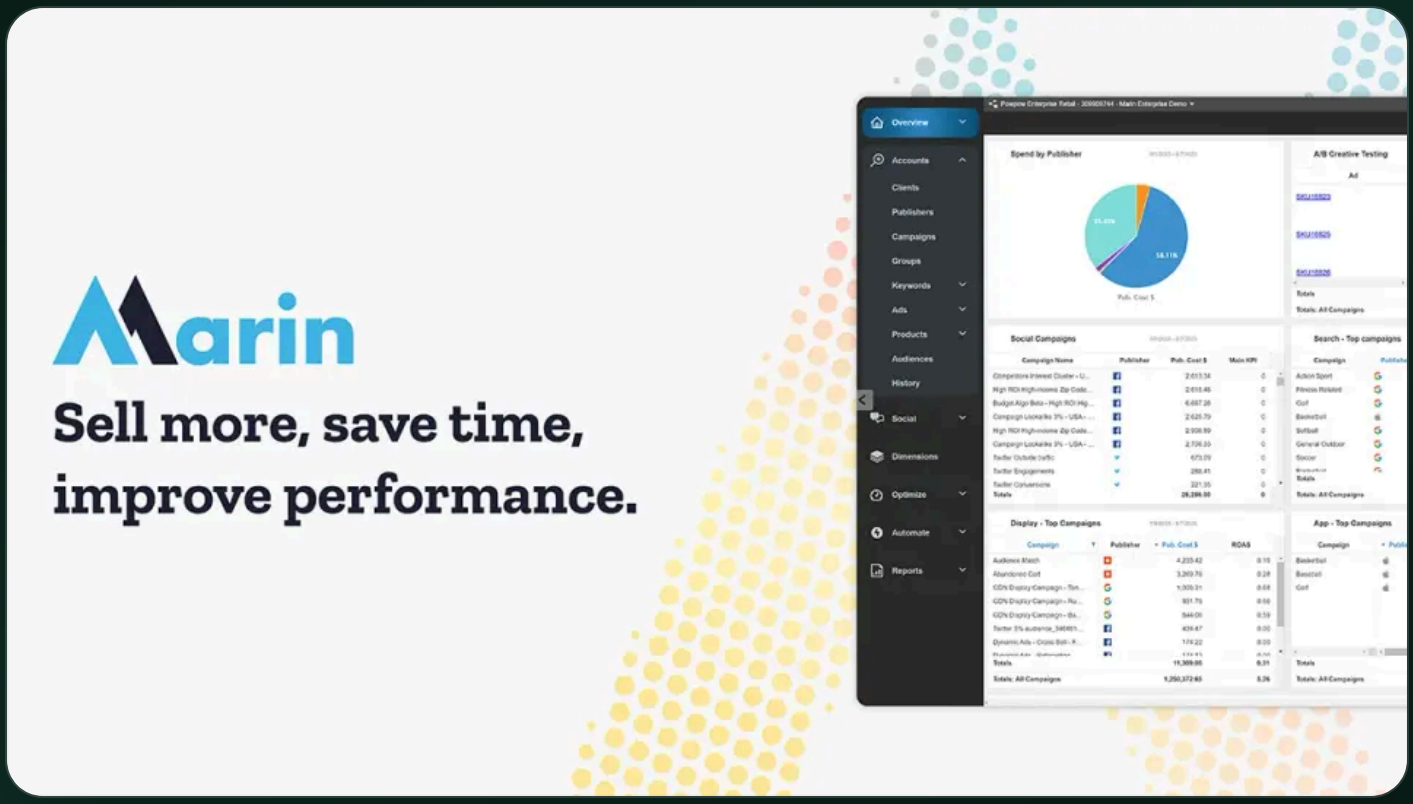
ToolGPA

NOVEMBER 2026

Marin Software

The Insider's Guide

Ad data, reporting and automation across search, social and retail



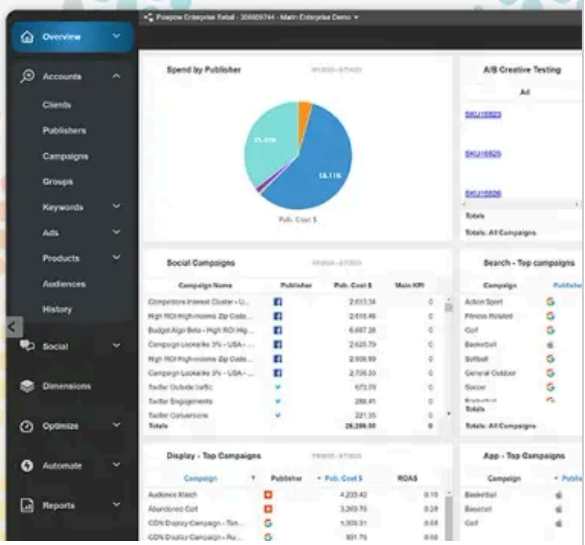
Every plan, grade, refund rule and rival among ad creative and reporting tools, read from Marin Software's own pages.

Made by Marin Software · checked Nov 12, 2026 · toolgpa.com

2.0
GPA

Marin

Sell more, save time, improve performance.



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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 Marin Software's own pages, its app-store listings and our grades. Every fact in it is on Marin Software's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.0

GPA, above 16 of the 39 other ad creative and reporting tools we grade

Marin Software is a platform that pulls advertising data from search, social, retail media and display publishers into one place for reporting, optimization and bulk campaign management. It is sold in three tiers, Connect, Ascend and One, and the homepage now announces that Marin has been acquired by Zax Capital.

> "
>
> **You connect data sources and set up a platform before it helps.**
>
> From our grade for ease of use

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

1 **Best for ad data and automation across search and social**

Marin Software collects ad data and automates optimization across search, social and retail media.

2 **Paid plans start at $500 a month**

As its pricing page puts it: $500 per month and up (Connect, month-to-month).

3 **You can try it first**

30-day free trial of Marin, linked from the site menu

4 **It runs on Web**

Web.

5 **Cross-publisher data collection**

Aggregates data from search (Google, Bing, Yahoo Japan, Apple Search Ads), social (Meta, LinkedIn, Snap, Pinterest, TikTok), retail and display sources into one view.

