PaceWise

AI-powered PPC budget pacing and management for agencies, freelancers, and in-house teams — across Google Ads, Meta Ads, Microsoft Advertising, and TikTok Ads.

Pricing — current as of October 2026

Plan	Monthly	Yearly	Ad spend covered	Clients / Ad accounts
Up to $10k/mo	$55/mo	$540/yr	$10,000/mo	Unlimited / up to 100
Up to $20k/mo	$89/mo	$888/yr	$20,000/mo	Unlimited / up to 100
Up to $50k/mo	$139/mo	$1,380/yr	$50,000/mo	Unlimited / up to 100
Up to $150k/mo	$259/mo	$2,580/yr	$150,000/mo	Unlimited / up to 100
Up to $250k/mo	$349/mo	$3,468/yr	$250,000/mo	Unlimited / up to 100
Up to $500k/mo	$499/mo	$4,968/yr	$500,000/mo	Unlimited / up to 100
Up to $750k/mo	$629/mo	$6,264/yr	$750,000/mo	Unlimited / up to 100
Up to $1M/mo	$749/mo	$7,464/yr	$1,000,000/mo	Unlimited / up to 100
Up to $1.5M/mo	$930/mo	$9,264/yr	$1,500,000/mo	Unlimited / up to 100
Up to $2M/mo	$1,100/mo	$10,956/yr	$2,000,000/mo	Unlimited / up to 100
Up to $3M/mo	$1,370/mo	$13,644/yr	$3,000,000/mo	Unlimited / up to 100
Up to $4M/mo	$1,610/mo	$16,032/yr	$4,000,000/mo	Unlimited / up to 100
Up to $5M/mo	$1,820/mo	$18,132/yr	$5,000,000/mo	Unlimited / up to 100
Up to $10M/mo	$2,670/mo	$26,592/yr	$10,000,000/mo	Unlimited / up to 100

Demo — Free	Sample data plus 1 real client, up to $5,000/mo spend. No card required — explore the platform before committing to a paid tier.
Enterprise — $10M+/mo	Custom pricing for agencies managing over $10M/mo in spend, with a raised 500 ad-account limit. Contact us for a quote.

What's included on every paid plan

- Real-time budget pacing and overspend alerts across Google, Meta, Microsoft and TikTok Ads
- Optional auto-pacing to keep campaigns on track automatically
- Smart budget recommendations and anomaly detection
- Unlimited clients, white-label reports in 15 languages
- Annual billing saves roughly 17% versus paying monthly

Prices in USD. Ad spend covered is based on trailing 30-day spend across all connected accounts. See pacewise.app/pricing for the current offer and full terms.