ToolGPA

NOVEMBER 2026

Icon

The Insider's Guide

Human-made UGC video ads, with Admaker software for managing them



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

Made by Icon · 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 Icon's own pages, its app-store listings and our grades. Every fact in it is on Icon'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

Icon, sold as The Agency, makes short UGC video ads for paid and organic social using real creators, scriptwriters and editors. Customers review scripts before paying and get ads in 12 to 16 days. Its Admaker 2.0 software helps the team and customers track progress, review, launch and analyze ads.

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

1 **Best for human-made UGC video ads**

Icon is a done-for-you service where creators film and editors cut your UGC ads, with Admaker software to manage them.

2 **Paid plans start at $1,000 a month**

As its pricing page puts it: $1,000 per month after a 3-day free trial, for 6 UGC ads.

3 **You can try it first**

3-day free trial; you review 6 scripts before paying

4 **It runs on Web**

Web.

5 **Human UGC ads**

Creators film and editors cut the ads; the vendor says no AI is used for the 6-ad package.

6 **Script review first**

Customers receive 6 scripts within 24 hours and only pay after reviewing them, or can bring their own scripts.

7 **Curated format library**

18 ad formats such as skits, street interviews and product demos.

8 **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.

9 **Keep it**

To replace Icon you would be making a video editor. That is not a weekend's work, with an AI app builder or without one.

Icon at a glance

PRICING
Free trial, from $1,000 per month after a 3-day free trial, for 6 UGC ads

FREE PLAN
No

FREE TRIAL
3-day free trial; you review 6 scripts before paying

RUNS ON
Web

MADE BY
Icon

CATEGORY
Ad Creative & Reporting

OUR GRADE
1.6 GPA, weak

The report card

Best for human-made UGC video ads

Icon is a done-for-you service where creators film and editors cut your UGC ads, with Admaker software to manage them. The main package is $1,000 a month for 6 ads, delivery takes 12 to 16 days, and the trial lasts only 3 days.

TOOLGPA REPORT CARD	Icon	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$1,000 a month for 6 ads is several times what ad tools charge, though people are filming them. Set against software at $49 in the middle, it is a different kind of purchase.
Free plan and trial	D	A 3-day trial in which you review 6 scripts before paying, then $1,000 a month. That is under a week.
Features	C	Human UGC ads, 18 formats, Admaker 2.0 and full usage rights. It does one job, ads from creators, and it is a service.
Ease of use	C	You send a product, then wait. We found no store rating.
Platforms and integrations	C	Web only, with no integrations listed on its 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 Icon is for

- ✓ Fits if you want real people on camera and not AI videos
- ✓ Works for brands that want to own the raw footage

Who it is not for

- ✗ Pricey if you need volume: $1,000 a month gets 6 ads from 2 creators
- ✗ Tight if you are in a hurry, since delivery takes 12 to 16 days after creators get the product
- ✗ Watch out: the $1,000 bills monthly after the 3-day trial
- ✗ Skip it if you want self-serve software, because this is mainly a done-for-you service

Good to know

Good for

- ✓ Brands that want real-creator UGC video ads without sourcing creators themselves
- ✓ Teams that want to approve scripts before any payment

Worth knowing

- ⓘ It is a done-for-you service more than a self-serve tool; the main package is $1,000 for 6 ads.
- ⓘ Delivery takes 12 to 16 days after creators receive the product.
- ⓘ The vendor offers a full refund if the customer does not like the ads.
- ⓘ The $1,000 package bills monthly after the 3-day trial; whether it repeats each month is stated only as '$1000 / mo'.

PART 02 · PRICING

What it costs

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

$1,000

A month to start

Icon is a paid product with a free trial, starting at $1,000 per month after a 3-day free trial, for 6 UGC ads.

6 HUMAN UGC ADS

$1,000

per month after a 3-day trial

6 UGC ads from 2 creators, 3 ads each, with unlimited revisions, full usage rights and a Creative Director. Listed as $0 today.

DEDICATED CREATIVE DIRECTOR

Custom

Custom pricing.

AGENCY WHITELABEL

Custom

Volume pricing.

