HOW TO CHECK COMPETITOR ADS USING FACEBOOK ADS LIBRARY

INTRODUCTION

Want to know what ads your competitors are running right now? The ***Facebook Ads Library*** makes it incredibly easy. It's a free tool from Meta that lets you view active ads from any brand across Facebook and Instagram. Whether you're a marketer, business owner, or creator, this tool helps you understand what's working in your industry—without guesswork.

Below is a simple, step-by-step guide that shows you exactly how to check competitor ads and what insights to extract for better ad performance.

GO TO THE FACEBOOK ADS LIBRARY

Start by opening the official Meta Ads Library. Choose your country and the ad category you want to explore. This sets the foundation for accurate competitive research.

HOW TO STAY ANONYMOUS

- Use filters such as:
- Platform (Facebook, Instagram, Messenger)
- Ad type (image, video, carousel)
- Impressions range
- Active date
- Filtering helps you find the ads that matter most instead of scrolling endlessly.
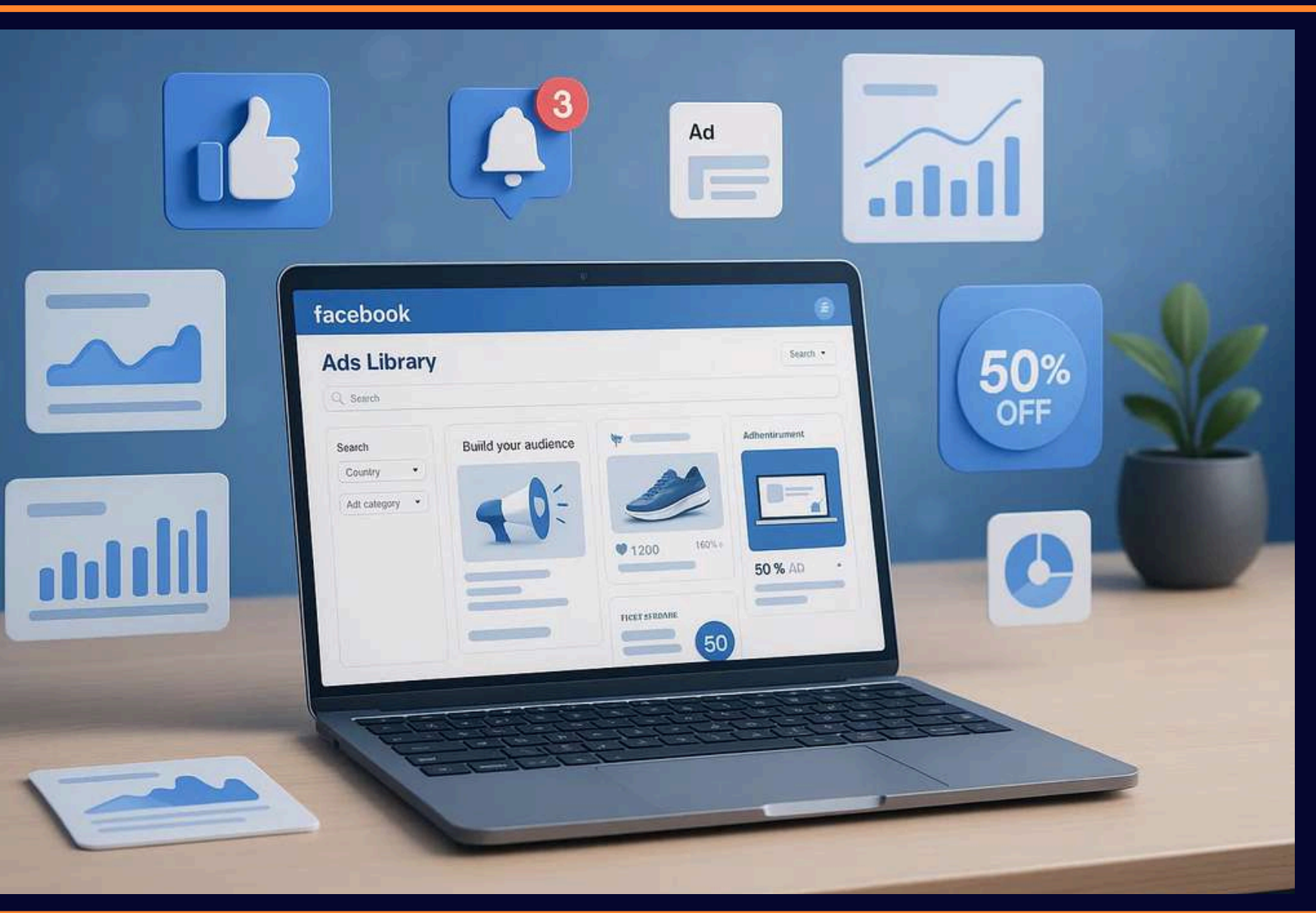
ANALYZE THEIR AD CREATIVES CAREFULLY

- This is where the real value lies. Pay close attention to:
- Visual style – colors, layouts, themes
- Headline & copywriting – tone, emotional triggers, offers
- Call-to-action – "Shop Now," "Sign Up," "Learn More"
- Landing page – What happens after the click?
- These elements reveal what your competitors think will convert best.

STUDY AD PATTERNS & FREQUENCY

- Look for patterns such as:
- Do they run many variations of the same ad?
- How long has an ad been active?
- Are they testing different creatives for A/B testing?

CONCLUSION

Checking competitor ads using the Facebook Ads Library is one of the easiest and most powerful ways to understand what works in your market. With the right filters, creative analysis, and strategic thinking, you can use these insights to craft ads that perform better, cost less, and reach the right audience faster.

https://poweradspy.com/fb-ad-library/