

The Ad Library Teardown

Read every ad your competitors are running, sorted by how long each one has been live, and find out what actually works in your market before you spend a dollar testing it yourself.

Built by [@brycenwood.ai](#) · October 2026

THE PROBLEM

You are writing ads from scratch. You do not have to.

Here is how most business owners run ads. You sit down with a blank screen, you write something that sounds good, you put money behind it, and about two weeks later you find out whether you were right. Then you do it again. Every one of those tests costs real money, and most of them lose.

Meanwhile, every ad your competitors are running right now is public. Not leaked, not scraped from somewhere shady. Meta publishes it. The exact copy, the offer, the image or video, the button, and the date it started running. It is free, it is legal, and it has been sitting there the whole time.

That start date is the part almost nobody uses, and it is the part that matters. Advertisers kill ads that lose money. Nobody keeps paying to run something that does not work. So an ad that has been running for six months is almost certainly profitable, and an ad that has been running for two years is a machine.

You do not have an ideas problem. You have a reading problem. There are thousands of these ads and you have a business to run. That is the entire gap this system closes.

Point it at your market

You need two lists before you start. Three to five competitors by name, and two or three phrases your customers would actually type. Not industry jargon. The words a normal person uses when they are looking for what you sell.

PASTE THIS INTO CLAUDE CODE

You're going to read every ad my competitors are running and tell me what actually works in my market.

STEP 1 – GET THE DATA

Go to facebook.com/ads/library. Set the country filter.

Search these one at a time, Active ads only:

- Competitors by name: [3–5 names]
- Phrases my customers would type: [2–3 keywords]

STEP 2 – CAPTURE FOR EVERY AD

advertiser | days running | format (video/image/carousel) | the hook (first line of copy) | any offer mentioned | the CTA button text

STEP 3 – SORT BY DAYS RUNNING, LONGEST FIRST

This ordering is the whole point. Advertisers kill ads that don't pay, so an ad still running after six months is almost certainly profitable. The old ones are the winners.

IF IT CANNOT LOAD THE PAGE

The Ad Library is a heavy page and it fights automated browsers. If Claude cannot load it directly, open it yourself, scroll a few screens, and paste in what you see.

Same process, same answer. The thinking is the valuable part, not the fetching.

STEP 2

Ask the five questions that turn data into a decision

A list of ads is not useful. A list of ads sorted by survival, with the pattern named, is a content plan. These are the five questions worth asking, and the fourth one is the one that changes your week.

PASTE THIS INTO CLAUDE CODE

Now answer these five:

1. What do the 10 longest-running ads have in common? Hook, format, length, CTA.
2. How many long-runners lead with a discount vs sell the product itself?
3. What CTA do the survivors use? Soft buttons like "Learn more" and "See menu" often outlast "Shop now."
4. What's the repeatable unit I could film 10 versions of this week?
5. What angle is NOBODY in this list using?

Question four is the one to act on. You are not looking for one clever ad. You are looking for the **unit**: the repeatable thing a competitor has clearly figured out how to produce over and over, cheaply, that keeps running. Once you can name the unit, you can film ten of them in an afternoon instead of agonizing over one.

Question five is where the money usually is. An angle nobody is running is either an open lane or a bad idea, and the ad library will not tell you which. But knowing it is empty is worth more than guessing that it is crowded.

STEP 3

Turn the read into ads you can film this week

This is the step everyone skips. A teardown that becomes a document is a bookmark. A teardown that becomes a shot list is an ad account.

PASTE THIS INTO CLAUDE CODE (AFTER THE TEARDOWN)

Using the teardown you just did, build me a shot list I can film this week.

1. Name the single repeatable unit I should copy, and why the data says it works.
2. Write 5 versions of it for MY business, using my actual products and my actual city.
3. For each one: the hook line, what's on screen, the length, and the CTA button.
4. Tell me which one to film first and why.
5. Keep every one of them producible on a phone in under 30 minutes. No studio, no crew.

Do not invent claims about my business. If you need a number or a detail I haven't given you, ask me for it.

THE RULE THAT MAKES THIS WORK

Copy the structure, never the words. If a competitor's two-year-old ad opens with a sensory line about the food and then drops a number, that structure is proven. The specific sentence is theirs. Take the skeleton and put your own business in it, or you end up with an ad that sounds like somebody else and converts like nobody at all.

STEP 4

Know exactly where this is blind

Every system in this playbook has limits. This one has three, and if you do not know them you will confidently report a number that is wrong. I know that because I did it.

ADD THIS TO THE END OF ANY TEARDOWN PROMPT

Before you give me conclusions, tell me where you're blind:

- Ad age is a proxy for profitability, not proof. Nobody publishes their profit.
- Keyword search matches ad TEXT, not targeting. A local competitor who never writes their city into the copy won't show up at all.
- Catalog and dynamic ads come back as {{product.name}} placeholders instead of real copy. Count how many you hit. If it's a big share, every "how many mention a discount" number you just gave me is unreliable - say so instead of reporting it as fact.

WHY THAT THIRD ONE IS IN HERE

The first time I ran this, my own teardown told me the biggest advertiser in my category ran 71 ads and only one of them led with a discount. It was a great line. It was also wrong. Forty-three of those 71 ads were catalog ads whose copy came back as a template placeholder instead of real text, and counting those as "no discount" manufactured the finding. When I opened the actual ads, every single readable headline was an offer. Half of them said "50% Off Your First Box."

I caught it because I opened the ad before I said it out loud. Build that habit. The system finds the pattern, you verify the claim.

THE PAYOFF

What one afternoon actually returned

I pointed this at my own category and it read about 1,100 ads. After filtering out the noise, roughly 280 belonged to real competitors. Here is the finding I would have bet money against:

The ads that run the longest do not ask for the sale. Out of the 26 oldest ads in the set, exactly one uses a "Shop now" button. The rest use soft CTAs: "Learn more," "See menu," "Visit Instagram profile." The single longest-running ad in my category has been live for over 900 days, and its button says "See menu." Sixty-nine percent of the long-runners are video.

None of that is a fun fact. That is a format decision, a CTA decision, and a content plan I did not have to guess at, pulled out of money other people already spent. That is the whole point of the system.

REAL RESULT

Total cost of this system: nothing. The Meta Ad Library is free and public, the reading is done by Claude, and the whole thing runs in an afternoon. Compare that to the normal way of learning the same lesson, which is running six ads for two weeks each at \$10 a day and finding out the hard way. That is roughly \$840 and three months to learn what your competitors already published. Every business owner I know is doing the expensive version.

That is the whole system.

Zero ad spend. Zero coding experience. The other playbooks live at brycenwood.com/playbook, one download each.

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