MARKETING PLAYER

Top 100 marketing tools 2026

10 categories, 10 tools each. Picked from 5 711 tools we have reviewed.

Every tool here is in the Marketing Player catalogue. These are the 10 we would pick first in each category: proven, widely used and worth trying. Click a name for the full review, pricing and alternatives.

Matej Kukučka, founder of Marketing Player

SEO

1 **Ahrefs**

Ahrefs is a comprehensive SEO platform covering backlink analysis, keyword research, rank tracking, and site auditing.

2 **Semrush**

Semrush is a comprehensive digital marketing platform offering SEO, PPC, content, social media, and competitive intelligence tools in one suite.

3 **Screaming Frog**

Screaming Frog is a website crawler and technical SEO audit tool that scans your site for broken links, duplicate content, redirect chains, missing…

4 **Google Search Console**

Google Search Console is a free Google platform that provides data on organic search performance, page indexing, Core Web Vitals, and manual actions.

5 **Mangools**

Mangools is an SEO suite that bundles keyword research, rank tracking, backlink analysis, and SERP tools into an affordable package.

6 **Surfer**

Surfer is a content optimization platform that uses SERP data to guide writers toward better-ranking content.

7 **SE Ranking**

SE Ranking is an all-in-one SEO platform covering keyword rank tracking, site auditing, backlink analysis, and competitive research for agencies and…

8 **Frase**

Frase is an AI content research and optimization tool generating SEO briefs and helping writers optimize against top competitors.

9 **BrightLocal**

BrightLocal is a local SEO platform with rank tracking, citation building, and reputation management tools.

10 **AnswerThePublic**

AnswerThePublic is a keyword visualization tool mapping questions, prepositions, and comparisons people search around a topic.

Analytics

11 **Google Analytics**

Google Analytics is a free web analytics platform from Google that measures traffic sources, user behavior, goal completions, and site performance…

12 **Google Tag Manager**

Google Tag Manager is a free tag management platform that lets marketers deploy and update tracking scripts and marketing pixels on a website…

13 **Microsoft Clarity**

Microsoft Clarity is a free user behavior analytics tool with session recordings and heatmaps that integrates with Google Analytics and provides a…

14 **Hotjar**

Hotjar is a behavior analytics tool that records user sessions and generates heatmaps to reveal how visitors navigate websites.

15 **Mixpanel**

Mixpanel is a product analytics platform that tracks user behavior and events to help product and growth teams understand how people interact with…

16 **Amplitude**

Amplitude is a product analytics platform that tracks user behavior across digital products to help teams understand engagement, retention, and…

17 **PostHog**

PostHog is an open-source product analytics platform with session recording, heatmaps, and A/B testing.

18 **Matomo**

Matomo is an open-source, self-hosted web analytics platform that gives website owners full data ownership, GDPR-compliant visitor tracking, and a…

19 **Plausible**

Plausible is a lightweight, open-source web analytics tool that tracks site traffic without cookies and is fully compliant with GDPR, CCPA, and…

20 **Usermaven**

Usermaven is a product and marketing analytics platform that tracks user behavior and funnel metrics to help teams reduce churn, improve product…

Email marketing

21 **Brevo**

Brevo is an all-in-one marketing platform offering email, SMS, live chat, CRM, and automation in a single toolbox.

22 **Mailchimp**

Mailchimp is an email marketing and automation platform for designing campaigns, managing audience segments, building automated customer journeys…

23 **Klaviyo**

Klaviyo is an e-commerce marketing automation platform that powers email and SMS campaigns with deep data integrations for Shopify, WooCommerce, and…

24 **ActiveCampaign**

ActiveCampaign is a customer experience automation platform that combines email marketing, CRM, sales automation, and site messaging.

25 **Mailerlite**

Mailerlite is an email marketing platform offering automation, landing pages, surveys, and a drag-and-drop editor.

26 **GetResponse**

GetResponse is an online marketing platform that offers email marketing, automation, landing pages, and webinar hosting for businesses of all sizes.

27 **Kit**

Kit is an email marketing platform built for creators and bloggers, offering audience tagging, visual automation builders, customizable landing…

28 **beehiiv**

beehiiv is a newsletter platform for creators and media companies to grow, monetize, and analyze their email audiences.