6 **Reporting and dashboards**

An analytics grid, in-app dashboards, automated alerts, custom columns and, on higher tiers, white labeling and currency conversion.

7 **Optimization and forecasting**

Bidding, automated budget pacing, dynamic allocation and AI-powered forecasting. These are view-only on Connect.

8 **A 2.0 GPA, above 16 of 39**

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 Marin Software 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.

Marin Software at a glance

PRICING
Free trial, from $500 per month and up (Connect, month-to-month)

FREE PLAN
No

FREE TRIAL
30-day free trial of Marin, linked from the site menu

RUNS ON
Web

MADE BY
Marin Software

CATEGORY
Ad Creative & Reporting

OUR GRADE
2.0 GPA, fair

The report card

Best for ad data and automation across search and social

Marin Software collects ad data and automates optimization across search, social and retail media. It starts at $500 a month, only the cheapest plan is month to month, and its home page says it is being acquired by Zax Capital.

TOOLGPA REPORT CARD — **Marin Software** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	From $500 a month for Connect, in the dearest tenth of ad tools ($250 and up). Ascend is $1,000 and One $2,000, both on 12-month contracts.
Free plan and trial	C	A 30-day trial of Marin. The listing does not say whether a card is needed, and there is no free plan.
Features	C	Cross-publisher data, reporting, optimization and forecasting, bulk campaign management and revenue data. On Connect, bidding, forecasting and budget pacing are view-only.
Ease of use	C	No store rating on record. You connect data sources and set up a platform before it helps.
Platforms and integrations	B	Web app with Google, Microsoft, Meta, LinkedIn, TikTok, Pinterest, Amazon and Walmart connections. No phone apps are listed.

