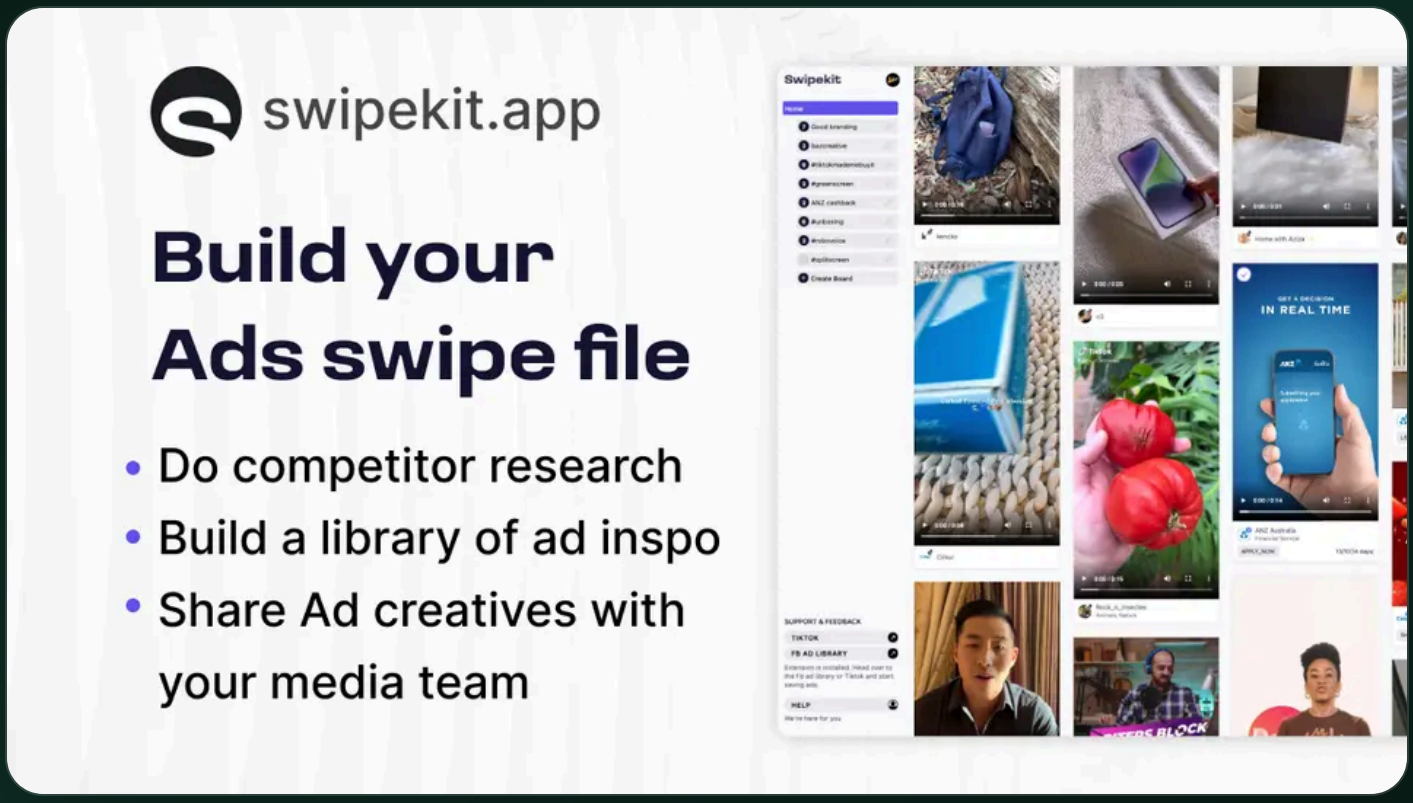
ToolGPA

NOVEMBER 2026

SwipeKit

The Insider's Guide

Save, organize and track ads from public ad libraries



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

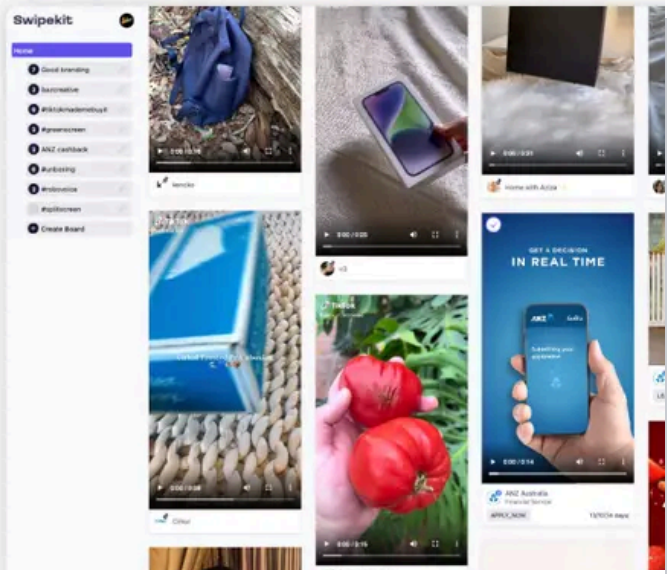
Made by SwipeKit · checked Nov 12, 2026 · toolgpa.com

2.4
GPA

swipekit.app

Build your Ads swipe file

- Do competitor research
- Build a library of ad inspo
- Share Ad creatives with



ToolGPA

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

2.4

GPA, above 35 of the 39 other ad creative and reporting tools we grade

SwipeKit is an ad research tool for saving ads from Meta, TikTok and LinkedIn ad libraries into one organized swipe file. It tracks how long saved ads have run, follows competitors' Meta ads, and offers an ad library of more than 1.5 million ads plus an MCP server for using saved ads in Claude or ChatGPT.

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

> "
>
> **It's a Chrome extension, and its in-app AI Scripts feature is deprecated.**
>
> From our report card of SwipeKit

1 **Best for saving and tracking ads from public ad libraries**

Every plan has the same features and only seats, tracked brands and API credits differ.

2 **Paid plans start at $26 a month**

As its pricing page puts it: $26 per month, billed monthly.

3 **You can try it first**

14-day free trial, no credit card required

4 **It runs on Web**

Web, with a browser extension too.

5 **Ad saving extension**

A Chrome extension saves ads from the Facebook Ad Library, LinkedIn Ad Library, TikTok Creative Center and TikTok Ad Library, with copy, media, landing page link and transcript.

6 **Swipe file and boards**