29 **Omnisend**

Omnisend is an e-commerce marketing automation platform combining email, SMS, and push notifications with deep integrations for Shopify…

30 **lemlist**

lemlist is a cold email and sales engagement platform that lets teams send personalized outreach campaigns with images, videos, and automated…

Social media

31 **Hootsuite**

Hootsuite is a social media management platform that lets teams schedule posts, monitor mentions, and analyze performance across major networks from…

32 **Buffer**

Buffer is a social media management platform that lets businesses schedule posts, analyze performance, and engage with audiences across Instagram…

33 **Sprout Social**

Sprout Social is a social media management platform for scheduling, publishing, monitoring, and reporting across major social networks, with team…

34 **Metricool**

Metricool is a social media management and analytics platform for scheduling posts, tracking web and social performance, managing link-in-bio pages…

35 **Later**

Later is a social media scheduling and marketing platform that lets businesses and creators plan, schedule, and publish content across major…

36 **Agorapulse**

Agorapulse is a social media management platform for scheduling posts, managing inbox conversations, monitoring mentions, and reporting performance…

37 **Brand24**

Brand24 is a real-time media monitoring tool that tracks brand mentions across social media, news, and blogs.

38 **Taplio**

Taplio is an AI-powered LinkedIn content tool that generates post ideas, schedules content, and tracks engagement analytics for personal brands.

39 **Typefully**

Typefully is a writing and scheduling tool for Twitter and LinkedIn that helps creators write, edit, and publish threads and posts without…

40 **Publer**

Publer is a social media scheduling and analytics tool for planning, publishing, and recycling content across Facebook, Instagram, TikTok, LinkedIn…

Content

41 Canva
Canva is a web-based graphic design platform with thousands of templates for social media and print.

42 Figma
Figma is the browser-based design and prototyping tool most UI/UX and marketing teams work in, with real-time collaboration, design systems and…

43 Adobe Express
Adobe Express is a design tool for creating social media graphics, short videos, and documents using templates and Adobe Creative Cloud assets.

44 Descript
Descript is a text-based audio and video editing tool for podcasters and video creators.

45 CapCut
CapCut is a free mobile and desktop video editor with AI features for short-form content creation.

46 Riverside
Riverside is a remote recording studio for high-quality podcast and video interviews with local lossless audio capture.

47 Gamma
Gamma is an AI presentation tool converting written content into polished decks and web pages.

48 Loom
Loom is an async video messaging tool that records screen and camera for quick team communication.

49 Freepik
Freepik is a graphic resource platform with millions of free and premium vectors, photos, and icons.

50 Camtasia
Camtasia is a screen recording and video editing app for creating tutorials and training materials.

Copywriting

51 Grammarly
Grammarly is a writing assistant that checks grammar, spelling, style, and tone across browsers, desktop apps, and mobile, helping professionals and…

52 Jasper
Jasper is an AI content writing platform for creating blog posts, social media copy, ads, and marketing materials at scale.

53 Copy AI
Copy AI is an AI writing tool that generates marketing copy, blog outlines, product descriptions, email subject lines, ad headlines, and social…

54 Writesonic
Writesonic is an AI writing platform for generating blog posts, ad copy, product descriptions, and social media content from short prompts.

55 Hemingway Editor
Hemingway Editor is a browser-based writing tool that highlights long sentences, passive voice, and overly complex words in real time, assigning a…

56 Wordtune
Wordtune is an AI writing assistant that helps users rephrase and rewrite sentences to express ideas more clearly, choosing from multiple tone and…

57 Rytr
Rytr is an AI writing.

58 Originality.ai
Originality.AI is an AI detector built by a team of content marketing and GPT-3 AI experts and offers the highest quality from all the tools around.

59 Koala
Koala is a AI writing software that utilizes AI to enhance the quality and efficiency of content creation processes.

60 Sudowrite
Sudowrite is an AI-powered writing assistant that enhances creativity, refines storytelling, and provides smart editing suggestions for writers of…

AI

61 ChatGPT

ChatGPT is OpenAI's AI assistant for writing, research, coding, image generation and data analysis, used by hundreds of millions of people.

62 Claude

Claude is Anthropic's AI assistant, known for careful reasoning, strong writing and coding, and reliable analysis of long documents.

63 Gemini

Gemini is a multimodal AI assistant from Google that processes text, images, audio, and video across consumer and enterprise applications.

64 Perplexity

Perplexity is an AI search engine that delivers direct, cited answers from real-time web data.

65 NotebookLM

NotebookLM is Google's AI research assistant that analyzes uploaded documents and PDFs to generate summaries, answer questions, and create audio…

66 ElevenLabs

ElevenLabs is a leading AI voice synthesis platform that generates highly realistic and expressive speech from text in multiple languages.

