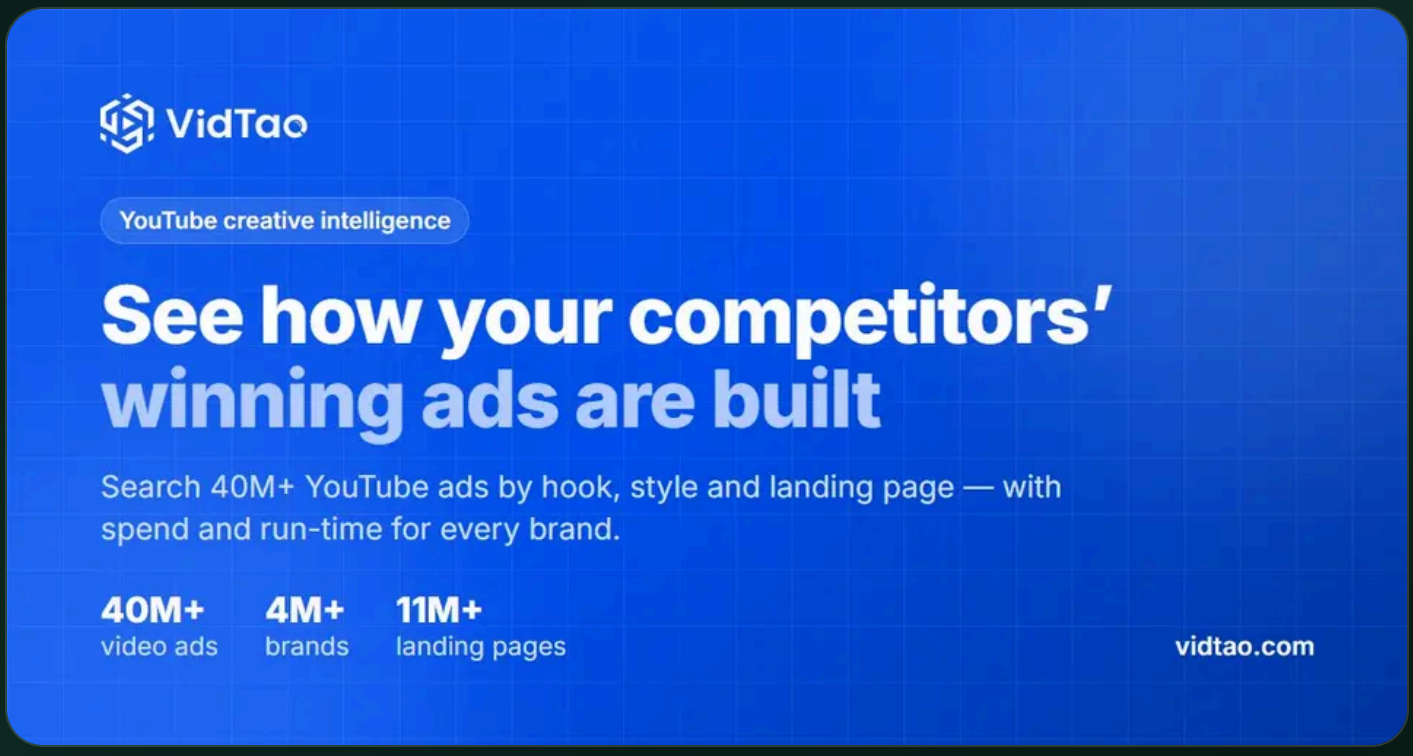
ToolGPA

NOVEMBER 2026

VidTao

The Insider's Guide

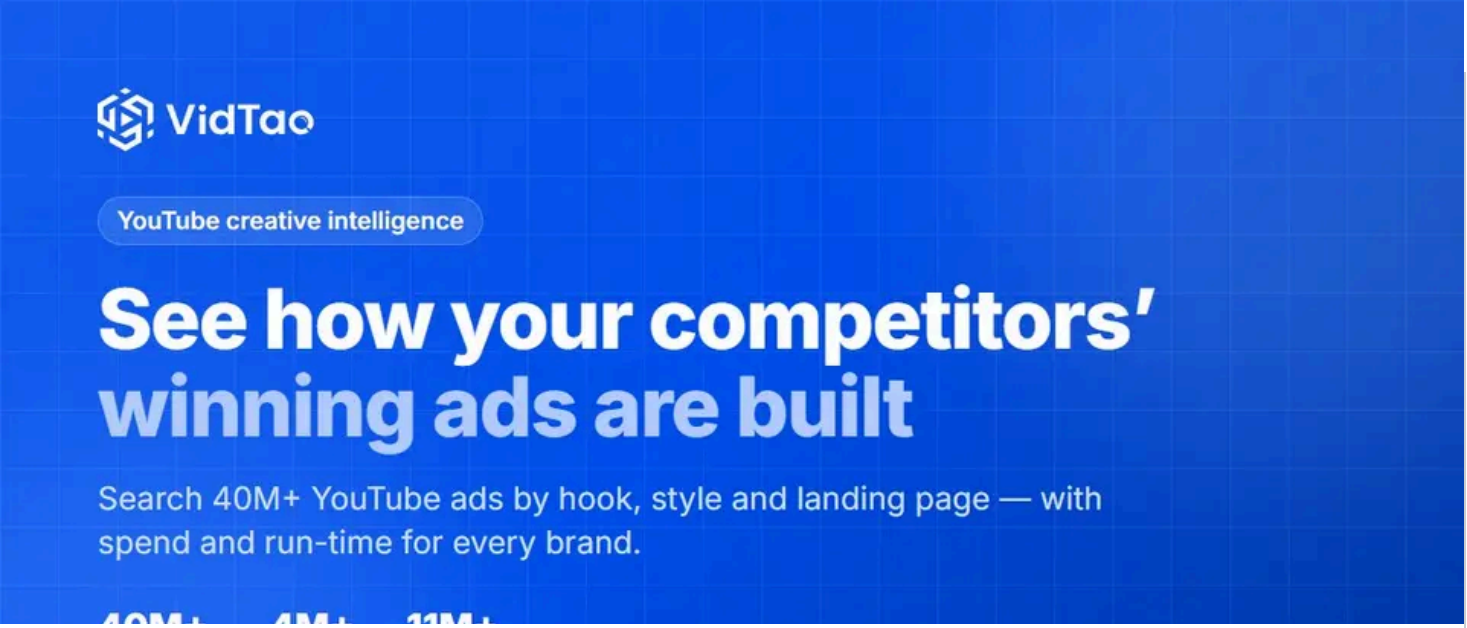
Search engine for YouTube video ads and their estimated spend



Every plan, grade, refund rule and rival among YouTube SEO tools, read from VidTao's own pages.

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

2.0
GPA



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 VidTao's own pages, its app-store listings and our grades. Every fact in it is on VidTao'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 8 of the 33 other YouTube SEO tools we grade

VidTao is a searchable library of YouTube video ads. A free account can search ads by keyword, brand or niche and browse brand pages, while paid plans add ad spend, run-time and AI creative analysis. It is aimed at people studying what other advertisers run on YouTube.

> "
>
> **You search and build your own swipe file of ads.**
>
> From our grade for ease of use

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

1 **Best for browsing other advertisers' YouTube video ads**

VidTao is a searchable library of YouTube video ads.

2 **Paid plans start at $71.73 a month**

As its pricing page puts it: $71.73 per month, billed yearly ($93.96 billed monthly), as displayed with tax.

3 **There is a free plan**

Free account: search the whole ad library, watch ads and browse brand and advertiser pages, without spend or run-time data.

4 **It runs on Web**

Web.

5 **Ad library search**

Search more than 40 million YouTube video ads by keyword, brand or niche, then watch them and browse brand and advertiser pages.

6 **Spend and run-time data**

Paid plans show lifetime and last-30-day ad spend and the number of days each ad has been running.

7 **Spend trends and benchmarks**

Paid plans include spend trends and niche benchmarks, and brands and ads can be ranked by spend.

8 **A 2.0 GPA, above 8 of 33**

That is against the other YouTube SEO tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

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

VidTao at a glance

PRICING Free plan, from $71.73 per month, billed yearly ($93.96 billed monthly), as displayed with tax	FREE PLAN Yes
FREE TRIAL 3-day trial of the Monthly plan for $7, charged when it starts	RUNS ON Web
MADE BY VidTao	CATEGORY YouTube SEO Tools
OUR GRADE 2.0 GPA, fair	

The report card

Best for browsing other advertisers' YouTube video ads

VidTao is a searchable library of YouTube video ads. Searching and browsing brand pages is free, but ad spend, run time and AI creative analysis sit behind the paid plans, which show as $71.73 to $93.96 a month with tax. It covers YouTube ads only.

