ToolGPA

NOVEMBER 2026

Hawky

The Insider's Guide

AI agents that manage paid media and generate ad creative



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

Made by Hawky AI · checked Nov 13, 2026 · toolgpa.com

1.8
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 Hawky's own pages, its app-store listings and our grades. Every fact in it is on Hawky'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

1.8

GPA, above 13 of the 72 other ad creative and reporting tools we grade

Hawky is a platform of AI agents for performance marketing teams. A Performance Agent adjusts bids, budgets and channel mix against a target KPI, a Creative Agent produces on-brand ads from past winners, and a Copilot answers questions about the account. It connects to Meta, Google, YouTube and TikTok ad accounts and is sold through sales.

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

> "
>
> **No prices are published, and the autonomous agents sit on the top tier.**
>
> From our report card of Hawky

1 **Best for AI agents that run performance marketing**

Hawky sells AI agents for ad performance and creative in three tiers, Dashboards, Ask and Auto-pilot.

2 **It runs on Web**

Web.

3 **Performance Agent**

Plans, launches and optimizes Meta, Google and YouTube campaigns against a chosen KPI and rebalances spend when a segment underperforms.

4 **Creative Agent**

Generates ads in the brand's style from an uploaded brand kit and from its best-performing creative.

5 **Creative and performance dashboards**

Tags every creative element automatically, tracks ROAS, CAC, CTR and spend, and watches competitor ads.

6 **A 1.8 GPA, above 13 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 Hawky you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

Hawky at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Hawky AI	CATEGORY Ad Creative & Reporting
OUR GRADE 1.8 GPA, weak	

The report card

Best for AI agents that run performance marketing

Hawky sells AI agents for ad performance and creative in three tiers, Dashboards, Ask and Auto-pilot. No prices are published, and the autonomous agents sit on the top tier.

TOOLGPA REPORT CARD | **Hawky** | Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published. The FAQ says pricing is a subscription minimum plus KPI-linked upside, quoted through sales.
Free plan and trial	F	No free plan or trial is listed; every tier has a talk-to-sales button.
Features	C	Dashboards, a copilot, performance and creative agents and an approval trail. The agents are on Auto-pilot only, and funnel data from GA4 and a CRM starts at Ask.
Ease of use	C	No store rating on record. Ad accounts, GA4 and a CRM have to be connected first.
Platforms and integrations	B	Web only, with Meta Ads, Google Ads, TikTok Ads, GA4, Slack and Microsoft Teams.

Grade point average — Weak, out of 4.0 **1.8**

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 Hawky is for

- ✓ Fits if you run ads across several platforms and want agents with an approval step
- ✓ Works for teams that would rather pay tied to results than per seat

Who it is not for

- ✕ Skip it if you want a price on the page, as none is published
- ✕ Watch out: the autonomous agents are only on the top Auto-pilot tier
- ✕ Watch out: GA4 and CRM funnel data needs the Ask tier or above
- ✕ Not for you if you want a trial, because none is listed

Good to know

Good for

- ✓ Performance marketing teams running Meta, Google and TikTok accounts
- ✓ Brands that want creative variations built from their own winning ads
- ✓ Agencies that want unlimited users without per-seat pricing

Worth knowing

- ⓘ No prices are published: the pricing page lists three tiers (Dashboards, Ask, Auto-pilot) with a talk-to-sales button on each.
- ⓘ The FAQ says pricing is a subscription minimum plus KPI-tied upside rather than a per-seat fee.
- ⓘ The autonomous agents, including the Performance and Creative Agents, are on the top Auto-pilot tier.
- ⓘ Bottom-funnel data from GA4 and a CRM is a feature of the Ask tier and above.

What it costs

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

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

> **The FAQ says pricing is a subscription minimum plus KPI-linked upside, quoted through sales.**
>
> From our grade for value for money

We could not confirm Hawky's current prices from its own site, so this guide lists no plans. hawky.ai has them.

What it does

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

1

Place it runs: Web

AI agents that manage paid media and generate ad creative. Here is what it does, as its own site describes it, and what it covers: AI features, chat assistant, AI agents, reports, dashboards, ad creative.

"

Dashboards, a copilot, performance and creative agents and an approval trail.

From our grade for features

Performance Agent

Plans, launches and optimizes Meta, Google and YouTube campaigns against a chosen KPI and rebalances spend when a segment underperforms.

Creative Agent

Generates ads in the brand's style from an uploaded brand kit and from its best-performing creative.

Creative and performance dashboards

Tags every creative element automatically, tracks ROAS, CAC, CTR and spend, and watches competitor ads.

Copilot

Answers plain-language questions about the account with cited answers, and builds shareable reports; it comes on the Ask tier and above.

Approval gate and audit trail

The FAQ says teams choose how much autonomy the agents have, from approving every batch to none, with the same audit trail either way.

Where it runs

Web

What it works with

Meta Ads
Google Ads
TikTok Ads
GA4
Slack
Microsoft Teams

Hawky is made by Hawky AI.