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 Marin Software is for

- ✓ Fits if you run big search and social budgets across many networks
- ✓ Works for teams that want revenue and offline data next to ad data

Who it is not for

- ✕ Pricey if you are small, at $500 a month for Connect
- ✕ Not for you if you want flexibility above Connect, as Ascend and One are 12-month contracts
- ✕ Watch out: bidding, forecasting and pacing are view-only on Connect
- ✕ Watch out: setup fees apply to non-API publishers and offline orders
- ✕ Watch out: its home page announces an acquisition, so check current terms

Good to know

Good for

- ✓ Performance marketers who need one view across several ad publishers
- ✓ Agencies managing paid media for many clients
- ✓ Teams that want bulk edits and automation on search and social campaigns

Worth knowing

- ⓘ Marin was announced as acquired by Zax Capital on its homepage; check current terms with the vendor.
- ⓘ Only Connect is month-to-month; Ascend and One carry 12-month contracts.
- ⓘ Connect includes 5 data sources, with more available; bidding, forecasting and budget pacing are view-only there.
- ⓘ Setup fees apply to some items, marked on the comparison table, such as non-API publishers and offline orders.

PART 02 · PRICING

What it costs

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

$500

A month to start

Marin Software is a paid product with a free trial, starting at $500 per month and up (Connect, month-to-month).

> **The listing does not say whether a card is needed, and there is no free plan.**

From our grade for free plan and trial

CONNECT

$500

per month and up, month-to-month

Data collection and reporting with 5 data sources (more available), 90 days of backfill, 24 months of data retention and daily refresh. Optimization features are view-only.

ASCEND

$1,000

per month and up, 12-month contract

Unlimited data sources, 365 days of backfill, 36 months of retention and intraday refresh. The page also describes it as a customized quote.

ONE

$2,000

per month and up, 12-month contract

Everything in Ascend with 48 months of retention. The page also describes it as a customized quote.

Trying it first

30-day free trial of Marin, linked from the site menu

Read from marinsoftware.com on Nov 12, 2026.

What it does

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

1

Place it runs: Web

Ad data, reporting and automation across search, social and retail. Here is what it does, as its own site describes it, and what it covers: AI features, workflow automation, reports, dashboards.

> **Cross-publisher data, reporting, optimization and forecasting, bulk campaign management and revenue data.**
>
> From our grade for features

Cross-publisher data collection

Aggregates data from search (Google, Bing, Yahoo Japan, Apple Search Ads), social (Meta, LinkedIn, Snap, Pinterest, TikTok), retail and display sources into one view.

Reporting and dashboards

An analytics grid, in-app dashboards, automated alerts, custom columns and, on higher tiers, white labeling and currency conversion.

Optimization and forecasting

Bidding, automated budget pacing, dynamic allocation and AI-powered forecasting. These are view-only on Connect.

Bulk campaign management

Multi-edit, bulk sheets, bulk uploads, scripts and dynamic campaigns for managing ad platforms at scale.

Revenue and offline data

Connects Google Analytics, revenue uploads and CRM data, with offline orders and call tracking noted as paid extras on the comparison table.

Where it runs

Web

What it works with

Google Ads
Microsoft Advertising
Meta
LinkedIn
TikTok
Pinterest
Amazon
Walmart

Marin Software is made by Marin Software.

Where it stands

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

16/39

Other ad creative and reporting tools it is graded above

Marin Software's GPA of 2.0 is higher than 16 of the 39 other ad creative and reporting tools we grade, and level with 8.

