ToolGPA

NOVEMBER 2026

Marpipe

The Insider's Guide

Catalog ad creative and product feed management for DPA



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

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

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

Marpipe makes catalog (dynamic product) ads look like designed creative, and offers product-level video, generative catalog images, SKU optimization and feed management. Plans for the Catalog Creative product depend on the number of SKUs and run from a free tier to a $999 Enterprise plan.

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

1 **Best for designed product ads from a catalog**

Marpipe turns a product catalog into designed dynamic product ads, with a free tier for previews.

2 **Paid plans start at $199 a month**

As its pricing page puts it: $199 per month (Catalog Creative Startup).

3 **There is a free plan**

Catalog Creative Free: preview generative designs, explore design options and launch unenriched dynamic product ads.

4 **It runs on Web**

Web.

5 **Catalog creative**

Designs product ads from catalog data so dynamic product ads look like designed creative, with image designs and countdowns.

6 **Product-level video**

Product-level video for every SKU, offered on the Enterprise plan.

7 **Generative catalogs**

Applies AI image models to catalog products, with a preview on the free plan.

8 **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.

9 **Keep it**

Nothing Marpipe does is plain enough to make in a weekend. The 2 things listed below take a company.

Marpipe at a glance

PRICING Free plan, from $199 per month (Catalog Creative Startup)	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Marpipe	CATEGORY Ad Creative & Reporting
OUR GRADE 2.0 GPA, fair	

The report card

Best for designed product ads from a catalog

Marpipe turns a product catalog into designed dynamic product ads, with a free tier for previews. The paid plan is $199 a month for 500 SKUs, product-level video sits on a $999 plan with a per-SKU fee, and the page doesn't say whether the prices are monthly or yearly.

TOOLGPA REPORT CARD	Marpipe	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$199 a month starts at the dearer quarter's edge, and product-level video is on the $999 plan plus $0.50 to $0.80 a SKU.
Free plan and trial	C	A free plan to preview designs and launch unenriched dynamic product ads. The designs are the paid part.
Features	C	Covers catalog creative, feed tools and SKU filtering. It is one job: catalog ads. Startup has 1 channel, 1 market and 500 SKUs.
Ease of use	C	Choose designs and set up feeds. We found no store rating.
Platforms and integrations	B	Web app with Meta and Shopify connections. No desktop or phone app.
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 Marpipe is for

- ✓ Fits if you run dynamic product ads for a catalog of a few hundred products
- ✓ Works for stores that want designed ads, not plain catalog images

Who it is not for

- ✕ Pricey if your catalog grows, since Startup caps at 500 SKUs and 200 more cost $100
- ✕ Tight if you want video: product-level video is on Enterprise at $999 a month
- ✕ Watch out: the done-for-you feed service is $0.80 per SKU with a $400 minimum
- ✕ Watch out: extra location feeds are $299 a month each, and the page doesn't say if prices are monthly or yearly

Good to know

Good for

- ✓ Retail and ecommerce advertisers running Meta dynamic product ads
- ✓ Brands with large catalogs that want creative done per SKU

Worth knowing

- ⓘ Pricing follows the number of SKUs chosen in the page calculator; the Startup plan caps at 500 SKUs, with 200 more for $100.
- ⓘ The page does not say whether $199 and $999 are monthly or yearly-billed figures.
- ⓘ The done-for-you feed service is $0.80 per SKU with a $400 minimum.
- ⓘ Additional location feeds are an add-on at $299 per month per feed.

What it costs

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

$199

A month to start. There is a free plan too

Marpipe has a free plan. Paid plans start at $199 per month (Catalog Creative Startup).

> **A free plan to preview designs and launch unenriched dynamic product ads.**

From our grade for free plan and trial

FREE

$0

per month

Explore design possibilities, preview generative designs and launch unenriched DPA on all platforms.

STARTUP

$199

per month; monthly or yearly basis not confirmed

All Creative features for 1 channel and 1 market, 3 live designs and up to 500 SKUs.

ENTERPRISE

$999

per month, plus a per-SKU fee by catalog size

Unlimited channels and designs, product-level video and a dedicated design strategist; the SKU fee runs $0.50 to $0.80.

The free plan

Catalog Creative Free: preview generative designs, explore design options and launch unenriched dynamic product ads.

Read from marpipe.com on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

50% off Enterprise for the first year

The pricing page offers 50% off the Enterprise plan for the first year to advertisers spending under $50k a month on ads.

