AI with Harry

FREE GUIDE

Find Your Competitors' Best Ads in 3 Steps



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Find Your Competitors' Best Ads in 3 Steps

See which of your competitors' ads have been running the longest, and have Claude rank them for you, in about 30 minutes.

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Step 1 — Search the Meta Ad Library

1. Go to **facebook.com/ads/library**. You don't need to log in.
2. Pick the **country** where your customers live. It filters by where ads were *shown*, not where the advertiser is based.
3. Set the category to **All ads**.
4. Type a competitor's name. When their Page appears in the dropdown, **click it** (don't just press Enter, or you'll get a noisy keyword search).
5. Open **Filters** and set **Active status** to **Active ads**.

Each ad card shows **"Started running on [date]"**. That's your gold.

Step 2 — Capture the long-runners

Do this for 3–6 competitors. For every ad that started **30 or more days ago**, write one line in a spreadsheet:

competitor	format	hook (your summary)	offer	CTA	started_running

- **Hook:** the first line or first 3 seconds of video, summarized in your own words.
- **Offer:** free consult, discount, free guide, payment plan...
- **CTA:** the button (Book now, Learn more, Send message).
- **started_running:** the date, written YYYY-MM-DD.

Take a screenshot of each ad too. Ten to twenty ads is plenty.

Step 3 — Let Claude rank and explain them

Open Claude, upload your spreadsheet (as a CSV) and your screenshots, and paste the ranking prompt below.

```
I've uploaded a list of my competitors' ads (CSV) and screenshots.
My business: [WHAT YOU SELL] to [WHO] in [WHERE].

1. Work out how many days each ad has been running from started_running to today, and
rank them longest first. Treat longevity as a hint the ad is working, not proof.
2. Give extra weight to hooks or creatives that appear in several ads.
3. For the top 10, score 1–5 on: hook strength, offer clarity, CTA clarity, fit for my
customer.
4. Show a table: rank, competitor, format, hook, offer, CTA, days running, total score,
one-line reason.
5. Then list the 3 patterns that show up most in the top 10, and 2 things nobody is
doing.

Don't write any ads yet.
```

You'll get a ranked table and a short list of patterns, such as "price shown up front", "face-to-camera video answering a fear" or "free consult instead of 'buy now'". Those patterns are what you build your own ads from.

Stay on the right side of the rules

- **Copy patterns, never words.** Their copy, images and videos belong to them. Use the *type* of hook, not their hook.
- **Don't scrape** these sites against their terms. Browsing and note-taking is what the libraries are for.
- **Never paste passwords or ad account logins** into Claude. You don't need them for this.
- **No ad is guaranteed to work.** Test small before you spend big.

Want the full kit?

Competitor Ad Intelligence System ($15) takes you from here to running ads:

- A step-by-step guide covering the Meta Ad Library *and* Google Ads Transparency Center, including EU data and what to do when dates are missing
- A ready-made **ad swipe tracker** (CSV with days-running formula built in)
- 18 copy-paste prompts: pattern report, gap finder, rewrite-from-patterns, video scripts, Google search ads, originality and claims check
- A fully worked example for a small dental practice
- A **small-budget test plan** template with decision rules and a results log

Everything in one place: the All-Access Pass ($39, lifetime updates).

Every kit comes with the **10-hour guarantee**: set it up as the guide says and save 10 hours a week, or get your money back. Stuck on setup? You get a free 1-on-1 call.



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