ToolGPA

NOVEMBER 2026

Tenscores

The Insider's Guide

Google Ads Quality Score and keyword cleanup, priced per account



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

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

2.2
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Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

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

ToolGPA put this guide together from Tenscores's own pages, its app-store listings and our grades. Every fact in it is on Tenscores'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

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GPA, above 47 of the 72 other ad creative and reporting tools we grade

Tenscores connects to Google Ads accounts and tracks Quality Score at account, campaign and ad group level. It adds tools to regroup keywords, test ad copy, mine search queries and find negative keywords. Pricing is per Google Ads account, with no limit on ad spend.

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

> "
>
> **Connect an account and review its suggestions.**
>
> From our grade for ease of use

1 **Best for Google Ads quality score cleanup**

Tenscores watches Quality Score and restructures keywords for Google Ads accounts.

2 **Paid plans start at $25 a month**

As its pricing page puts it: $25 per Google Ads account / month.

3 **You can try it first**

14-day free trial

4 **It runs on Web**

Web.

5 **Quality Score monitoring**

Tracks Quality Score at account, campaign and ad group level, including a weighted average, and shows how it changes day by day.

6 **Ad relevance regrouping**

A regrouper restructures keywords into tighter ad groups, which the vendor says improves ad relevance.

7 **Expected CTR and ad testing**

Finds underperforming ads and sends alerts to pause them. An ad testing engine handles the copy tests.

8 **A 2.2 GPA, above 47 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 Tenscores you would be making search volumes for millions of keywords, gathered and kept up to date. That is not a weekend's work, with an AI app builder or without one.

Tenscores at a glance

PRICING Free trial, from $25 per Google Ads account / month	FREE PLAN No
FREE TRIAL 14-day free trial	RUNS ON Web
MADE BY TenScores	CATEGORY Ad Creative & Reporting
OUR GRADE 2.2 GPA, fair	

The report card

Best for Google Ads quality score cleanup

Tenscores watches Quality Score and restructures keywords for Google Ads accounts. It's $25 an account a month, adds $19 for accounts over 1,000 keywords, and covers Google Ads only.

TOOLGPA REPORT CARD

Tenscores

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$25 a month per Google Ads account, inside the cheapest quarter that starts at $26. Agency is $165 for 10 accounts.
Free plan and trial	C	A 14-day free trial; the pages don't say whether a card is needed. No free plan.
Features	C	Quality Score tracking, keyword regrouping, ad tests, query mining and manual bids. It does one job, for one platform.
Ease of use	C	Connect an account and review its suggestions. We found no store rating.
Platforms and integrations	C	Web only, and it works on Google Ads accounts only.

Grade point average — Fair, out of 4.0 **2.2**

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 Tenscores is for

- ✓ Fits if you run a few Google Ads search accounts and watch Quality Score
- ✓ Works for agencies with 10 or so small accounts

Who it is not for

- ✕ Skip it if you advertise on anything but Google Ads, as no other platform is covered
- ✕ Watch out: accounts with over 1,000 unique keywords add $19 a month
- ✕ Pricey if you have many accounts, since Agency adds $15 each beyond 10
- ✕ Tight if you want a free plan: there is only the 14-day trial

Good to know

Good for

- ✓ Small businesses running one or two Google Ads accounts
- ✓ Small agencies that want a flat price per account
- ✓ Advertisers who want Quality Score tracked over time

Worth knowing

- ⓘ It works on Google Ads accounts only; the pages describe no other ad platform.
- ⓘ The price follows the number of accounts, not ad spend, so agencies with many small accounts pay per account beyond the 10 included in the Agency plan.
- ⓘ Accounts with more than 1,000 unique keywords add a $19 a month structure fee.
- ⓘ There is no free plan, only the 14-day trial.

What it costs

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

$25
A month to start

Tenscores is a paid product with a free trial, starting at $25 per Google Ads account / month.

SMALL BUSINESS

$25

per Google Ads account / month

For one or a few accounts. Accounts with more than 1,000 unique keywords carry an extra $19 a month structure fee.

AGENCY

$165

per month and up, 10 Google Ads accounts included

For agencies and freelancers with more than 5 accounts. Each additional account is $15 a month.

ENTERPRISE

$1,000

per month and up

Unlimited Google Ads accounts, team coaching sessions and priority support.