Stated on marpipe.com

What it does

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

1

Place it runs: Web

Catalog ad creative and product feed management for DPA. Here is what it does, as its own site describes it, and what it covers: AI features, ad creative.

> **Covers catalog creative, feed tools and SKU filtering.**

From our grade for features

Catalog creative

Designs product ads from catalog data so dynamic product ads look like designed creative, with image designs and countdowns.

Product-level video

Product-level video for every SKU, offered on the Enterprise plan.

Generative catalogs

Applies AI image models to catalog products, with a preview on the free plan.

SKU optimization

Filters out the worst-performing SKUs; included in the done-for-you feed service.

Feed management

Tools to manage fields, build product sets and see a feed score per channel, free or done-for-you.

Dedicated design strategist

Enterprise includes a design strategist, done-for-you designs and a 90-day performance plan.

Where it runs

Web

What it works with

Meta

Shopify

Marpipe is made by Marpipe.

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

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

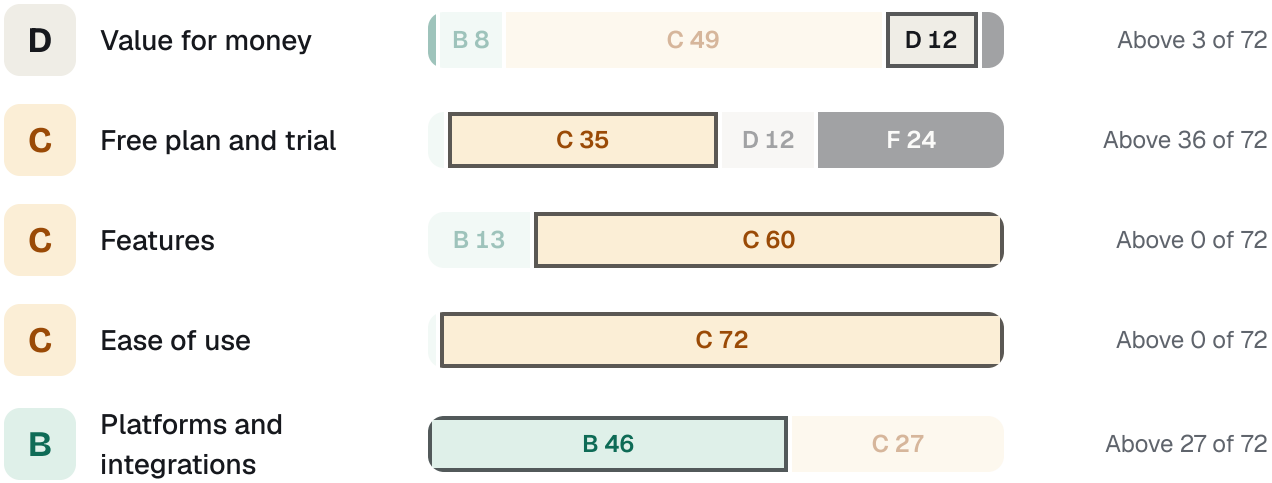
It stands best on platforms and integrations (B, above 27 of 72) and worst on value for money (D, above 3).

Its paid plans start at $199 a month, against a middle price of $49.50 for the category: 40 of the 51 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 8 tools score higher and cost less.

