



MARSHALL ADVERTISING · MEDIA PLANNING

THE BUYER'S TOOLKIT

our favorite free finds

A working list of the free tools we reach for when planning and buying media — competitive intel, creative specs, audience data, and everything in between.

We know a lot of strategy goes into planning and implementing an effective, efficient media buy — market conditions, competitor moves, industry acronyms, and the data to back it all up. This is our running list of go-to resources. It's always changing, so bookmark this and check back often.

*SOME SITES MAY REQUIRE REGISTRATION

COMPETITIVE RESEARCH

CREATIVE

DIGITAL

MAPPING

RESEARCH

OUT-OF-HOME

RADIO

TV & CABLE



COMPETITIVE RESEARCH

Kochava

Look up advertiser or competitor insights and site traffic data.



Google Ads Transparency Center

See your competitors' ads running across Google platforms.



Google Trends

Compare search interest over time and identify seasonal demand.



Meta Ads Library

Search a collection of ads currently running across all Meta technologies.



LinkedIn Ads Library

Browse active ads currently running on LinkedIn.



TikTok Creative Center

Explore top-performing ads, trending hashtags, creators, and music.



CREATIVE

Meta Ads Guide

Find current design recommendations and technical specs for Meta ads.



TikTok Creative Center

Browse creative inspiration, best practices, and trending content.



Canva Free

Design social graphics, presentations, and simple ad mockups on the free plan.



DIGITAL

Google Keyword Planner

Discover keyword ideas, search volume, and cost estimates for Search.



Google Trends

Explore trending searches and seasonal opportunities.



Google Search Console

Monitor website search performance and indexing.



HubSpot Website Grader

Get a free website performance, SEO, mobile, and security audit.



PageSpeed Insights

Analyze website speed and Core Web Vitals.



MAPPING

Google My Maps

Create custom maps for territory planning, store locations, and presentations.



UnitedStatesZipCodes.org

View ZIP Code boundaries and demographic information.



USPS Every Door Direct Mail

Search carrier routes and neighborhood demographics.



RESEARCH

U.S. Census Bureau QuickFacts

Access free demographic, economic, and housing data by geography.



USPS Every Door Direct Mail

Research neighborhoods by age, household income, and household size.



Pew Research Center

Explore research on consumer behavior, media usage, and technology trends.



Think with Google

Access consumer insights, marketing research, and industry case studies.



IAB

Find digital advertising standards, research, and industry reports.



OUT-OF-HOME

Lamar Inventory Browser

Browse billboard inventory and market coverage.



OUTFRONT Market Finder

Search inventory and download local media kits.



Geopath

Access audience measurement resources and market data for out-of-home.



OOH Mockup Generator

Preview billboard, transit, and street furniture creative in real-world environments.



RADIO

Radio Locator

A search engine for radio stations everywhere, with coverage maps and technical info for all U.S. licensed stations.



Radio Advertising Bureau

The not-for-profit trade association for broadcast radio — advocacy, tools, and training to grow the medium.



TV & CABLE

Sports Media Watch

Find ratings, schedules, media rights updates, and sports television news.



Nielsen Insights

Read free reports on television, streaming, and audience trends.



Think with Google

Explore consumer insights and streaming trends, including YouTube viewing behavior.



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