ToolGPA

NOVEMBER 2026

SocialPeta

The Insider's Guide

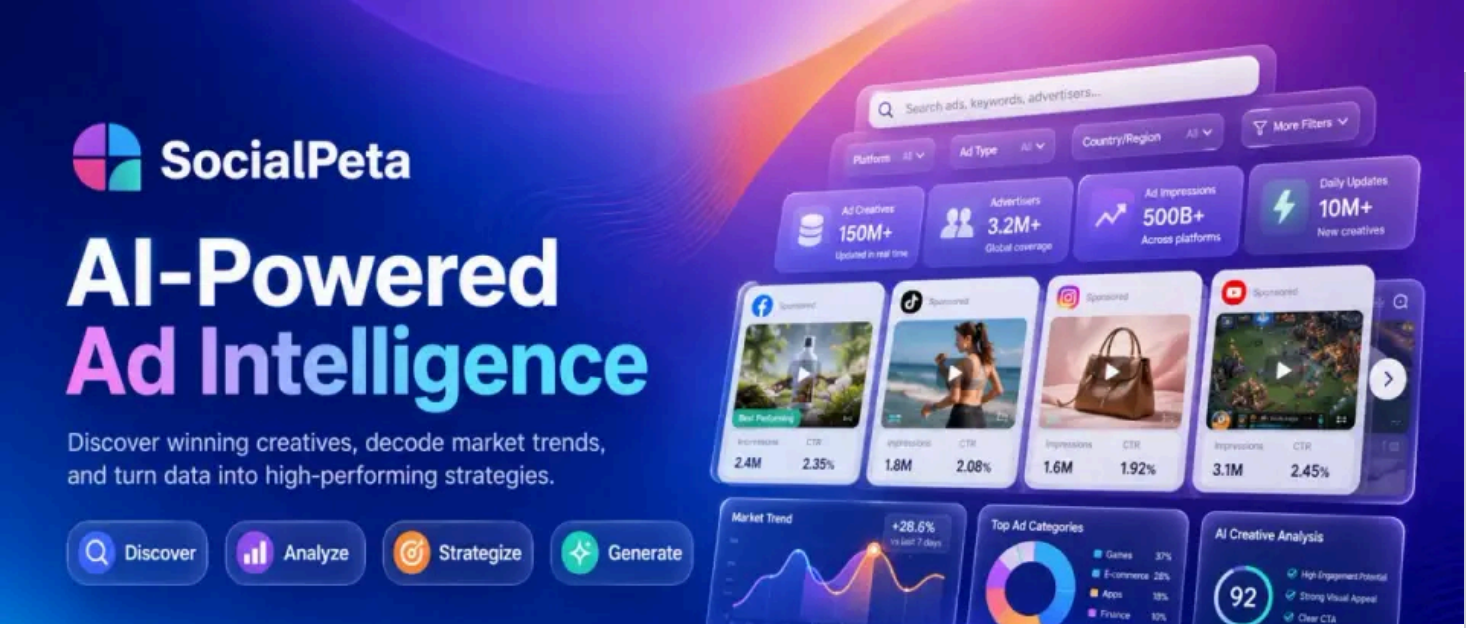
Ad intelligence for game, app and e-commerce advertisers



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

Made by SocialPeta · checked Nov 12, 2026 · toolgpa.com

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

1.8

GPA, above 8 of the 39 other ad creative and reporting tools we grade

SocialPeta is an ad intelligence platform whose ad library covers 20 channels, including Facebook, TikTok, YouTube, AppLovin and Unity Ads. It is aimed at games, utility apps, e-commerce, AI apps and short drama. It adds creative analysis, app intelligence and an AI copilot, and publishes no prices.

To get you started, here are **8 things to know about SocialPeta**, taken from its own pages and our grades.

> **A research platform with filters, breakdowns and a copilot to learn, and a sales team handles contact.**
>
> From our grade for ease of use

1 **Best for Ad research for mobile game and app marketers**

If you want to know the cost before talking to anyone, look elsewhere.

2 **You can try it first**

A Start Free Trial button appears on the About page; terms are not shown.

3 **It runs on Web**

Web.

4 **Cross-channel ad library**

Browse recent creatives from 20 channels, among them Facebook, Instagram, TikTok, YouTube, AppLovin, Unity Ads and Mintegral, filtered by industry and format.

5 **Creative analysis**

Breaks each creative into parts such as hook, mechanic, visual composition, selling point and emotional trigger, and benchmarks them against the market.