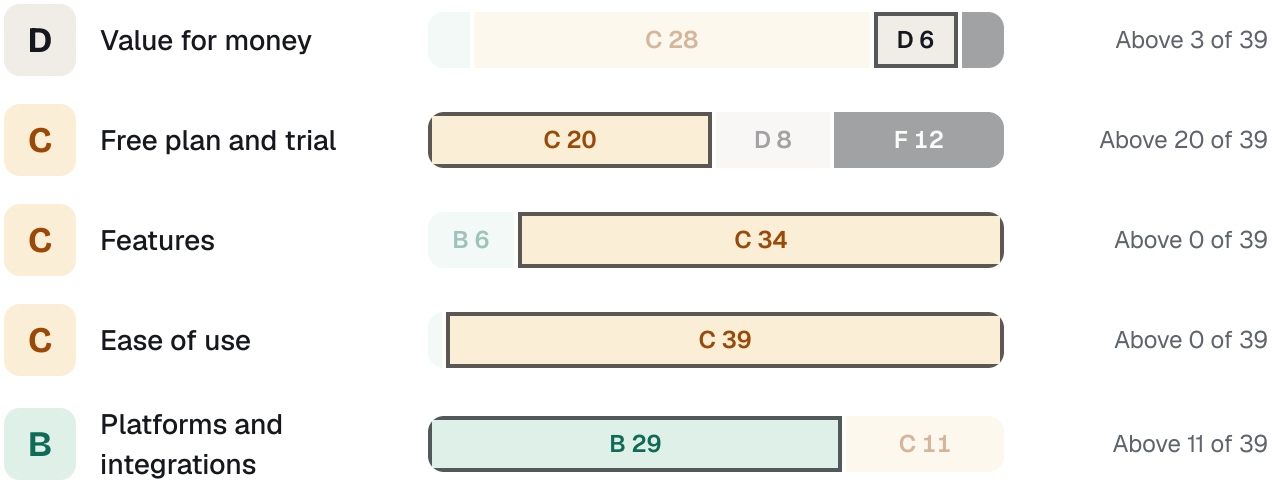
It stands best on platforms and integrations (B, above 11 of 39) and worst on value for money (D, above 3).

Its paid plans start at $500 a month, against a middle price of $49 for the category: 31 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 7 tools score higher and cost less.

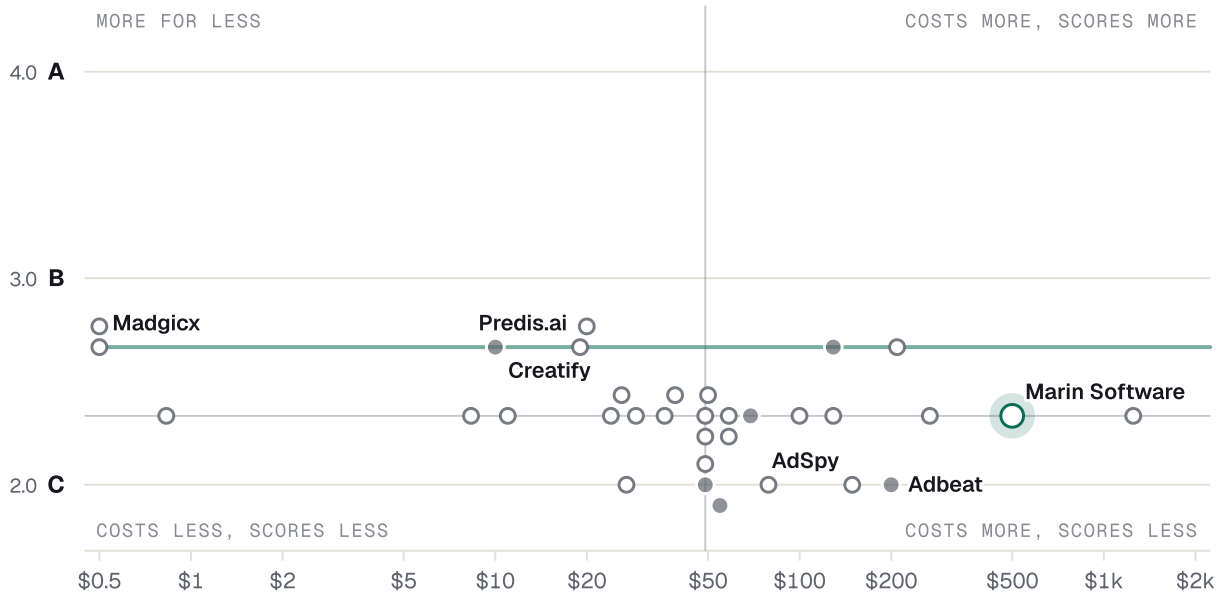
Each grade against the category

Every bar is all 40 ad creative and reporting tools we grade, cut by the letter each got. Marin Software's own letter is outlined.