67 HeyGen

HeyGen is an AI video platform generating spokesperson videos using digital avatars and voice synthesis.

68 Synthesia

Synthesia is a leading AI video generation platform that creates professional videos from text using realistic AI avatars and voices.

69 Lovable

Lovable is an AI full-stack developer that converts prompts into production-ready React apps with Supabase backend.

70 Claude Code

Claude Code is Anthropic's terminal-based agentic coding tool that understands full codebase context to autonomously handle editing, testing, and…

PPC

71 Google Ads

Google Ads is the leading PPC advertising platform for running search, display, video, and Shopping campaigns across Google Search, YouTube, and the…

72 Facebook Ads

Facebook Ads is Meta's self-serve advertising platform for running paid campaigns across Facebook and Instagram using interest, behavioral, and…

73 LinkedIn Ads

LinkedIn Ads is a B2B advertising platform with Sponsored Content, Message Ads, and Dynamic Ads targeting professionals by job title, industry…

74 Optmyzr

Optmyzr is a PPC management platform that automates bid adjustments, budgets, and campaign optimization for Google Ads, Microsoft Ads, and Amazon.

75 Madgicx

Madgicx is an AI-powered omnichannel advertising platform combining Facebook Ads and Google Ads management with creative intelligence and autonomous…

76 SpyFu

SpyFu is a keyword intelligence tool that reveals competitors' paid and organic search strategies going back over a decade.

77 Opteo

Opteo is a Google Ads management tool that surfaces data-driven recommendations and automates routine PPC optimizations to improve campaign…

78 Adalysis

Adalysis is a PPC management tool for Google Ads and Microsoft Ads that automates campaign audits, A/B ad testing, and optimization recommendations.

79 Revealbot

Revealbot is a rules-based PPC automation tool for Facebook Ads, Instagram Ads, and Google Ads that enables automated bid management, campaign…

80 AdEspresso

AdEspresso is a campaign management and A/B testing platform for Facebook, Instagram, and Google Ads.

Automation

81 Zapier

Zapier is the leading no-code automation platform connecting 7,000+ apps and triggering multi-step workflows without code.

82 Make

Make (formerly Integromat) is a visual automation platform connecting 2,000+ apps with a drag-and-drop scenario editor.

83 n8n

n8n is a free, open-source workflow automation tool that self-hosts and connects 400+ apps with code-friendly nodes, giving developers full data…

84 Clay

Clay is a sales prospecting platform that combines 50-plus data providers, real-time scraping, and AI enrichment to help teams build targeted lead…

85 Pabbly Connect

Pabbly Connect is a workflow automation platform that connects 2,000+ apps with multi-step workflows, unlimited task runs per month, and a one-time…

86 IFTTT

IFTTT (If This Then That) is an automation platform that connects 700+ apps and smart devices through simple conditional triggers, widely used for…

87 Gumloop

Gumloop is a no-code AI automation platform with a visual drag-and-drop canvas for AI-powered workflows.

88 Activepieces

Activepieces is an open-source automation platform connecting apps via a visual no-code workflow builder.

89 Relay

Relay.app is a workflow automation platform adding human-in-the-loop approval steps to automated processes.

90 Bardeen

Bardeen is a browser automation extension that builds no-code workflows triggered by keyboard shortcuts and page context.

E-commerce

91 Shopify

Shopify is the leading e-commerce platform for building and scaling online stores.

92 WooCommerce

WooCommerce is a free, open-source e-commerce plugin for WordPress.

93 Shoptet

Shoptet is a Central European e-commerce platform designed for building and managing online stores.

94 Stripe

Stripe is a developer-focused payment platform that processes online transactions for businesses of all sizes.

95 Paypal

PayPal is a global payment platform that enables individuals and businesses to send, receive, and process money online.

96 Systeme.io

Systeme.io is an all-in-one marketing platform that combines funnels, email, and course tools.

97 ThriveCart

ThriveCart is a cart and checkout platform that helps online sellers maximize revenue through upsells and funnels.

98 Gumroad

Gumroad is a digital products platform where creators sell files, memberships, and courses directly to their audience.

99 Lemon Squeezy

Lemon Squeezy is a merchant-of-record platform for selling digital products and software licenses, handling global taxes, VAT compliance, and…

100 Ecwid

Ecwid is an embeddable e-commerce platform that adds a full online store to any existing website or social media profile.

All 5 711 tools by category →