6 **App intelligence**

App-focused research with top charts for mobile apps and short drama, plus mobile game rankings and a pre-registration calendar.

7 **A 1.8 GPA, above 8 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.

8 **Keep it**

To replace SocialPeta you would be making a library of papers and sources to search. That is not a weekend's work, with an AI app builder or without one.

SocialPeta at a glance

PRICING Free trial	FREE PLAN No
FREE TRIAL A Start Free Trial button appears on the About page; terms are not shown.	RUNS ON Web
MADE BY SocialPeta	CATEGORY Ad Creative & Reporting
OUR GRADE 1.8 GPA, weak	

The report card

Best for Ad research for mobile game and app marketers

SocialPeta is an ad library with creative breakdowns for game, app and e-commerce advertisers, covering 20 channels. The site publishes no price and no plan limits, and the public feed shows only 90 days and up to 100 creatives per view. If you want to know the cost before talking to anyone, look elsewhere.

TOOLGPA REPORT CARD — **SocialPeta** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published on the pages read, so cost can't be compared with the $27 to $129 range ad tools charge. Middle by default.
Free plan and trial	D	A Start Free Trial button appears on the About page, but its length and whether it needs a card are not shown.
Features	C	Ad library across 20 channels, creative analysis, app charts and an AI copilot. The public feed is capped at 90 days and 100 creatives a view.
Ease of use	C	No store rating on record. A research platform with filters, breakdowns and a copilot to learn, and a sales team handles contact.
Platforms and integrations	C	Web only, no integrations listed and no API mentioned.

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 SocialPeta is for

- ✓ Fits if you advertise mobile games or apps and want to watch ads on in-app networks
- ✓ Works for teams that want each creative split into hook, mechanic and selling point

Who it is not for

- ✗ Skip it if you want a price before talking to sales, as none is published
- ✗ Watch out: the free trial has no stated length, and we can't tell whether it needs a card
- ✗ Too light for non-game advertisers who want one tool for every ad network, since the pitch leans on games and apps
- ✗ Tight if you need a long history, as the public feed shows 90 days and 100 creatives a view

Good to know

Good for

- ✓ Mobile game and app marketers watching ads on in-app networks
- ✓ Teams that want creative breakdowns beyond a plain ad gallery

Worth knowing

- ⓘ No price is published on the pages read, so cost and plan limits are unknown; the site points to a demo and a trial button.
- ⓘ The public ad-library feed shows only the last 90 days and up to 100 creatives per view.
- ⓘ The site says a sales team handles contact, with phone, WhatsApp and email listed on the About page.

What it costs

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

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

> **A Start Free Trial button appears on the About page, but its length and whether it needs a card are not shown.**
>
> From our grade for free plan and trial

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

Ad intelligence for game, app and e-commerce advertisers. Here is what it does, as its own site describes it, and what it covers: AI features, research, reports.

"

Web only, no integrations listed and no API mentioned.

From our grade for platforms and integrations

Cross-channel ad library

Browse recent creatives from 20 channels, among them Facebook, Instagram, TikTok, YouTube, AppLovin, Unity Ads and Mintegral, filtered by industry and format.

Creative analysis

Breaks each creative into parts such as hook, mechanic, visual composition, selling point and emotional trigger, and benchmarks them against the market.

App intelligence

App-focused research with top charts for mobile apps and short drama, plus mobile game rankings and a pre-registration calendar.

AI Copilot

An assistant that reads market context and competitor signals and suggests creative directions, including a prompt reflector for reverse-engineering creatives.

Industry solutions

Separate solution pages cover games, utility apps, GenAI apps, short drama and e-commerce advertising.

Where it runs

Web

What it works with

Its own pages name no integrations.

SocialPeta is made by SocialPeta.