Folders, boards, tagging, sorting and filtering, manual uploads and a live check of whether a saved Facebook ad is still active.

7 **Multiplayer ad library**

A searchable library of 1.5M ads, sortable by longest-running ads, with transcripts and advanced filtering.

8 **A 2.4 GPA, above 35 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 SwipeKit 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.

SwipeKit at a glance

PRICING Free trial, from $26 per month, billed monthly	FREE PLAN No
FREE TRIAL 14-day free trial, no credit card required	RUNS ON Web, Browser extension
MADE BY SwipeKit	CATEGORY Ad Creative & Reporting
OUR GRADE 2.4 GPA, fair	

The report card

Best for saving and tracking ads from public ad libraries

SwipeKit saves ads from public libraries into boards and tracks brands, from $26 a month with a 14-day trial. Every plan has the same features and only seats, tracked brands and API credits differ. It's a Chrome extension, and its in-app AI Scripts feature is deprecated.

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

SUBJECT	GRADE	COMMENT
Value for money	B	$26 a month billed monthly, inside the cheaper quarter of ad tools ($27), for 5 seats and 5 tracked brands.
Free plan and trial	C	14-day free trial with no card, and no free plan after it.
Features	C	Saving extension, swipe file and boards, a shared ad library, brand tracker, MCP and API. The AI Scripts feature is deprecated, and the active-days tracker is only accurate to about 3 days.
Ease of use	C	No store rating on record. A browser extension plus boards you have to set up and fill.
Platforms and integrations	B	Web and a browser extension, with 5 integrations and API and MCP access on every plan.