TOOLGPA REPORT CARD	VidTao	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	The useful spend and run-time data needs Monthly ($93.96 with tax) or Yearly ($71.73 a month). The category's middle is $24 and its dearest tenth starts at $83.
Free plan and trial	B	A free account searches the whole ad library and shows brand pages, but without spend or run-time data. The only trial is a $7 start of Monthly.
Features	C	Ad search, spend and run-time data, trends and AI analysis. It does the ad-research job, but it's narrow: YouTube video ads only, not rankings or channel SEO.
Ease of use	C	No store rating on record. You search and build your own swipe file of ads.
Platforms and integrations	C	Browser only, and no integrations 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 VidTao is for

- ✓ Fits if you study what competitors run as YouTube ads
- ✓ Works for creative teams hunting for hooks in a niche

Who it is not for

- ✕ Skip it if you want video ranking or channel SEO, as it covers YouTube ads only
- ✕ Pricey if you need spend and run-time data, which starts at $71.73 a month
- ✕ Watch out: the trial is a paid $7, three-day start of Monthly, charged when it begins
- ✕ Watch out: prices are shown with tax included

Good to know

Good for

- ✓ Advertisers researching competitors' YouTube video ads
- ✓ Creative teams looking for hooks and formats in a niche
- ✓ Anyone who wants to browse a YouTube ad library for free

Worth knowing

- ⓘ Spend, run-time and creative analysis are locked behind Monthly or Yearly.
- ⓘ Prices on the pricing page are shown including tax; the pre-tax list price is not shown separately.
- ⓘ Covers YouTube video ads only, not video ranking or channel SEO.
- ⓘ The only trial is a paid $7 three-day start of the Monthly plan; the free plan is the no-cost option.

PART 02 · PRICING

What it costs

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

$71.73

A month to start. There is a free plan too

VidTao has a free plan. Paid plans start at $71.73 per month, billed yearly ($93.96 billed monthly), as displayed with tax.

> **A free account searches the whole ad library and shows brand pages, but without spend or run-time data.**
>
> From our grade for free plan and trial

FREE

$0

Search 40M+ YouTube video ads by keyword, brand or niche; watch ads and browse brand pages.

MONTHLY

$93.96

per month, billed monthly, incl. $6.96 tax

Adds real ad spend, days running, spend trends, niche benchmarks, AI creative analysis, swipe file and brand tracking.

YEARLY

$860.76

per year, incl. $63.76 tax ($71.73 / month)

Everything in Monthly plus opening any ad directly on YouTube. The page says it saves 24% against paying monthly.

The free plan

Free account: search the whole ad library, watch ads and browse brand and advertiser pages, without spend or run-time data.

Trying it first

3-day trial of the Monthly plan for $7, charged when it starts

Read from vidtao.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

Search engine for YouTube video ads and their estimated spend. Here is what it does, as its own site describes it, and what it covers: AI features, ad creative.

> **Ad search, spend and run-time data, trends and AI analysis.**

From our grade for features

Ad library search

Search more than 40 million YouTube video ads by keyword, brand or niche, then watch them and browse brand and advertiser pages.

Spend and run-time data

Paid plans show lifetime and last-30-day ad spend and the number of days each ad has been running.

Spend trends and benchmarks

Paid plans include spend trends and niche benchmarks, and brands and ads can be ranked by spend.

AI creative analysis

Analyzed ads carry creative tags covering the hook, style, funnel stage and call to action, among others.

Swipe file and brand tracking

Paid plans include a swipe file for saving ads and a way to track specific brands.

Where it runs

Web

What it works with

Its own pages name no integrations.

VidTao is made by VidTao.

PART 04 · STANDING

Where it stands

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

8/33

Other YouTube SEO tools it is graded above

VidTao's GPA of 2.0 is higher than 8 of the 33 other YouTube SEO tools we grade, and level with 6.