Trying it first

3-day free trial; you review 6 scripts before paying

Read from icon.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Human-made UGC video ads, with Admaker software for managing them. Here is what it does, as its own site describes it, and what it covers: video editing, ad creative.

> **It does one job, ads from creators, and it is a service.**

From our grade for features

Human UGC ads

Creators film and editors cut the ads; the vendor says no AI is used for the 6-ad package.

Script review first

Customers receive 6 scripts within 24 hours and only pay after reviewing them, or can bring their own scripts.

Curated format library

18 ad formats such as skits, street interviews and product demos.

Admaker 2.0

Software to track progress, review, launch and analyze ads and rebook creators.

Full usage rights

Final ads, raw footage and B-roll belong to the customer, with unlimited human revisions.

Where it runs

Web

What it works with

Its own pages name no integrations.

Icon is made by Icon.

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

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

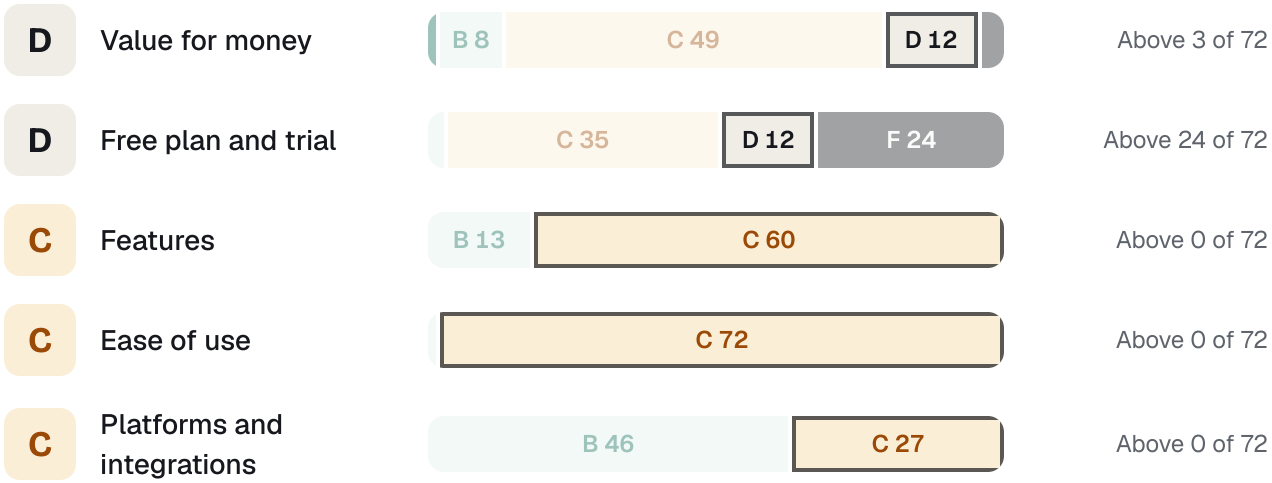
It stands best on features (C, above 0 of 72) and worst on value for money (D, above 3).

Its paid plans start at $1,000 a month, against a middle price of $49.50 for the category: 50 of the 51 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 37 tools score higher and cost less.

