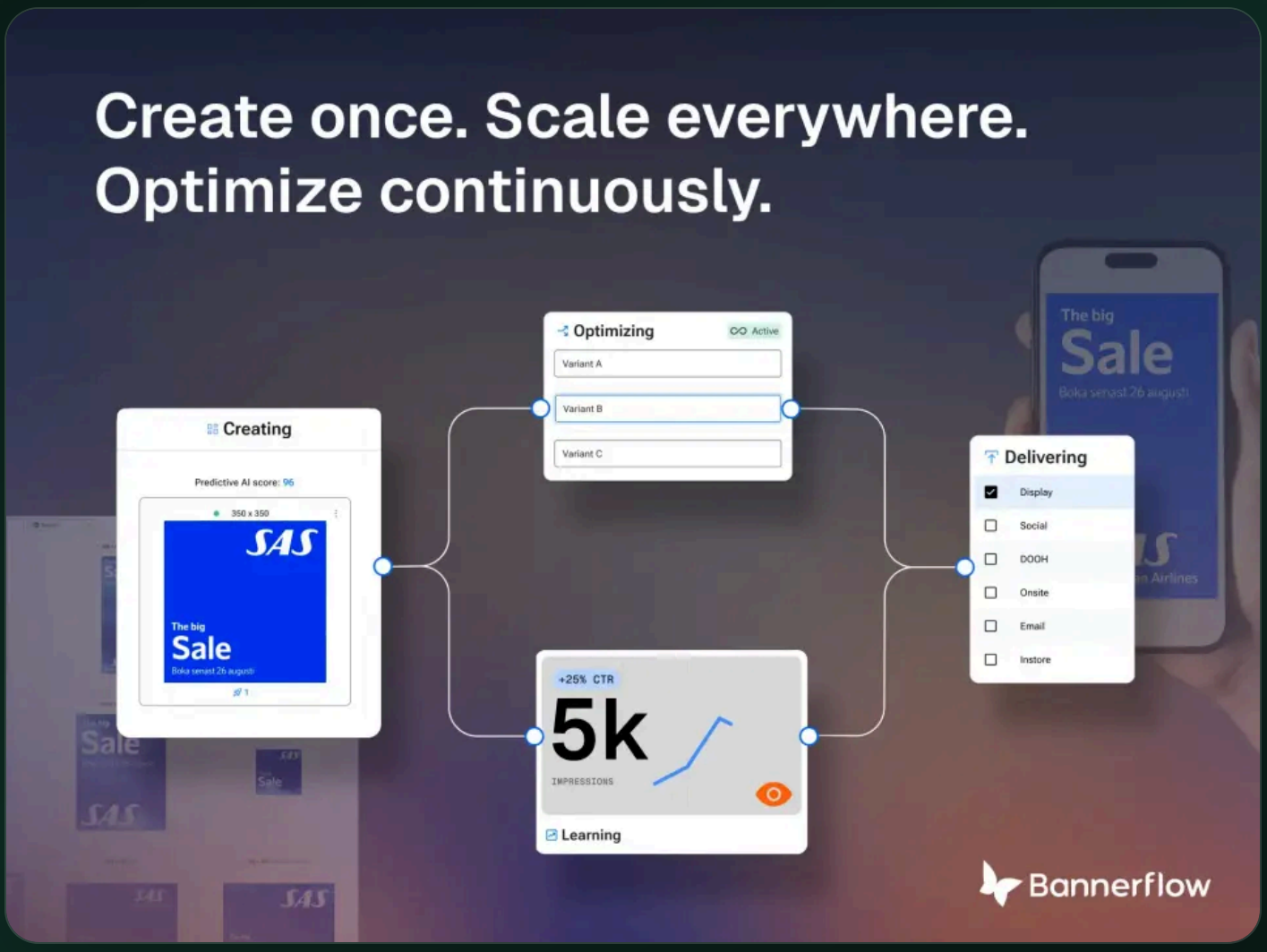
ToolGPA

NOVEMBER 2026

Bannerflow

The Insider's Guide

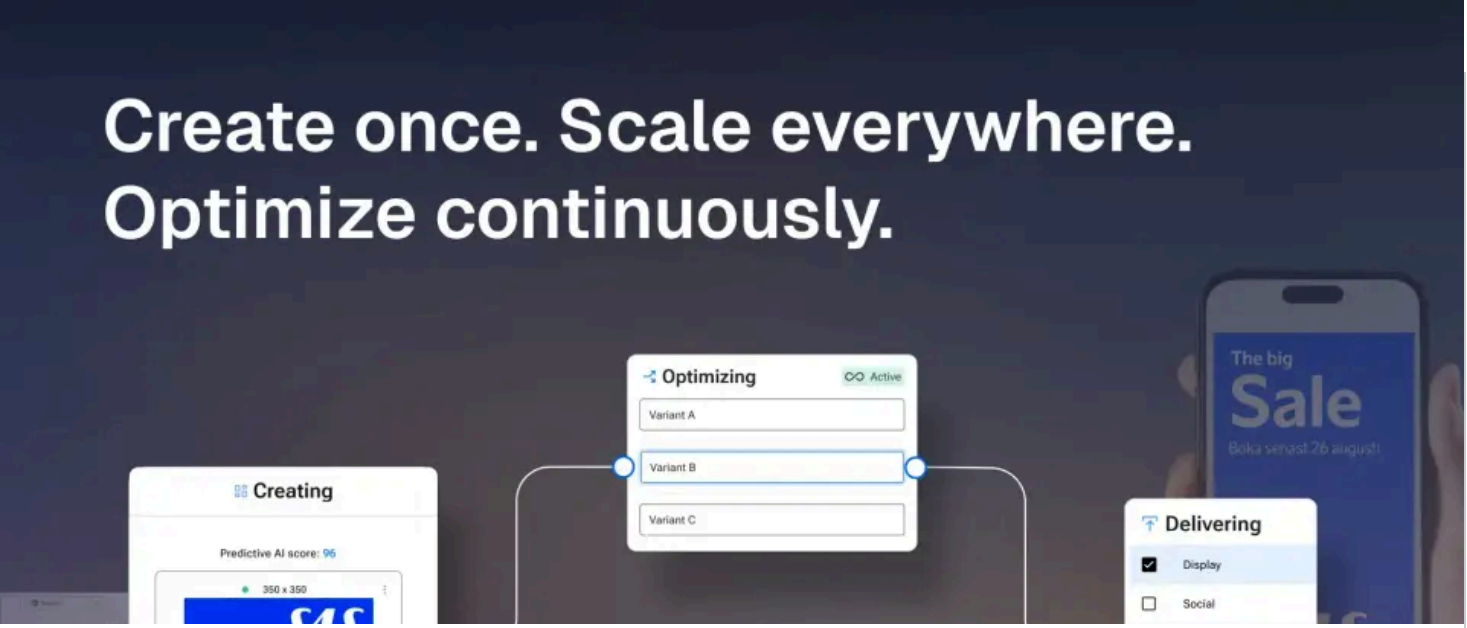
Creative automation for display, social and DOOH ads



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

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

2.0
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 Bannerflow's own pages, its app-store listings and our grades. Every fact in it is on Bannerflow'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

2.0

GPA, above 30 of the 72 other ad creative and reporting tools we grade

Bannerflow is a creative automation platform for producing and managing digital ads. It builds HTML5 and video ads in a studio, scales one master creative into many formats and languages, and connects product feeds so ads update themselves. It publishes to more than 100 ad platforms and is sold through demos.

> "
>
> **Templates, feeds and brand controls to set up.**
>
> From our grade for ease of use

To get you started, here are **7 things to know about Bannerflow**, taken from its own pages and our grades.

1 **Best for display and social ad versions at scale**

No price is published, there is no pricing page, and the vendor is aimed at enterprise brands.

2 **It runs on Web**

Web.