Grade point average — Fair, out of 4.0 **2.4**

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 SwipeKit is for

- ✓ Fits if you collect ads from several libraries and want them on shared boards
- ✓ Works for small agencies tracking 5 to 15 competing brands

Who it is not for

- ✗ Skip it if you don't use Chrome, since the pages name only a Chrome extension
- ✗ Not for you if you want a free plan, because after the 14-day trial it's paid
- ✗ Watch out: the in-app AI Scripts feature is deprecated, with Skills in Claude or ChatGPT pointed to instead
- ✗ Tight if you track many brands: Basic stops at 5, Plus at 10, Agency at 15

Good to know

Good for

- ✓ Marketers and creative strategists collecting ad inspiration
- ✓ Agencies that share white-labeled ad boards with clients
- ✓ Teams that want to track rivals' Meta ads over time

Worth knowing

- ⓘ Every plan includes the same features; the plans differ only in seats, tracked brands and API credits.
- ⓘ The in-app AI Scripts feature is deprecated; the site points to Skills used through MCP in Claude or ChatGPT instead.
- ⓘ The saving extension is described as a Chrome extension; the pages read name no other browser.
- ⓘ The Facebook ad active-days tracker is described as accurate to within about 3 days.

What it costs

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

$26
A month to start

SwipeKit is a paid product with a free trial, starting at $26 per month, billed monthly.

BASIC

$26

per month, billed monthly

5 seats, 5 tracked brands and 2,000 API credits a month, with the swipe file, Multiplayer ad library, MCP, API access and white-label share links. Annual billing saves $156.

PLUS

$46

per month, billed monthly

10 seats, 10 tracked brands and 4,000 API credits a month, with the same features as Basic. Annual billing saves $276.

AGENCY

$66

per month, billed monthly

15 seats, 15 tracked brands and 10,000 API credits a month, with the same features as Basic. Annual billing saves $396.

Trying it first

14-day free trial, no credit card required

Read from swipekit.app on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing saves $156 to $396 a year

The pricing page says annual billing saves $156 on Basic, $276 on Plus and $396 on Agency compared with paying monthly.

Stated on swipekit.app

PART 03 · FEATURES

What it does

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

2

Places it runs: Web and Browser extension

Save, organize and track ads from public ad libraries. Here is what it does, as its own site describes it, and what it covers: public API, AI features, research, bookmarks, ad creative.

> **Saving extension, swipe file and boards, a shared ad library, brand tracker, MCP and API.**
>
> From our grade for features

Ad saving extension

A Chrome extension saves ads from the Facebook Ad Library, LinkedIn Ad Library, TikTok Creative Center and TikTok Ad Library, with copy, media, landing page link and transcript.

Swipe file and boards

Folders, boards, tagging, sorting and filtering, manual uploads and a live check of whether a saved Facebook ad is still active.

Multiplayer ad library

A searchable library of 1.5M ads, sortable by longest-running ads, with transcripts and advanced filtering.

Brand Tracker

Follows competitors' Meta ads around the clock, with media mix analysis and a creative timeline view.

MCP server and API

Connect saved ads to Claude or ChatGPT through MCP, or pull them through an API on a monthly credit allowance.

Where it runs

Web

Browser extension

What it works with

Facebook Ad Library

LinkedIn Ad Library

TikTok Creative Center

Claude

ChatGPT

SwipeKit is made by SwipeKit.

PART 04 · STANDING

Where it stands

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

35/39

Other ad creative and reporting tools it is graded above

SwipeKit's GPA of 2.4 is higher than 35 of the 39 other ad creative and reporting tools we grade, and level with 4.