PART 04 · STANDING

Where it stands

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

13/72

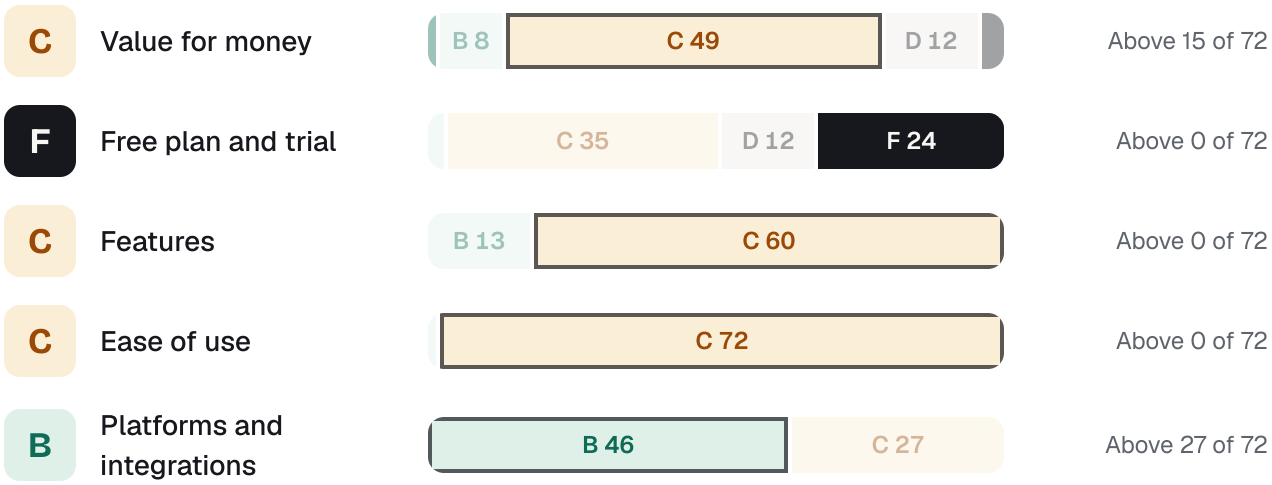
Other ad creative and reporting tools it is graded above

Hawky's GPA of 1.8 is higher than 13 of the 72 other ad creative and reporting tools we grade, and level with 16.

It stands best on platforms and integrations (B, above 27 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. Hawky'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 Hawky you would be making an AI agent, with the models and the safeguards behind it. 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: 43 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

- An AI agent, with the models and the safeguards behind it.
- An AI model, which you can rent by the request but not make.
- Ad images and videos made to each network's sizes.
- Connections that pull numbers from dozens of other services.
- It plugs into other products, Meta Ads, Google Ads and TikTok Ads among them.

What this rests on. Hawky'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, Pixis, Motion, Segwise and Ryze

The 5 tools Hawky 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.

- Hawky also covers chat assistant.
- Madgicx also covers workflow automation and image generation.

Hawky and Madgicx compared in full

2.0 GPA

Pixis

Free plan · from $100/mo

AI ad optimization, creative and AI-search visibility products.

- Pixis has a free plan. Hawky does not.
- Hawky also covers chat assistant, AI agents and dashboards.
- Pixis also covers AI search visibility.

Hawky and Pixis compared in full



1.8
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Motion

Free trial · from $999/mo

Creative analytics that shows which ads work and why.

- Hawky also covers chat assistant and ad creative.

Hawky and Motion compared in full



2.0
GPA

Segwise

Free trial · from $250/mo

Creative analytics and ad generation for mobile and DTC marketers.

- Hawky also covers chat assistant and dashboards.

Hawky and Segwise compared in full



2.2
GPA

Ryze

Free trial · from $89/mo

AI agent that runs paid ads, SEO and site changes for a flat fee.

- Hawky also covers chat assistant and dashboards.
- Ryze also covers AI search visibility.

Hawky and Ryze compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Hawky free?

No. Hawky is a paid product.

What platforms does Hawky work on?

Hawky is available on Web.

Does Hawky have an Android app?

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

Does Hawky have an iPhone app?

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

Is Hawky open source?

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

What does Hawky integrate with?

Hawky's listing names Meta Ads, Google Ads, TikTok Ads, GA4, Slack and Microsoft Teams.

Who makes Hawky?

Hawky is made by Hawky AI.

What are the alternatives to Hawky?

The closest alternatives to Hawky in our directory are Madgicx, Pixis, Motion, Segwise and Ryze.

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

Hawky's GPA of 1.8 is higher than 13 of the 72 other ad creative and reporting tools we grade, and level with 16.

Could I make my own version of Hawky?

To replace Hawky you would be making an AI agent, with the models and the safeguards behind it.

Where this guide comes from

The prices, plans, platforms and features were read from Hawky'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 Hawky'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 Hawky AI. Prices change, so check hawky.ai before you buy.

hawky.ai/pricing
hawky.ai/about

hawky.ai

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

Hawky, kept up to date

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

toolgpa.com/tools/hawky

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, "Hawky: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/hawky
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Know someone choosing between ad creative and reporting tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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