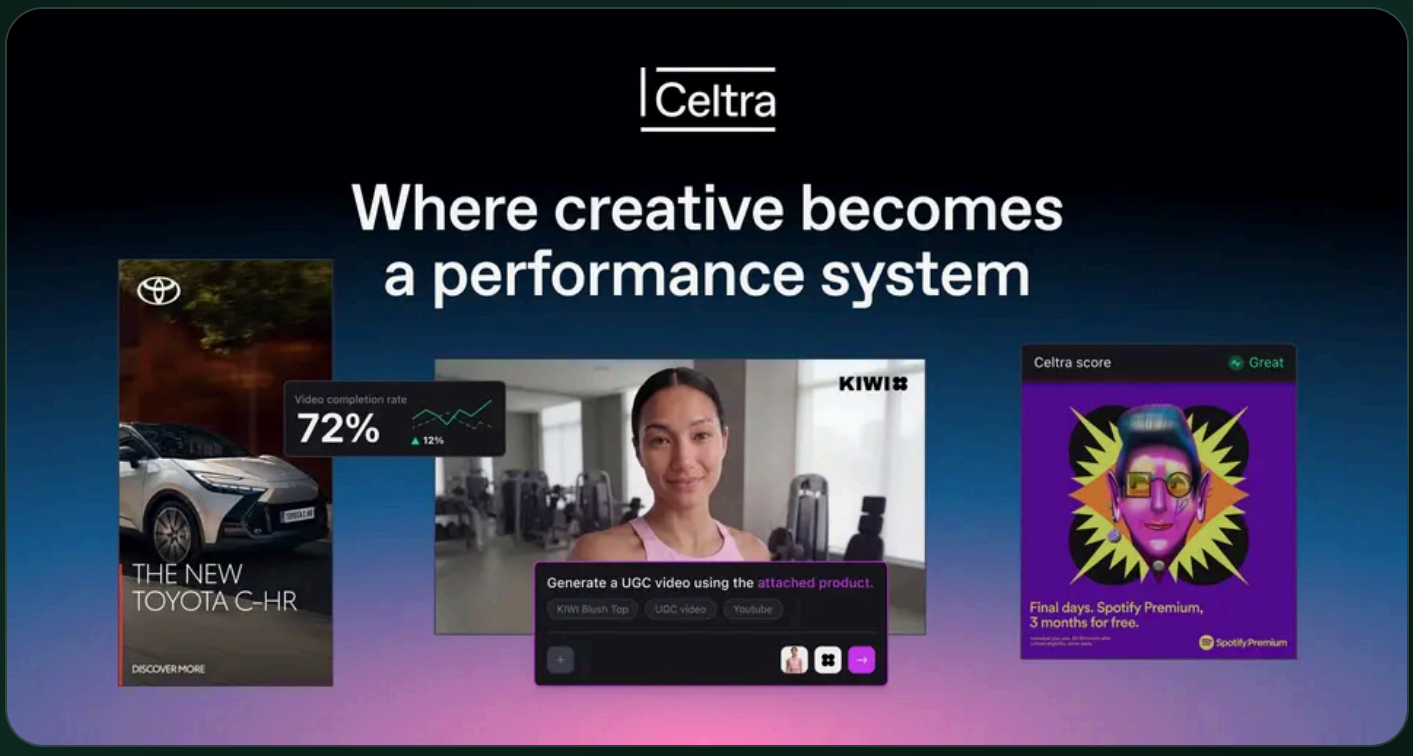
ToolGPA

NOVEMBER 2026

Celtra

The Insider's Guide

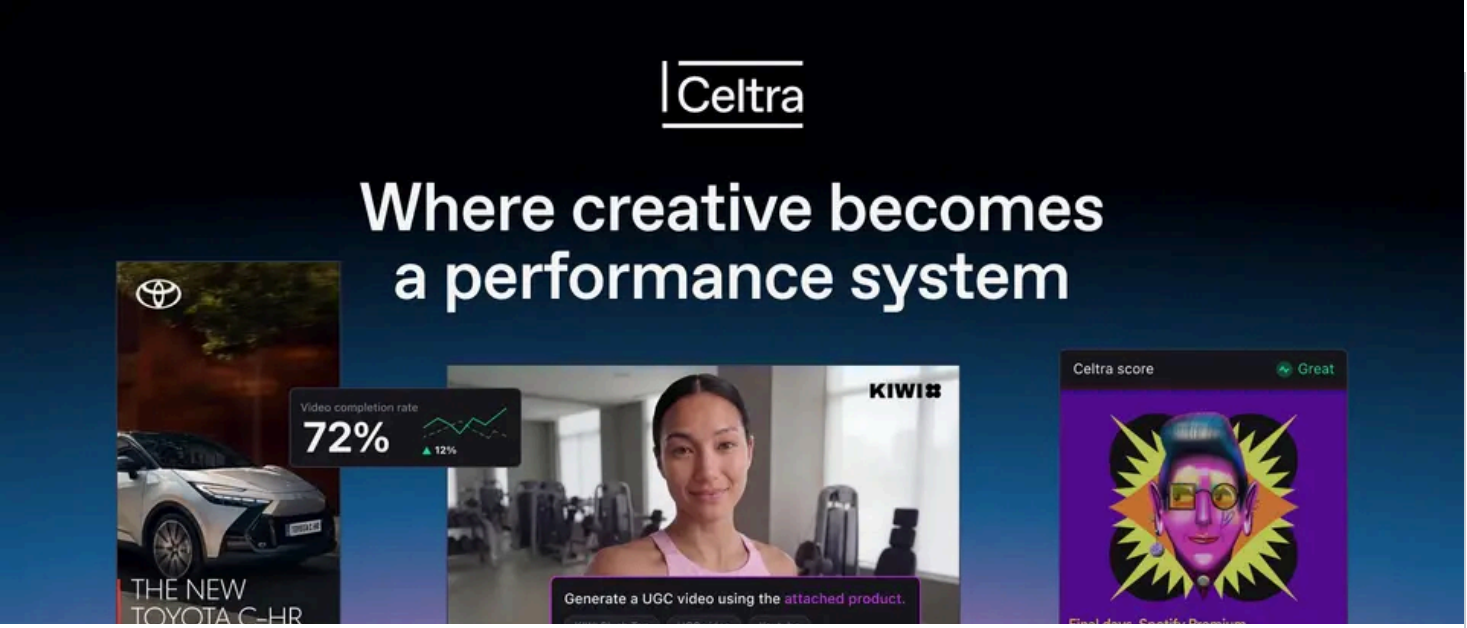
Enterprise creative automation and rich media ad platform



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

Made by Celtra · 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 Celtra's own pages, its app-store listings and our grades. Every fact in it is on Celtra'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 1 of the 72 other ad creative and reporting tools we grade

Celtra is a cloud platform for producing and distributing digital ads at volume. Its Creative Automation product builds many ad variants from templates and live data, with brand governance and AI generation, and Creative Enablement serves rich media and video formats. It is aimed at brands, agencies and media owners and is sold through quotes.

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

> **It is sold by quote to large customers, with no published price and no self-serve start.**
>
> From our report card of Celtra

1 **Best for producing ad variants at volume for large brands**

Celtra builds thousands of on-brand ad variants from templates and live data, and serves rich media formats.

2 **It runs on Web**

Web.

3 **Creative Automation**

Builds large sets of on-brand ads across formats and markets from templates, with AI-assisted production and automated brand governance checks.

4 **Dynamic product ads**

Creates custom image and video catalog ads, and live-data creatives that update with pricing, inventory or market changes.

5 **Creative Enablement**

Creates and serves premium rich media and video ad formats.

6 **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.

7 **Keep it**

To replace Celtra 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.

Celtra at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Celtra, since 2006	CATEGORY Ad Creative & Reporting
OUR GRADE 1.6 GPA, weak	

The report card

Best for producing ad variants at volume for large brands

Celtra builds thousands of on-brand ad variants from templates and live data, and serves rich media formats. It is sold by quote to large customers, with no published price and no self-serve start.

TOOLGPA REPORT CARD

Celtra

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published. The pricing page says packages are built to order from the solutions and volume you need.
