



3 Steps to Uncovering the Secrets Behind Your Competitor's Facebook Ad

It's no secret that if you're not using social media to reach your target audience then you're missing out – because your competitors definitely are.



Especially Facebook – the king of all social media platforms when it comes to marketing. More than 200 million small businesses are seeking out their potential customers on Facebook. And over half of Facebook’s users say they’re using the platform to search out new brands.

Which means it’s a safe bet that your competitors are on the platform – which means you need to be, too. And you need to be taking a look at what your competition is doing.

Benefits of Facebook Ads

Facebook helps you increase your brand’s visibility in general, but it’s especially great at getting you in front of your specific target audience. With Facebook ads, you can narrow down who your ad is served up to. Age, gender, location, relevant interests – these are all parameters you can set to determine who sees your ad. This helps increase your click-through rate (CTR) and return on investment (ROI) by starting off with a relevant audience.

Facebook also provides helpful metrics on who engaged with your ad and how. You’ll receive info on the reach, the clicks, the shares, etc. This can help you determine what’s going well with your ads. But that’s not exactly what we’re here to talk about, is it?

You want to know about your **COMPETITOR'S** ads.

Alright – now that we’ve made it clear why you should be using Facebook ads, we’ll get to the good stuff – figuring out how your competition uses Facebook ads.

Step 1:

Determine Your Top Competitors

We're not just talking about the other burger joint down the street, either.

You're on a global platform, so think globally about your competitors. It's good to pop your eyes on businesses working in a similar industry as you, both in your area and elsewhere. This will give you a wider sense of ad trends being used for similar products.

There are two types of competitors for you to identify – direct and indirect. Direct competitors are those who make the same product as you do. Indirect competitors are those that don't sell or market the same product as you, but they have the interest of your target market. They publish or produce content digitally that catches your customer's attention.

You can find out who your competition is in a number of ways. Getting in contact with your sales team to see who comes up as a competitor in conversations with customers is one way. Or, asking your customers in surveys is another. You can also do a simple Google to see what turns up.

When it comes to Facebook, you can also use their search engine to enter keywords associated with your product to see what pages show up, or what businesses are mentioned in combination with those words. Or, look at the pages your customers follow. They may be following your direct competitors, and you'll also be able to identify indirect competitors. If you see a large portion of your followers following the same pages, they're likely to be a brand that resonates with your target audience, and worth some attention.

Following your direct competitors and indirect competitors is a great way to keep your fingers on the pulse of the market, and what's resonating with your target audience. Another important tool that can help you locate your direct competitors on Facebook is the Ad Library – but we'll be diving into that next.



Ralph Lauren

Sponsored · 🌐

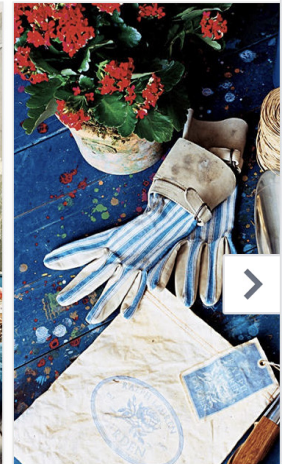
Discover a gathering place for inspiring stories, helpful advice, and more from Ralph Lauren and friends.



Home Reimagined

Read RL at Home

Learn More



Get Growing

Read RL at Home

👍❤️ 14K

702 Comments 670 Shares

👍 Like

💬 Comment

➦ Share

GetLifted.io

Step 2:

Locate Their Ads – All Their Ads

The next step to uncovering your competitors' Facebook Ad strategy is to locate the ads they're running. Now you could scroll endlessly through their page and locate each one. Or you could pull all their live ads up in one nifty spot to look through.

If you head over to the Facebook Ad Library, you can search ads that are running on Facebook. You can enter keywords associated with your product to find competitors and ads running in general within your industry, or you can enter individual competitors' brand names, such as Nike or ASICS.

Once you search, you'll be served up any live ads currently running on Meta platforms (usually – sometimes it takes a moment for the library to update, so very new ads may not show up right away).

When you want to know more about a specific competitor, click "See ad details" on their ad. In the panel that opens you can click "About the advertiser." This will drop down a text box with their brand name, and beneath it, their Meta social profiles. Hover over their name and you'll see the options "View ads" or "Go to page." Clicking "View ads" will bring you to a gallery of all the ads they've run on Meta platforms.

Trigger Retargeting Campaigns

Some of the ads may be retargeting campaigns. To find out if retargeting is a part of your competitors' strategy you can download a browser extension known as the Metal Pixel Helper. This extension will scan websites for Meta Pixel code. Meta Pixel code tracks Meta users on your site – so if they visit your page or take certain actions like leaving items in their cart or looking at a product – the Code will know. This means it can target them with specific ads.