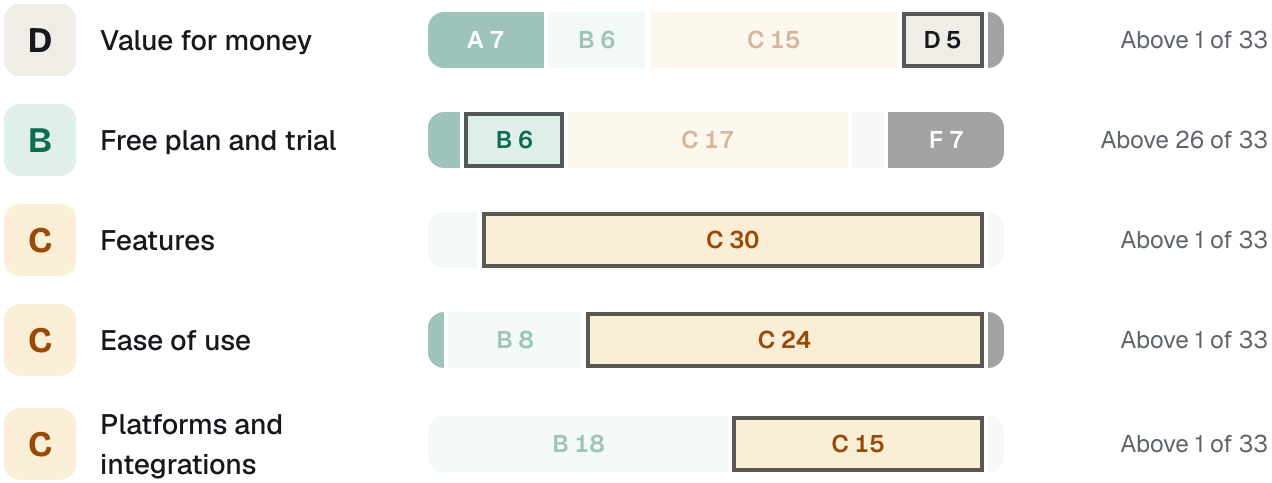
It stands best on free plan and trial (B, above 26 of 33) and worst on value for money (D, above 1).

Its paid plans start at $71.73 a month, against a middle price of $19 for the category: 23 of the 26 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 19 tools score higher and cost less.

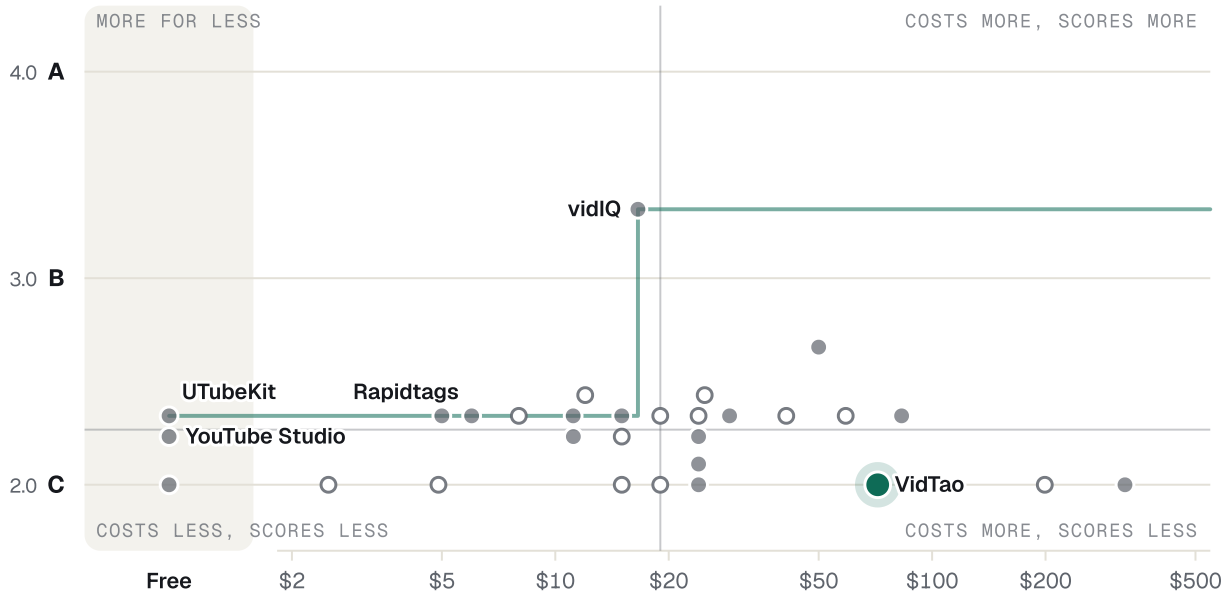
Each grade against the category

Every bar is all 34 YouTube SEO tools we grade, cut by the letter each got. VidTao's own letter is outlined.