PART 04 · STANDING

Where it stands

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

8/39

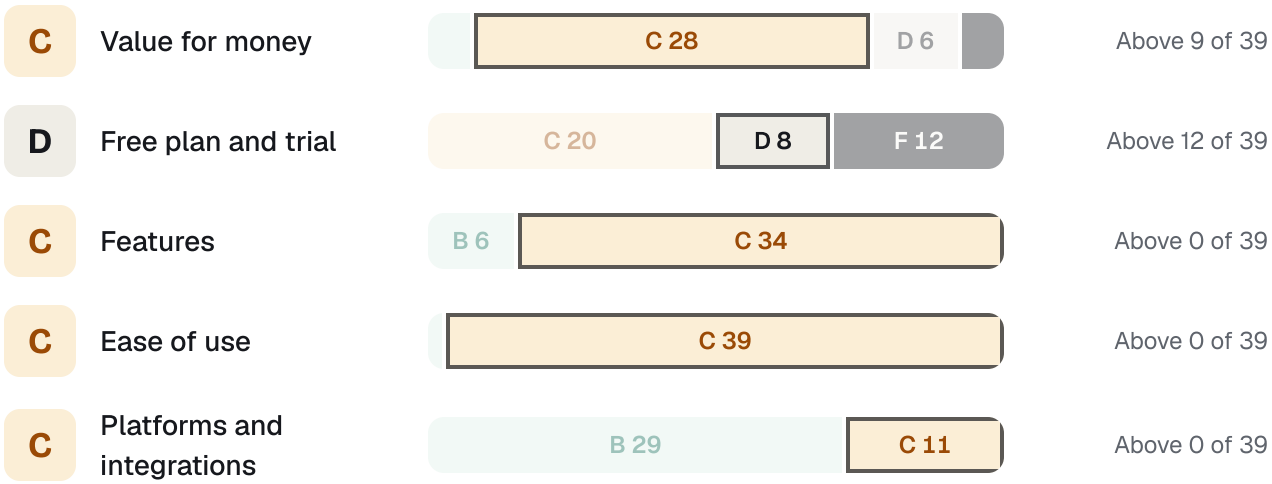
Other ad creative and reporting tools it is graded above

SocialPeta's GPA of 1.8 is higher than 8 of the 39 other ad creative and reporting tools we grade, and level with 7.

It stands best on value for money (C, above 9 of 39) and worst on free plan and trial (D, above 12).

Each grade against the category

Every bar is all 40 ad creative and reporting tools we grade, cut by the letter each got. SocialPeta'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 SocialPeta you would be making a library of papers and sources to search. 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: 24 of the 39 other ad creative and reporting tools grade higher.

What you could make

- Reports: an app builder makes this well.

What you could not

- A library of papers and sources to search.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. SocialPeta'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



BigSpy, Adbeat, AdSpy, PowerAdSpy and Minea

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

2.0 GPA

BigSpy

Free plan · from $49/mo

Ad library for researching competitor ads on 11 platforms.

- BigSpy has a free plan. SocialPeta does not, though it has a free trial.
- SocialPeta also covers reports.
- BigSpy also covers ad creative.

SocialPeta and BigSpy compared in full

1.8 GPA

Adbeat

Free plan · from $200/mo

Competitor ad intelligence for display and native advertising.

- Adbeat has a free plan. SocialPeta does not, though it has a free trial.

SocialPeta and Adbeat compared in full



1.6
GPA

AdSpy

From $149/mo

Searchable database of Facebook and Instagram ads.

- SocialPeta also covers reports.
- AdSpy also covers ad creative.

SocialPeta and AdSpy compared in full



2.0
GPA

PowerAdSpy

Free trial · from $27/mo

Ad spy tool covering up to 11 social and display ad networks.

- SocialPeta also covers reports.
- PowerAdSpy also covers ad creative.

SocialPeta and PowerAdSpy compared in full



1.6
GPA

Minea

From $49/mo

Ad spy and product research tool for dropshippers.

- Only Minea lists a browser extension.
- SocialPeta also covers reports.
- Minea also covers dropshipping.

SocialPeta and Minea 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 SocialPeta free?

No, SocialPeta is a paid product, but you can try it first. A Start Free Trial button appears on the About page; terms are not shown.

What platforms does SocialPeta work on?

SocialPeta is available on Web.

Does SocialPeta have an Android app?

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

Does SocialPeta have an iPhone app?

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

Is SocialPeta open source?

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

Who makes SocialPeta?

SocialPeta is made by a company of the same name.

What are the alternatives to SocialPeta?

The closest alternatives to SocialPeta in our directory are BigSpy, Adbeat, AdSpy, PowerAdSpy and Minea.

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

SocialPeta's GPA of 1.8 is higher than 8 of the 39 other ad creative and reporting tools we grade, and level with 7.

Could I make my own version of SocialPeta?

To replace SocialPeta you would be making a library of papers and sources to search.

Where this guide comes from

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

socialpeta.com/en
socialpeta.com/en/about-us
socialpeta.com/en/product/ai-copilot
socialpeta.com/en/ad-library
socialpeta.com/en/product/creative-analysis

PART 07 · ABOUT

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	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

SocialPeta, kept up to date

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

toolgpa.com/tools/socialpeta

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, "SocialPeta: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/socialpeta
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Know someone choosing between ad creative and reporting tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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