Trying it first

14-day free trial

Read from tenscores.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

Google Ads Quality Score and keyword cleanup, priced per account. Here is what it does, as its own site describes it, and what it covers: reports, keyword research, ad creative, a/B testing.

> **Quality Score tracking, keyword regrouping, ad tests, query mining and manual bids.**

From our grade for features

Quality Score monitoring

Tracks Quality Score at account, campaign and ad group level, including a weighted average, and shows how it changes day by day.

Ad relevance regrouping

A regrouper restructures keywords into tighter ad groups, which the vendor says improves ad relevance.

Expected CTR and ad testing

Finds underperforming ads and sends alerts to pause them. An ad testing engine handles the copy tests.

Search query mining

Turns search terms into new ad groups, flags close-variant duplication and suggests negative keywords.

Keyword cleanup and manual bids

Lists keywords with no impressions, clicks or conversions, and includes a manual CPC bid optimization tool.

Where it runs

Web

What it works with

Google Ads

Tenscores is made by TenScores.

Where it stands

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

47 /72

Other ad creative and reporting tools it is graded above

Tenscores's GPA of 2.2 is higher than 47 of the 72 other ad creative and reporting tools we grade, and level with 14.

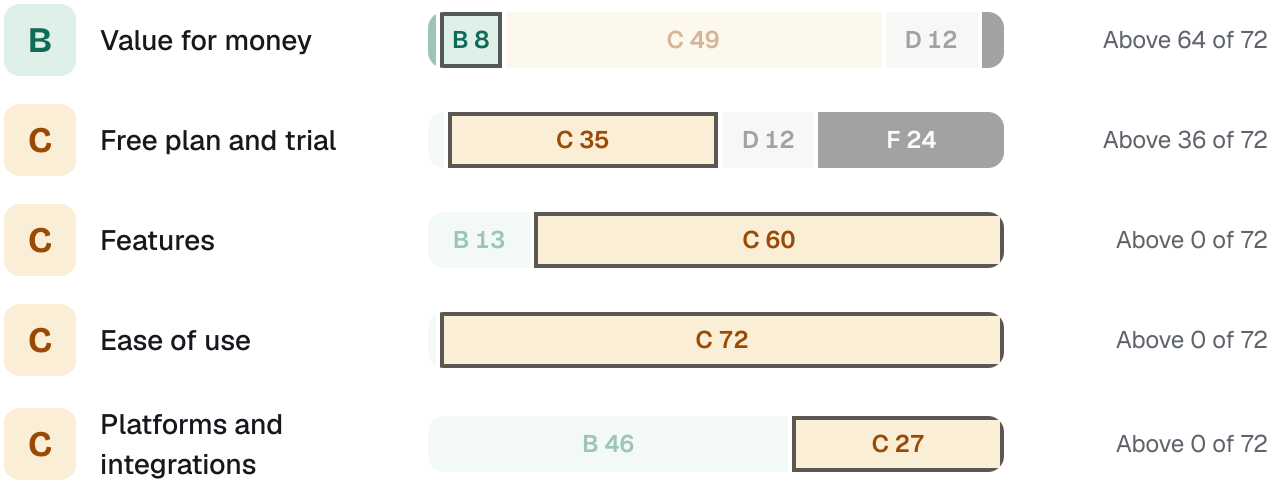
It stands best on value for money (B, above 64 of 72) and worst on features (C, above 0).

Its paid plans start at $25 a month, against a middle price of $49.50 for the category: 14 of the 51 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 12 tools score higher and cost less.