Price against what you get

Each dot is one of 30 YouTube SEO tools. Further left costs less; higher up scores better on features, ease of use and platforms. VidTao 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 VidTao does is plain enough to make in a weekend. The 2 things listed below take a company.

That makes this kind of software worth paying for, not this one in particular: 19 of the 33 other YouTube SEO tools grade higher. It costs $860.76 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. VidTao'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



vidIQ, Viewstats, OutlierKit and Tubular Labs

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

2.8 GPA

vidIQ

Free plan · from $16.58/mo

YouTube keyword research, video ideas and AI coaching for creators.

- Only vidIQ lists iOS and Android apps.
- Only vidIQ lists a browser extension.
- VidTao also covers ad creative.

VidTao and vidIQ compared in full

2.4 GPA

Viewstats

Free plan · from $49.99/mo

YouTube channel statistics, outlier videos and thumbnail research.

- Only Viewstats lists an iOS app.
- Only Viewstats lists a browser extension.
- VidTao also covers ad creative.

VidTao and Viewstats compared in full



2.2
GPA

OutlierKit

Free trial · from $24.92/mo

YouTube outlier and competitor research for expert-led channels.

- VidTao has a free plan. OutlierKit does not, though it has a free trial.
- VidTao also covers ad creative.
- OutlierKit also covers keyword research and youTube SEO.

VidTao and OutlierKit compared in full



1.8
GPA

Tubular Labs

Paid

Social video analytics for media companies, brands and agencies.

- VidTao has a free plan. Tubular Labs does not.
- VidTao also covers ad creative.
- Tubular Labs also covers reports and dashboards.

VidTao and Tubular Labs 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 VidTao free?

VidTao has a free plan. Free account: search the whole ad library, watch ads and browse brand and advertiser pages, without spend or run-time data.

How much does VidTao cost?

VidTao lists 3 plans. Free: $0.

What platforms does VidTao work on?

VidTao is available on Web.

Does VidTao have an Android app?

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

Does VidTao have an iPhone app?

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

Is VidTao open source?

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

Does VidTao have a free trial?

Yes. 3-day trial of the Monthly plan for $7, charged when it starts.

Who makes VidTao?

VidTao is made by a company of the same name.

What are the alternatives to VidTao?

The closest alternatives to VidTao in our directory are vidIQ, Viewstats, OutlierKit and Tubular Labs.

How does VidTao compare with other YouTube SEO tools?

VidTao's GPA of 2.0 is higher than 8 of the 33 other YouTube SEO tools we grade, and level with 6.

Is VidTao good value for money?

ToolGPA grades VidTao D for value for money. Its paid plans start at $71.73 a month, against a middle price of $19 for the category: 23 of the 26 others that charge start lower.

Could I make my own version of VidTao?

Nothing VidTao 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 VidTao'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 VidTao'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 VidTao. Prices change, so check vidtao.com before you buy.

vidtao.com/pricing

vidtao.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

VidTao, kept up to date

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

toolgpa.com/tools/vidtao

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:

```
ToolGPA, "VidTao: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/vidtao
```

Know someone choosing between YouTube SEO tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded YouTube SEO tools after VidTao, each with an Insider's Guide of its own.

YouTube SEO Tools Insider's Guide

Every one of the 34 YouTube SEO tools we grade, compared

UTubeKit Insider's Guide

Free AI tools for YouTube titles, tags, descriptions and keywords

3.0 GPA

YouTube Studio Insider's Guide

YouTube's free creator dashboard: analytics, search trends and tests

3.0 GPA

Bangermap Insider's Guide

Desktop YouTube outlier finder, paid once and run on your own API key

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