Price against what you get

Each dot is one of 33 ad creative and reporting tools. Further left costs less; higher up scores better on features, ease of use and platforms. Marin Software 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 Marin Software 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.

It costs $6,000 a year.

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.

- Connections that pull numbers from dozens of other services.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Marin Software'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



Skai, Optmyzr, Smartly, Adalysis and Adzooma

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

Skai

1.6 GPA

From $114/yr

Omnichannel ad management platform for enterprise media teams.

- Marin Software also covers dashboards.
- Skai also covers AI agents.

Marin Software and Skai compared in full

Optmyzr

2.2 GPA

Free trial · from $209/mo

PPC optimization, audits and reporting for ad accounts.

Marin Software and Optmyzr compared in full

Smartly

1.6 GPA

Paid

Enterprise platform for ad creative, media and measurement.

- Marin Software also covers dashboards.
- Smartly also covers ad creative.

Marin Software and Smartly compared in full

A

2.2
GPA

Adalysis

Free trial · from $126/mo

PPC audits, alerts and budget tracking for Google and Microsoft Ads.

- Marin Software also covers workflow automation.

Marin Software and Adalysis compared in full



2.2
GPA

Adzooma

Free plan · from $69/mo

PPC audits, alerts and reports across Google, Microsoft and Meta Ads.

- Adzooma has a free plan. Marin Software does not, though it has a free trial.
- Marin Software also covers workflow automation.

Marin Software and Adzooma compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 Marin Software free?

No, Marin Software is a paid product, but you can try it first. 30-day free trial of Marin, linked from the site menu.

How much does Marin Software cost?

Marin Software lists 3 plans. Connect: $500 per month and up, month-to-month.

What platforms does Marin Software work on?

Marin Software is available on Web.

Does Marin Software have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Marin Software is listed for Web.

Does Marin Software have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Marin Software is listed for Web.

Is Marin Software open source?

Marin Software is not described as open source on its own site, as read on Nov 12, 2026.

What does Marin Software integrate with?

Marin Software's listing names Google Ads, Microsoft Advertising, Meta, LinkedIn, TikTok, Pinterest, Amazon and Walmart.

Who makes Marin Software?

Marin Software is made by a company of the same name.

What are the alternatives to Marin Software?

The closest alternatives to Marin Software in our directory are Skai, Optmyzr, Smartly, Adalysis and Adzooma.

How does Marin Software compare with other ad creative and reporting tools?

Marin Software's GPA of 2.0 is higher than 16 of the 39 other ad creative and reporting tools we grade, and level with 8.

Is Marin Software good value for money?

ToolGPA grades Marin Software D for value for money. Its paid plans start at $500 a month, against a middle price of $49 for the category: 31 of the 32 others that charge start lower.

Could I make my own version of Marin Software?

To replace Marin Software 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 Marin Software's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Marin Software's own pages on 12 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 Marin Software. Prices change, so check marinsoftware.com before you buy.

marinsoftware.com/pricing

marinsoftware.com

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038
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**.

5,038
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

Marin Software, kept up to date
Everything in this guide, with prices and grades as they are today
toolgpa.com/tools/marin-software

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, "Marin Software: The Insider's
Guide", checked Nov 12, 2026.
https://toolgpa.com/tools/marin-software
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Know someone choosing between ad creative and reporting tools?

Send them this guide:
toolgpa.com/tools/marin-software/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded ad creative and reporting tools after Marin Software, each with an Insider's Guide of its own.

Ad Creative & Reporting Insider's Guide

Every one of the 41 ad creative and reporting tools we grade, compared

Atria Insider's Guide

Meta and TikTok ad library, ad reports and AI ad ideas in one place

2.4 GPA

Creatify Insider's Guide

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

2.4 GPA

Madgicx Insider's Guide

AI optimization, automation and reports for Meta ad accounts

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 Marin Software'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. Marin Software is a trademark of its owner, and this guide is not made, paid for or approved by Marin Software. Prices and plans change: check marinsoftware.com before you buy.