

How to Spy on Your Competitor's Facebook Ads

facebook



How to Spy on Your Competitor's Facebook Ads

METHOD 1

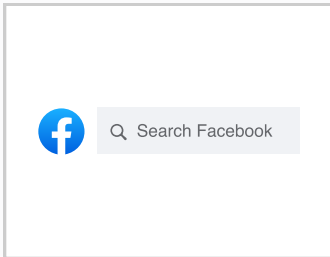
For direct competitor research

facebook



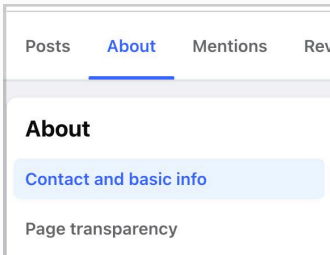
STEP 1

Go to your competitor's Facebook page



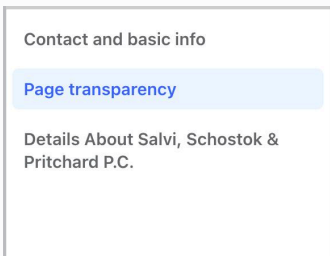
STEP 2

Navigate to their about details on the top menu



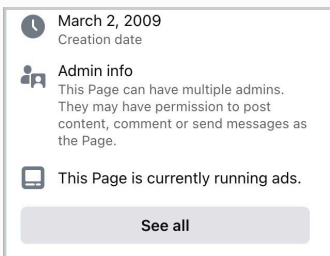
STEP 3

Click on "page transparency" on the left side



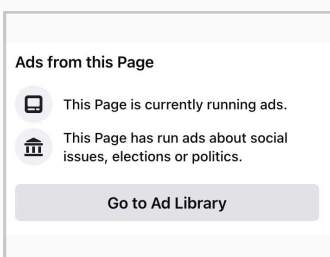
STEP 4

Select see all



STEP 5

Click go to Ad Library

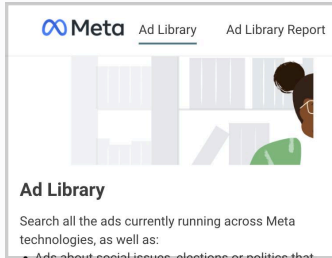


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METHOD 2

facebook

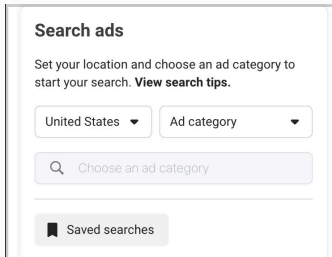
For General Research Purposes



STEP 1

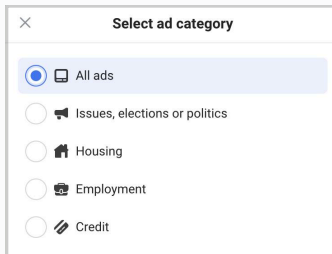
Go to Ad Library

<https://www.facebook.com/ads/library>



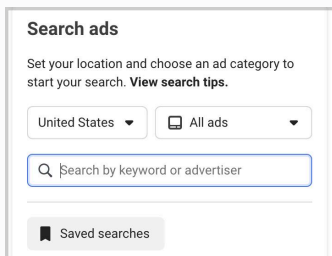
STEP 2

Select Location



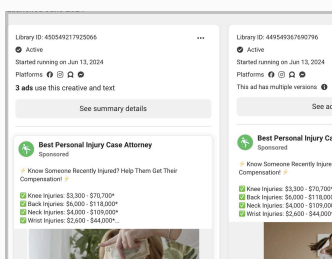
STEP 3

Select Ad Category (We recommend selecting all ad types)



STEP 4

Type in Your Keywords. This can be a competitor's name, a practice area, or a topic.



STEP 5

Filter your search down further to find the most relevant ads for your inspiration or research. Media type is a great way to filter for creatives. It allows you to choose photos, videos, text only, and memes.