3 **AI creative studio**

Designs and edits HTML5 and video ads with AI-assisted tools and brand controls.

4 **Scaling and versioning**

Generates format- and market-specific versions automatically from one master creative.

5 **Dynamic ads with feeds**

Connects product or content feeds to templates so ads update as the data changes.

6 **A 2.0 GPA, above 30 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.

7 **Keep it**

To replace Bannerflow 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.

Bannerflow at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Bannerflow	CATEGORY Ad Creative & Reporting
OUR GRADE 2.0 GPA, fair	

The report card

Best for display and social ad versions at scale

Bannerflow makes HTML5 and video ads, and builds localized, feed-driven versions from one master. No price is published, there is no pricing page, and the vendor is aimed at enterprise brands.

TOOLGPA REPORT CARD	Bannerflow	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published and the pricing address returns a 404, so we rate it at the ordinary grade.
Free plan and trial	F	No free plan and no trial; the site offers a demo request.
Features	B	AI creative studio, automatic format and market versions, feed-linked ads, localization and creative-level reporting with DCO. The listing names no gap in the core job.
Ease of use	C	Templates, feeds and brand controls to set up. We found no store rating.
Platforms and integrations	B	Web app that the site says works with 100+ ad platforms across display, social, affiliate and DOOH.
Grade point average		Fair, out of 4.0 **2.0**

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 Bannerflow is for

- ✓ Fits if you make the same ad in many sizes, languages and markets
- ✓ Works for in-house teams at a large brand with a stream of creative

Who it is not for

- ✗ Skip it if you want a price, because there is no pricing page
- ✗ Not for you if you want a free plan or trial, as neither exists
- ✗ Skip it if you are a small advertiser, since the homepage cites 2,000+ customers and the site is built for enterprise brands

Good to know

Good for

- ✓ Enterprise brands producing many ad versions across markets
- ✓ In-house creative teams and agencies running display and social campaigns

Worth knowing

- ⓘ No pricing page exists (the address returns a 404); the site offers a demo request, so pricing is recorded as unverified.
- ⓘ The site says it works with more than 100 advertising platforms across display, social, affiliate and DOOH.
- ⓘ It targets enterprise brands: the homepage cites more than 2,000 customers.

What it costs

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

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

"

No free plan and no trial; the site offers a demo request.

From our grade for free plan and trial

We could not confirm Bannerflow's current prices from its own site, so this guide lists no plans. bannerflow.com has them.

What it does

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

1

Place it runs: Web

Creative automation for display, social and DOOH ads. Here is what it does, as its own site describes it, and what it covers: AI features, workflow automation, reports, ad creative.

> **AI creative studio, automatic format and market versions, feed-linked ads, localization and creative-level reporting with DCO.**
>
> From our grade for features

AI creative studio

Designs and edits HTML5 and video ads with AI-assisted tools and brand controls.

Scaling and versioning

Generates format- and market-specific versions automatically from one master creative.

Dynamic ads with feeds

Connects product or content feeds to templates so ads update as the data changes.

Localization

Produces localized versions by swapping copy, images and languages.

Creative-level data and DCO

Reports CTR, engagement and conversions per creative, and includes dynamic creative optimization.

Where it runs

Web

What it works with

Its own pages name no integrations.

Bannerflow is made by Bannerflow.