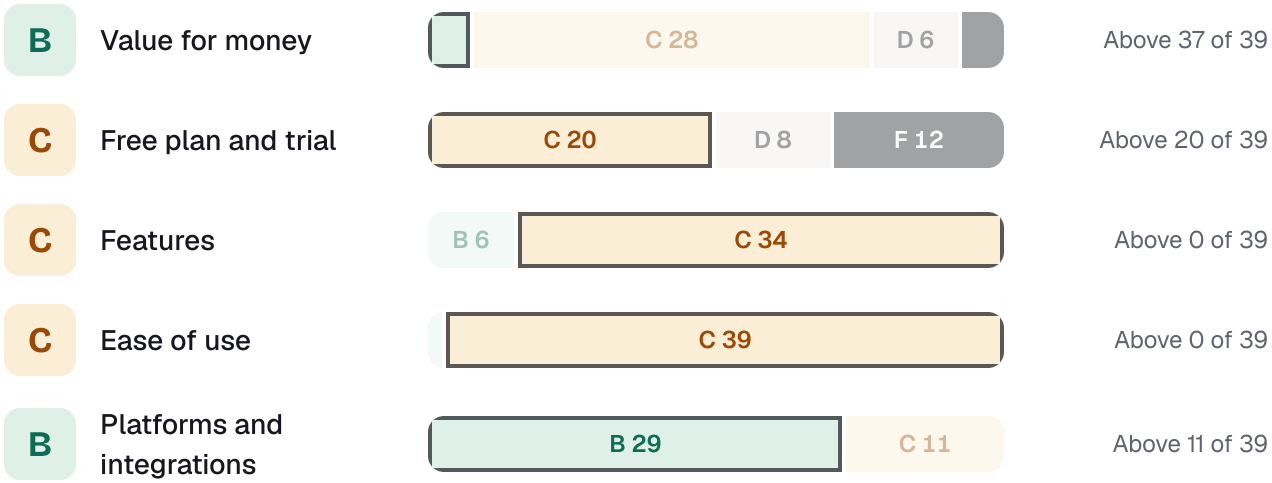
It stands best on value for money (B, above 37 of 39) and worst on features (C, above 0).

Its paid plans start at $26 a month, against a middle price of $49 for the category: 9 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 5 tools score higher and cost less.

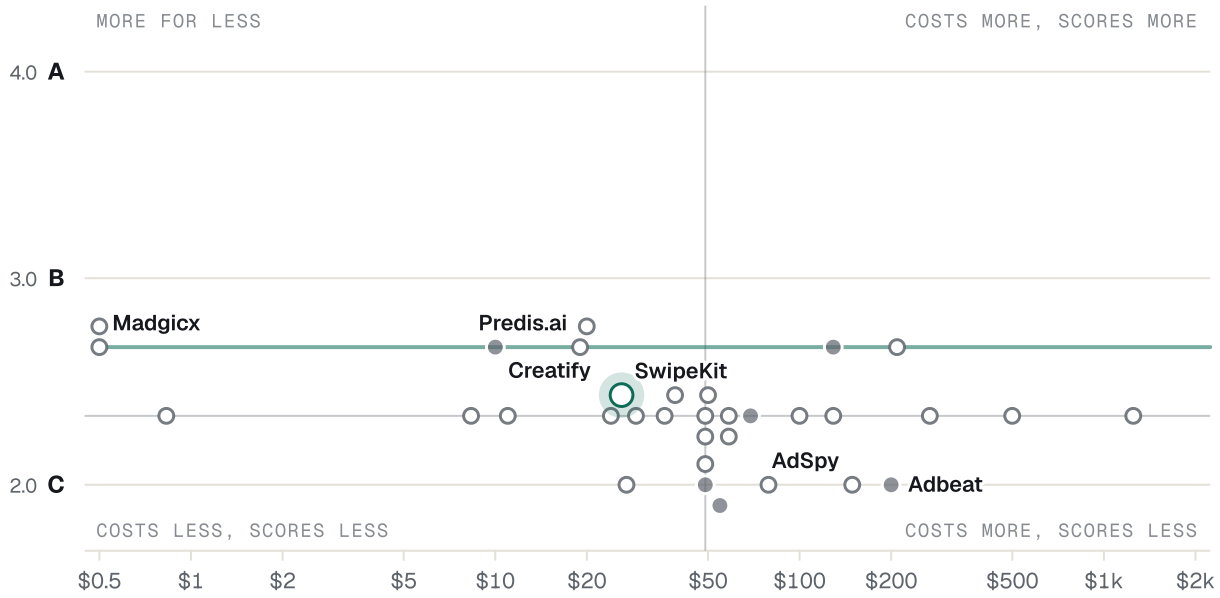
Each grade against the category

Every bar is all 40 ad creative and reporting tools we grade, cut by the letter each got. SwipeKit'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. SwipeKit 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 SwipeKit 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.