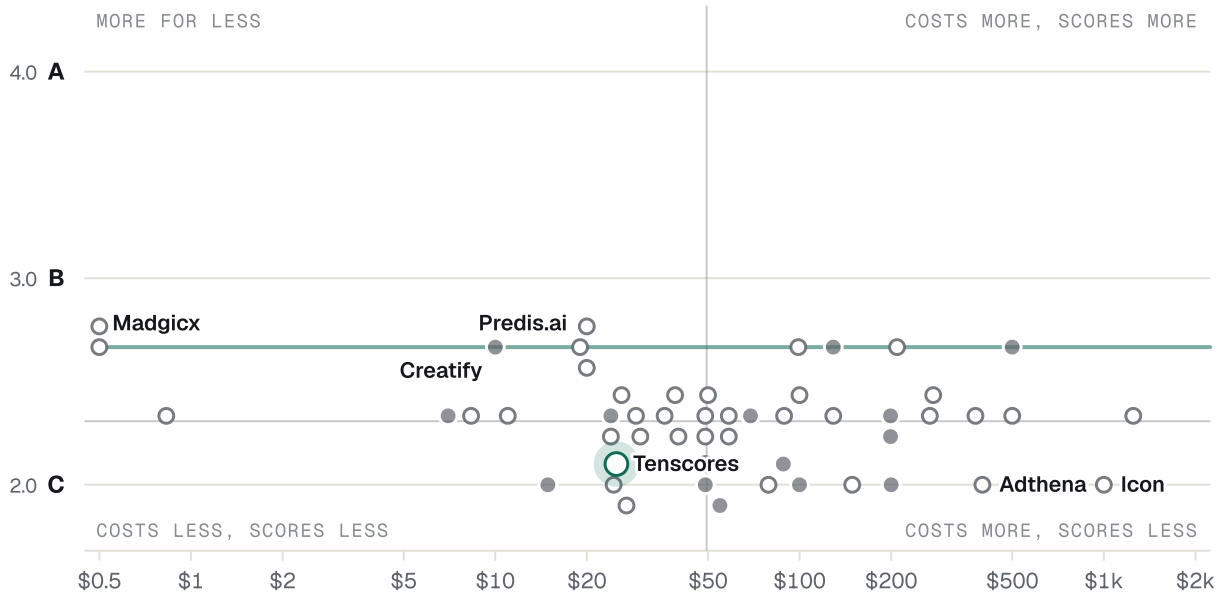
Each grade against the category

Every bar is all 73 ad creative and reporting tools we grade, cut by the letter each got. Tenscores'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. Tenscores 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 Tenscores you would be making search volumes for millions of keywords, gathered and kept up to date. That is not a weekend's work, with an AI app builder or without one.

It costs $300 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Search volumes for millions of keywords, gathered and kept up to date.

- ✕ Ad images and videos made to each network's sizes.
- ✕ Splitting visitors between versions and telling you which won.

What this rests on. Tenscores'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



Optmyzr, Opteo, Adalysis and Adzooma

The 4 tools Tenscores is most often weighed against, with where each one differs from it.

2.2 GPA

Optmyzr

Free trial · from $209/mo

PPC optimization, audits and reporting for ad accounts.

- Tenscores also covers keyword research, ad creative and a/B testing.
- Optmyzr also covers workflow automation and dashboards.

Tenscores and Optmyzr compared in full

2.2 GPA

Opteo

Free trial · from $129/mo

AI agent and one-click fixes for paid ad accounts.

- Tenscores also covers keyword research, ad creative and a/B testing.
- Opteo also covers workflow automation and AI agents.

Tenscores and Opteo compared in full

A

2.2
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Adalysis

Free trial · from $126/mo

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

- Tenscores also covers keyword research, ad creative and a/B testing.
- Adalysis also covers dashboards.

Tenscores and Adalysis compared in full



2.2
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Adzooma

Free plan · from $69/mo

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

- Adzooma has a free plan. Tenscores does not, though it has a free trial.
- Tenscores also covers keyword research, ad creative and a/B testing.
- Adzooma also covers dashboards.

Tenscores 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 Tenscores free?

No, Tenscores is a paid product, but you can try it first. 14-day free trial.

How much does Tenscores cost?

Tenscores lists 3 plans. Small Business: $25 per Google Ads account / month.

What platforms does Tenscores work on?

Tenscores is available on Web.

Does Tenscores have an Android app?

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

Does Tenscores have an iPhone app?

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

Is Tenscores open source?

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

What does Tenscores integrate with?

Tenscores's listing names Google Ads. A listing names up to eight integrations, so it may connect to more.

Who makes Tenscores?

Tenscores is made by TenScores.

What are the alternatives to Tenscores?

The closest alternatives to Tenscores in our directory are Optmyzr, Opteo, Adalysis and Adzooma.

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

Tenscores's GPA of 2.2 is higher than 47 of the 72 other ad creative and reporting tools we grade, and level with 14.

Is Tenscores good value for money?

ToolGPA grades Tenscores B for value for money. Its paid plans start at $25 a month, against a middle price of $49.50 for the category: 14 of the 51 others that charge start lower.

Could I make my own version of Tenscores?

To replace Tenscores you would be making search volumes for millions of keywords, gathered and kept up to date.

Where this guide comes from

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

tenscores.com/pricing

tenscores.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

Tenscores, kept up to date

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

toolgpa.com/tools/tenscores

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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