Free plan and trial	F	No free plan, no trial and no self-serve sign-up. You ask for a quote.
Features	C	Creative Automation, dynamic product ads, rich media and creative scoring. It does the job fully, but Automation and Enablement are separate products, so you pick one.
Ease of use	C	No store rating on record. Templates and brand rules have to be set up before it pays off.
Platforms and integrations	C	Web only. The listing names no integrations, though the homepage says live-data ads run across 100+ media platforms.

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 Celtra is for

- ✓ Fits if your team makes hundreds of resizes and versions of the same ad
- ✓ Works for media owners that sell rich media and video formats

Who it is not for

- ✕ Not for you if you are a small team, as the site cites 450+ enterprise customers
- ✕ Skip it if you want a price on the page, because it is quote only
- ✕ Watch out: Creative Automation and Creative Enablement are separate solutions
- ✕ Too light for ad buying or reporting, since it is a production tool

Good to know

Good for

- ✓ Large brands producing thousands of ad variants across markets
- ✓ Media owners that sell rich media and video ad products
- ✓ In-house creative teams automating repetitive resizing and versioning

Worth knowing

- ⓘ No prices are published: the pricing page says packages are built to order from the solutions and volume needed, and offers a quote.
- ⓘ Aimed at enterprise customers; the site cites 450+ enterprise-level customers and has no self-serve sign-up.
- ⓘ Creative Automation and Creative Enablement are separate solutions, so a buyer picks the one that fits.

What it costs

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

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

> **The pricing page says packages are built to order from the solutions and volume you need.**
>
> From our grade for value for money

We could not confirm Celtra's current prices from its own site, so this guide lists no plans. celtra.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

Enterprise creative automation and rich media ad platform. Here is what it does, as its own site describes it, and what it covers: AI features, workflow automation, reports, ad creative.