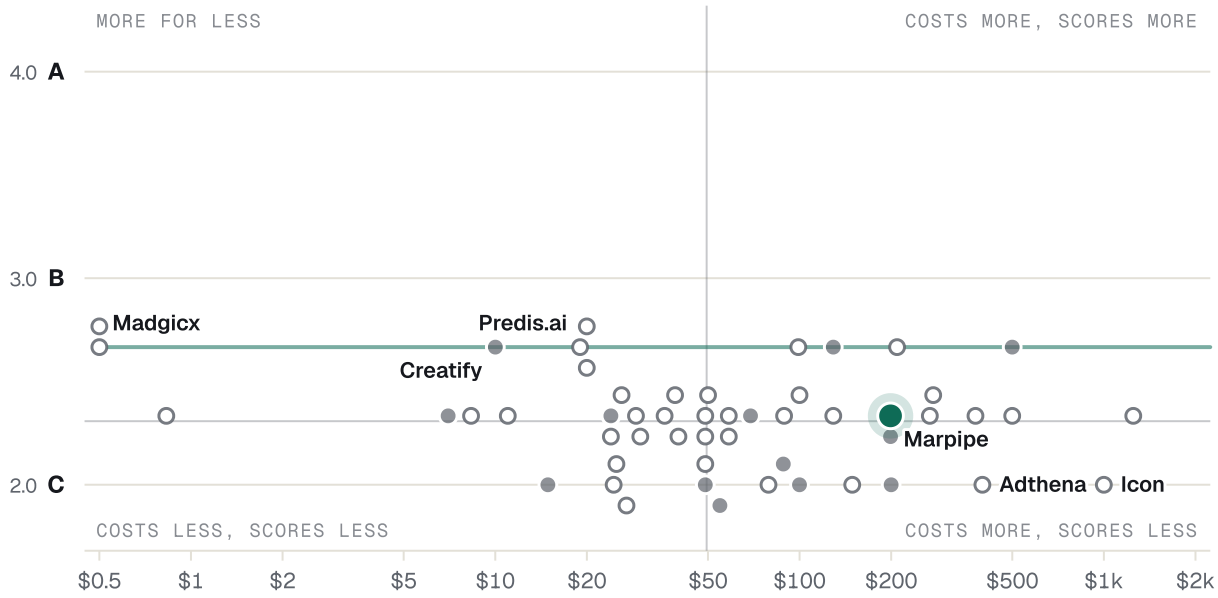
Each grade against the category

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

Nothing Marpipe does is plain enough to make in a weekend. The 2 things listed below take a company.

It costs $2,388 a year.

What you could not

- ✕ 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. Marpipe'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



Pencil, Omneky, Atria, Motion and AdCreative.ai

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

2.2 GPA

Pencil

Free trial · from $11/mo

AI ad creation across many image, video and text models.

- Marpipe has a free plan. Pencil does not, though it has a free trial.
- Pencil also covers templates, AI agents, image generation and video generation.

Marpipe and Pencil compared in full

2.0 GPA

Omneky

Free trial · from $24/mo

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

- Marpipe has a free plan. Omneky does not, though it has a free trial.
- Omneky also covers AI agents, reports, image generation and video generation.

Marpipe and Omneky compared in full



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Atria

Free plan · from $129/mo

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

- Only Atria lists a browser extension.
- Atria also covers reports and image generation.

Marpipe and Atria compared in full



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Motion

Free trial · from $999/mo

Creative analytics that shows which ads work and why.

- Marpipe has a free plan. Motion does not, though it has a free trial.
- Marpipe also covers ad creative.
- Motion also covers AI agents, reports and dashboards.

Marpipe and Motion compared in full



2.2
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AdCreative.ai

Free trial · from $20/mo

AI ad banners, product photos and video ads, with creative scoring.

- Marpipe has a free plan. AdCreative.ai does not, though it has a free trial.
- Only AdCreative.ai lists an iOS app.
- AdCreative.ai also covers templates, image generation and video generation.

Marpipe and AdCreative.ai compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Marpipe free?

Marpipe has a free plan. Catalog Creative Free: preview generative designs, explore design options and launch unenriched dynamic product ads.

How much does Marpipe cost?

Marpipe lists 3 plans. Free: $0 per month.

What platforms does Marpipe work on?

Marpipe is available on Web.

Does Marpipe offer any discounts?

Marpipe publicly lists the following: 50% off Enterprise for the first year.

Does Marpipe have an Android app?

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

Does Marpipe have an iPhone app?

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

Is Marpipe open source?

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

What does Marpipe integrate with?

Marpipe's listing names Meta and Shopify. A listing names up to eight integrations, so it may connect to more.

Who makes Marpipe?

Marpipe is made by a company of the same name.

What are the alternatives to Marpipe?

The closest alternatives to Marpipe in our directory are Pencil, Omneky, Atria, Motion and AdCreative.ai.

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

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

Is Marpipe good value for money?

ToolGPA grades Marpipe D for value for money. Its paid plans start at $199 a month, against a middle price of $49.50 for the category: 40 of the 51 others that charge start lower.

Could I make my own version of Marpipe?

Nothing Marpipe does is plain enough to make in a weekend. The 2 things listed below take a company.

Where this guide comes from

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

marpipe.com/pricing

marpipe.com

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

Marpipe, kept up to date

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

toolgpa.com/tools/marpipe

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded ad creative and reporting tools after Marpipe, 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

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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

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Marpipe'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. Marpipe is a trademark of its owner, and this guide is not made, paid for or approved by Marpipe. Prices and plans change: check marpipe.com before you buy.