It is one of the better ones too: its GPA of 2.4 is higher than 35 of the 39 other ad creative and reporting tools we grade. It costs $312 a year.

What you could make

- Bookmarks: an app builder makes this well.

What you could not

- A library of papers and sources to search.

- Ad images and videos made to each network's sizes.
- It plugs into other products, Facebook Ad Library, LinkedIn Ad Library and TikTok Creative Center among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. SwipeKit'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



Foreplay, AdSpy, BigSpy, PowerAdSpy and Atria

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

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.
- SwipeKit also covers research, bookmarks and ad creative.
- Foreplay also covers reports.

SwipeKit and Foreplay compared in full

1.6 GPA

AdSpy

From $149/mo

Searchable database of Facebook and Instagram ads.

- Only SwipeKit lists a browser extension.
- SwipeKit also covers bookmarks.

SwipeKit and AdSpy compared in full



2.0
GPA

BigSpy

Free plan · from $49/mo

Ad library for researching competitor ads on 11 platforms.

- BigSpy has a free plan. SwipeKit does not, though it has a free trial.
- Only SwipeKit lists a browser extension.
- SwipeKit also covers bookmarks.

SwipeKit and BigSpy compared in full



2.0
GPA

PowerAdSpy

Free trial · from $27/mo

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

- Only SwipeKit lists a browser extension.
- SwipeKit also covers bookmarks.

SwipeKit and PowerAdSpy compared in full



2.4
GPA

Atria

Free plan · from $129/mo

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

- Atria has a free plan. SwipeKit does not, though it has a free trial.
- SwipeKit also covers research and bookmarks.
- Atria also covers reports and image generation.

SwipeKit and Atria compared in full

Quick answers

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

14

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 SwipeKit free?

No, SwipeKit is a paid product, but you can try it first. 14-day free trial, no credit card required.

How much does SwipeKit cost?

SwipeKit lists 3 plans. Basic: $26 per month, billed monthly.

What platforms does SwipeKit work on?

SwipeKit is available on Web. It also has a browser extension.

Does SwipeKit offer any discounts?

SwipeKit publicly lists the following: Annual billing saves $156 to $396 a year.

Does SwipeKit have an Android app?

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

Does SwipeKit have an iPhone app?

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

Is SwipeKit open source?

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

Does SwipeKit have an API?

Yes. SwipeKit offers a public API, according to its own site.

What does SwipeKit integrate with?

SwipeKit's listing names Facebook Ad Library, LinkedIn Ad Library, TikTok Creative Center, Claude and ChatGPT.

Who makes SwipeKit?

SwipeKit is made by a company of the same name.

What are the alternatives to SwipeKit?

The closest alternatives to SwipeKit in our directory are Foreplay, AdSpy, BigSpy, PowerAdSpy and Atria.

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

SwipeKit's GPA of 2.4 is higher than 35 of the 39 other ad creative and reporting tools we grade, and level with 4.

Is SwipeKit good value for money?

ToolGPA grades SwipeKit B for value for money. Its paid plans start at $26 a month, against a middle price of $49 for the category: 9 of the 32 others that charge start lower.

Could I make my own version of SwipeKit?

To replace SwipeKit 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 SwipeKit'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 SwipeKit'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 SwipeKit. Prices change, so check swipekit.app before you buy.

swipekit.app/pricing
swipekit.app/features
swipekit.app

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

SwipeKit, kept up to date

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

toolgpa.com/tools/swipekit

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, "SwipeKit: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/swipekit
```

Know someone choosing between ad creative and reporting tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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