"

Creative Automation, dynamic product ads, rich media and creative scoring.

From our grade for features

Creative Automation

Builds large sets of on-brand ads across formats and markets from templates, with AI-assisted production and automated brand governance checks.

Dynamic product ads

Creates custom image and video catalog ads, and live-data creatives that update with pricing, inventory or market changes.

Creative Enablement

Creates and serves premium rich media and video ad formats.

Creative performance insights

Scores creatives before launch and tracks which creative elements drive results across campaigns.

Distribution across media platforms

The homepage says live-data creatives can run across 100+ media platforms.

Where it runs

Web

What it works with

Its own pages name no integrations.

Celtra is made by Celtra, and has been around since 2006.

PART 04 · STANDING

Where it stands

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

1/72

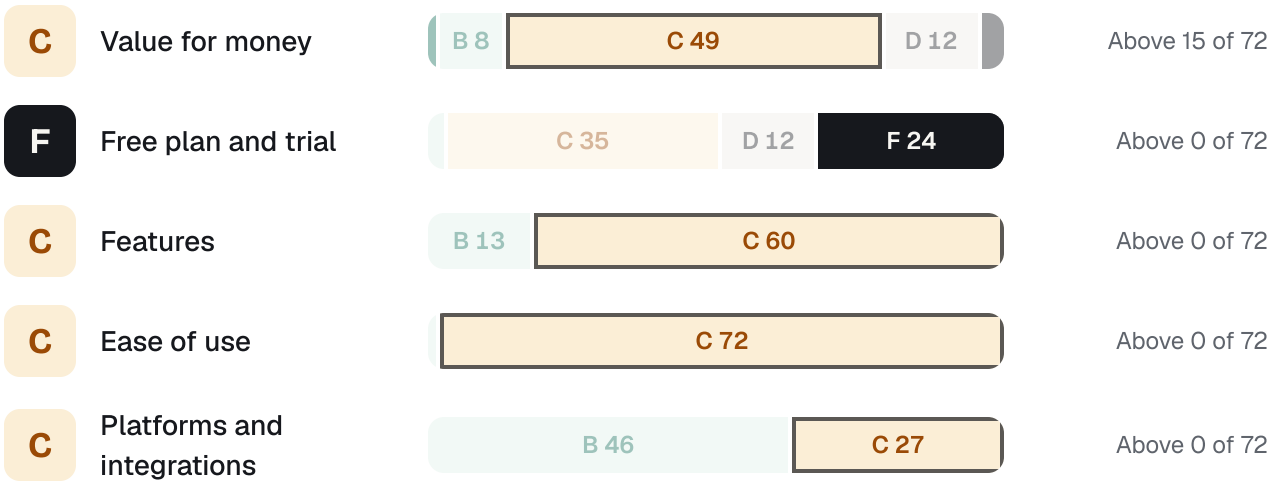
Other ad creative and reporting tools it is graded above

Celtra'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).

Each grade against the category

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

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.

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.

What this rests on. Celtra'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



Bannerflow, Smartly, Vidmob, Bannersnack and Omneky

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

Bannerflow

2.0 GPA

Paid

Creative automation for display, social and DOOH ads.

Celtra and Bannerflow compared in full

Smartly

1.6 GPA

Paid

Enterprise platform for ad creative, media and measurement.

Celtra and Smartly compared in full

Vidmob

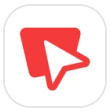
1.8 GPA

Paid

Creative scoring and analytics that tie ad creative to performance.

- Celtra also covers workflow automation and ad creative.
- Vidmob also covers dashboards.

Celtra and Vidmob compared in full



2.4
GPA

Bannersnack

Free plan · from $7/mo

Browser-based banner and HTML5 ad maker.

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

Celtra and Bannersnack compared in full



2.0
GPA

Omneky

Free trial · from $24/mo

AI image and video ads from a product link, launched across channels.

- Celtra also covers workflow automation.
- Omneky also covers AI agents, image generation and video generation.

Celtra and Omneky 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 Celtra free?

No. Celtra is a paid product.

What platforms does Celtra work on?

Celtra is available on Web.

Does Celtra have an Android app?

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

Does Celtra have an iPhone app?

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

Is Celtra open source?

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

Who makes Celtra?

Celtra is made by a company of the same name. It dates from 2006.

What are the alternatives to Celtra?

The closest alternatives to Celtra in our directory are Bannerflow, Smartly, Vidmob, Bannersnack and Omneky.

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

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

Could I make my own version of Celtra?

To replace Celtra 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 Celtra'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 Celtra'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 Celtra. Prices change, so check celtra.com before you buy.

celtra.com
celtra.com/about/
celtra.com/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

Celtra, kept up to date

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

toolgpa.com/tools/celtra

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

Know someone choosing between ad creative and reporting tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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