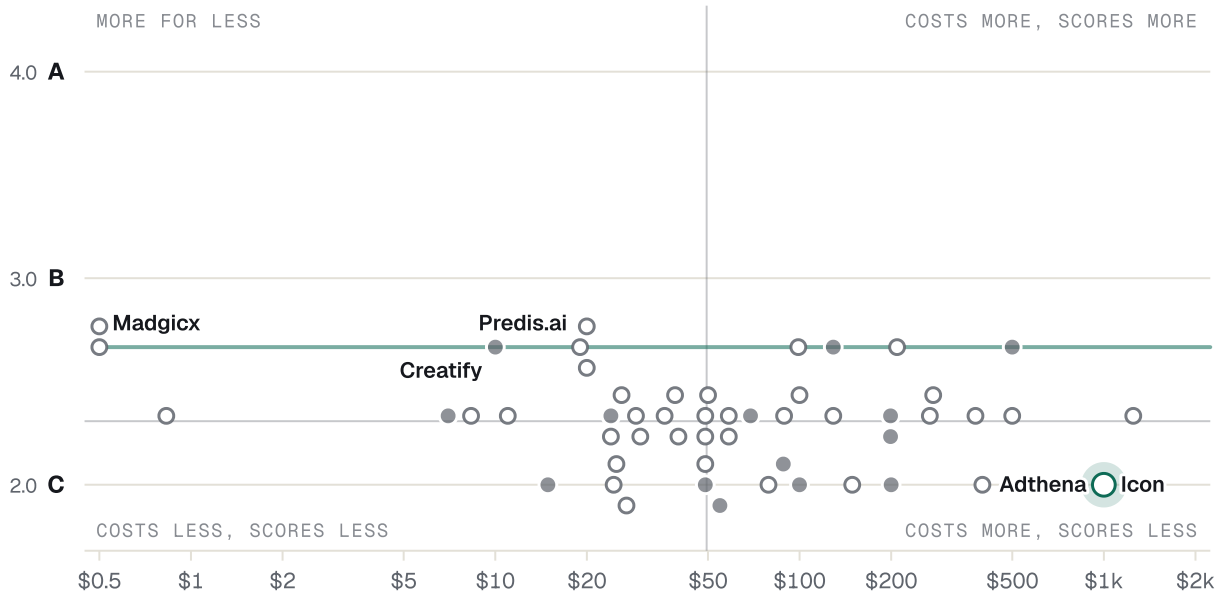
Each grade against the category

Every bar is all 73 ad creative and reporting tools we grade, cut by the letter each got. Icon'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. Icon 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 Icon you would be making a video editor. 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 $12,000 a year.

What you could not

- ✕ A video editor.
- ✕ Ad images and videos made to each network's sizes.

What this rests on. Icon'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



Arcads, Creatify, MakeUGC, Foreplay and Motion

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

1.8 GPA

Arcads

Free trial

AI actor video ads and product videos made from a script.

- Icon also covers video editing.
- Arcads also covers AI agents, image generation and video generation.

Icon and Arcads compared in full

2.4 GPA

Creatify

Free plan · from $10/mo

AI video ads with AI actors, made from a product link.

- Creatify has a free plan. Icon does not, though it has a free trial.
- Icon also covers video editing.
- Creatify also covers AI agents, image generation and video generation.

Icon and Creatify compared in full

2.0
GPA

MakeUGC

Free trial · from $29/mo

AI actors and video models for UGC-style video and image ads.

- Icon also covers video editing.
- MakeUGC also covers image generation, video generation and voice cloning.

Icon and MakeUGC 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.
- Icon also covers video editing and ad creative.

Icon and Foreplay compared in full

1.8
GPA

Motion

Free trial · from $999/mo

Creative analytics that shows which ads work and why.

- Icon also covers video editing and ad creative.
- Motion also covers AI agents, reports and dashboards.

Icon and Motion 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 Icon free?

No, Icon is a paid product, but you can try it first. 3-day free trial; you review 6 scripts before paying.

How much does Icon cost?

Icon lists 3 plans. 6 Human UGC Ads: $1,000 per month after a 3-day trial.

What platforms does Icon work on?

Icon is available on Web.

Does Icon have an Android app?

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

Does Icon have an iPhone app?

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

Is Icon open source?

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

Who makes Icon?

Icon is made by a company of the same name.

What are the alternatives to Icon?

The closest alternatives to Icon in our directory are Arcads, Creatify, MakeUGC, Foreplay and Motion.

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

Icon'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 Icon good value for money?

ToolGPA grades Icon D for value for money. Its paid plans start at $1,000 a month, against a middle price of $49.50 for the category: 50 of the 51 others that charge start lower.

Could I make my own version of Icon?

To replace Icon you would be making a video editor. That is not a weekend's work, with an AI app builder or without one.

Where this guide comes from

The prices, plans, platforms and features were read from Icon'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 Icon'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 Icon. Prices change, so check icon.com before you buy.

icon.com/pricing
icon.com/admaker
icon.com

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

Icon, kept up to date

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

toolgpa.com/tools/icon

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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