If you download the extension and visit your competitor's website, you'll know if they're running Meta Pixel code. When you get a hit, watch your feed, and you'll see the retargeting ad pop up – usually within a day or two.



A screenshot of a Facebook advertisement for Ralph Lauren. The ad features a photograph of a rustic, cozy living room with a fireplace, leather armchairs, and a coffee table. The text of the ad reads "Home Reimagined" and "Discover a gathering place for inspiration from Ralph Lauren and friends." Below the image are two smaller images: "Home Reimagined" and "Get Growing". A menu is overlaid on the right side of the ad, with the option "Why am I seeing this ad?" highlighted in a red box. Other menu options include "Hide ad", "Report ad", "Save link", "Turn on notifications for this post", "Embed", and "More options". The ad shows 14K likes and 702 comments/670 shares. At the bottom of the screenshot are "Like", "Comment", and "Share" buttons.

Step 3:

Analyze & Adapt!

Now that you can see all your competitors' ads, it's time to dig into them and figure out what is working for them and what's not so you can get a sense of how to develop your own ads in response. Here's some key info the Facebook Ad Library serves up that can help you determine how well your competition's ads are performing:

1. The Run Time

The ad library will show you the status of the ad – if it's active or inactive, and when it started running. Keep in mind that the longer an ad has been running, the more likely it is to be effective – so if you spot some with especially long run times, make note of what they're doing.

2. Where They're Running It

Another thing the Facebook Ad Library will show you is what Meta platforms the ad is running on. There will be icons to indicate if it's running on Facebook, Instagram, Messenger, and/or the Meta Audience Network. The Meta Audience Network allows for Facebook ads to be run on apps that rent out advertising space to Meta. If an ad is running on a lot of platforms, then your competitor may have a very generous budget, or that particular ad may have performed well.

3. Different Versions Using Similar Elements

The Facebook Ad Library will show you if there are multiple versions of the same ad. It will also tell you if different ads used the same creative and same text. This could mean a number of things:

- The creative and copy is being A/B tested.
- An element of the ad is being reused due to its success.

If there are multiple versions using the same creative, but the copy is different, then it may mean that the creative has already tested positively and done well – and vice versa. Some ads may use the same copy and creative as an old ad. If an ad has multiple versions, and one is inactive and another is active and began after the initial ad's run, then that's an indicator that those elements performed well.



Why You're Seeing This Ad

🔒 Only you can see this



You're seeing this ad because your information matches **Ralph Lauren's** advertising requests. There could also be more factors not listed here. [Learn More](#)

- Ralph Lauren wants to reach people who may be similar to their customers. >
- Ralph Lauren is trying to reach people, ages 18 and older. >
- Ralph Lauren is trying to reach people whose primary location is the United States. >

What You Can Do

- Hide all ads from this advertiser
You won't see Ralph Lauren's ads [Hide](#)
- Make changes to your ad preferences
Adjust settings to personalize your ads >

Was this explanation useful? [Yes](#) [No](#)



Develop Based On What Works – Avoid What Doesn't

Now – to be clear – you don't want to copy your competitors' ads. That's a bad move all around. But you do want to use them to inform your own ad campaign's strategy.

During your time scoping out their ads, you want to take note of patterns. You share the same target audience, so it's likely the broad elements that work well – or don't – in your competitors' ads will perform the same way for your ad campaigns. When it comes to the competitors' ads you want to look at:

Tone

Is it formal? Casual? Does humor seem to be effective – or is there a more professional approach across the board when it comes to your competitors' ad campaigns?

Images

Do they tend to use static images? Carousels? Videos? Are the common color schemes that seem to be working well outside of their brand colors? Who are the figures they're using in their ads – what demographics do they represent?

Common Hooks

Do they tend to offer discounts, or use a lot of customer reviews? If you see recurring offers or ad elements – even keywords or phrases – these may be helpful elements to start incorporating into your own ad campaigns.

Keep it Authentic to Your Brand

Remember – you want to look for insights as to what works. You don't want to become a copycat. While it's a good idea to adopt elements that are effective in your competitors' ad campaigns, you want to remain you. Once you identify the broader elements of what works for your competitors, then you need to adapt them to your style, your brand, and your voice.



Lift Your CTR

(Click-Through Rate)

Meta is a heavy-hitter when it comes to digital marketing – but it's not the only avenue your competitors are using to reach their audience. This is just the tip of the iceberg when it comes to competitive ad analysis. To really get ahead of the competition, there's keyword research, SEO and traffic analysis, and more to do if you truly want to get to the bottom of our competitor's marketing strategy – and give your own a boost.

Sound like a lot? Well, that's where we come in. A thorough competitive analysis is just one step of what we can do to elevate your marketing strategy and lift your lead generation. Interested in seeing results?

Contact us and find out what else we can do.