PART 04 · STANDING

Where it stands

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

30/72

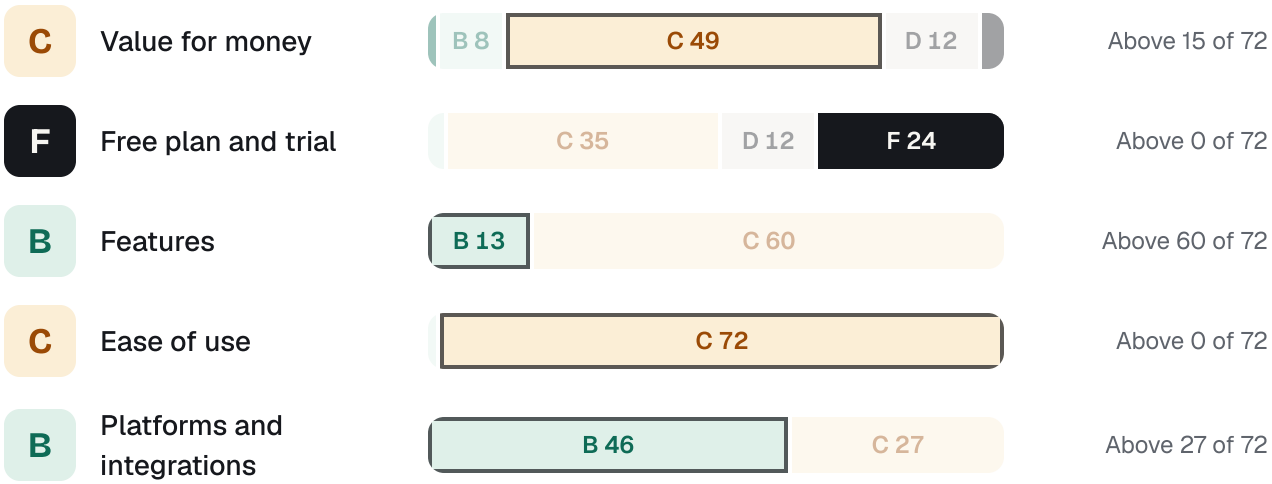
Other ad creative and reporting tools it is graded above

Bannerflow's GPA of 2.0 is higher than 30 of the 72 other ad creative and reporting tools we grade, and level with 16.

It stands best on features (B, above 60 of 72) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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 Bannerflow 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 make

- Reports: an app builder makes this well.

What you could not

- Connections to other products, each kept working as those products change.
- Ad images and videos made to each network's sizes.
- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Bannerflow'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



Celtra, Marpipe, Bannersnack, Innovid and Smartly

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

1.6 GPA

Celtra

Paid

Enterprise creative automation and rich media ad platform.

Bannerflow and Celtra compared in full

2.0 GPA

Marpipe

Free plan · from $199/mo

Catalog ad creative and product feed management for DPA.

- Marpipe has a free plan. Bannerflow does not.
- Bannerflow also covers workflow automation and reports.

Bannerflow and Marpipe compared in full

2.4
GPA

Bannersnack

Free plan · from $7/mo

Browser-based banner and HTML5 ad maker.

- Bannersnack has a free plan. Bannerflow does not.
- Bannerflow also covers workflow automation and reports.
- Bannersnack also covers templates.

Bannerflow and Bannersnack compared in full

1.6
GPA

Innovid

Paid

Ad serving, creative and measurement for omnichannel campaigns.

- Bannerflow also covers workflow automation.

Bannerflow and Innovid compared in full

1.6
GPA

Smartly

Paid

Enterprise platform for ad creative, media and measurement.

Bannerflow and Smartly 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 Bannerflow free?

No. Bannerflow is a paid product.

What platforms does Bannerflow work on?

Bannerflow is available on Web.

Does Bannerflow have an Android app?

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

Does Bannerflow have an iPhone app?

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

Is Bannerflow open source?

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

Who makes Bannerflow?

Bannerflow is made by a company of the same name.

What are the alternatives to Bannerflow?

The closest alternatives to Bannerflow in our directory are Celtra, Marpipe, Bannersnack, Innovid and Smartly.

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

Bannerflow's GPA of 2.0 is higher than 30 of the 72 other ad creative and reporting tools we grade, and level with 16.

Could I make my own version of Bannerflow?

To replace Bannerflow 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 Bannerflow'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 Bannerflow'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 Bannerflow. Prices change, so check bannerflow.com before you buy.

bannerflow.com

bannerflow.com/features

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

Bannerflow, kept up to date

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

toolgpa.com/tools/bannerflow

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

Know someone choosing between ad creative and reporting tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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