

SAMPLE REPORT · COMPETITOR AD & FUNNEL TEARDOWN

A UK compostable coffee pod brand

What a shopper sees on the way from a Meta ad to this brand's subscription checkout: the angles, the introductory offer, the friction, and the claims a careful advertiser would double-check. Written as a worked example of the service.

About this sample. This is a real teardown with the brand anonymised. Brand, product, collaboration and creator names, prices that would identify the brand, Ad Library IDs, web addresses, logos and screenshots have been removed, and the brand's own wording has been paraphrased rather than quoted. A client report keeps these details (with short quotes and Library IDs) so every point can be checked.

1. Cover and scope

Competitor reviewed	An established UK coffee brand selling home-compostable pods for a popular pod-machine system, plus beans, ground coffee and canned drinks, by one-off order and subscription. Name withheld.
Prepared for	Sample only. Written as if for a hypothetical smaller UK speciality-coffee subscription brand. Not commissioned by the reviewed brand or anyone else.
Channels in scope	Meta (Facebook, Instagram, Messenger, Audience Network) via the public Meta Ad Library, UK; the brand's own public website.
Pages reviewed	Home page, main pod refill product page, sustainability page, discounts page, delivery and refunds page (5 pages).
Prepared	October 2026 by Rhinehart Studio
Status of Ad Library section	Manual browse, Oct 2026: first couple of screens of several hundred active UK results; ad details not opened (see section 3).

2. Method and limits

Read this first.

- **The Meta Ad Library shows no spend and no results for ordinary commercial ads.** It shows the ad, the Page that ran it, when it started, whether it is active and where it ran. It does not show budget, clicks, sales or return on ad spend. Spend and impression *ranges* are published only for ads about social issues, elections or politics. For ads delivered in the UK or EU it may also show an estimated reach figure and the targeting chosen, which is still not spend or sales.
- **An ad running for a long time does not prove it is profitable.** Long-running ads are a hint about what an advertiser is willing to keep paying for, nothing more. An ad can stay live because nobody switched it off, because it serves a small retargeting audience, or because it is part of a brand campaign with goals other than sales.
- **This is a public-information review, not legal advice.** The "worth checking" notes point to rules and guidance that may be relevant (ASA/CAP Code, CMA guidance under the Digital Markets, Competition and Consumers Act 2024, cosmetics and food rules). They are prompts for the reader's own checks, not findings that any law or code has been broken. Only the ASA, CMA, Trading Standards or a court can decide that.
- **Snapshot in time.** Websites, prices, offers and ads change daily. Everything here reflects what was publicly visible on the access dates in the appendix. Location matters too: some sites show different prices or currencies by country.

How the review was done

1. **Meta Ad Library:** a person-paced look-up of the brand's Page and website domain, country set to United Kingdom, all ads, active ads (inactive ads where in scope). No bulk scraping, no automated harvesting, no use of the Ad Library API for commercial ads.
2. **Brand website:** a handful of public pages read the way a shopper would (home page, a main product page, a landing or editorial page, offers, delivery and refund pages). No purchase made, no account created, nothing submitted.
3. **Analysis:** ad angles and offers grouped; funnel steps mapped; claims compared against published guidance; five honest ad angles drafted for the client.

What we do not do

- We don't reproduce competitors' ad creatives. Ads are described, and short snippets of copy are quoted for analysis. Any screenshot is small, attributed to the Meta Ad Library and included for commentary.
- We don't estimate a competitor's revenue, spend or profit, and we don't use third-party "spy tool" estimates as fact.
- We don't promise that any angle in this report will improve your results. Performance depends on your product, offer, audience and budget.

Location note: the brand's site first served a non-UK store (different currency and offer code). We switched to the UK store once using the site's own country setting, the same as a shopper would, and the UK figures below come from that view. Two pages were read as first served, so offer codes on those pages may differ for UK shoppers. A UK browser re-check is part of the manual pass.

3. Public Meta Ad Library ads

What this section can and can't tell you. A person browsed the public Meta Ad Library on an evening in late October 2026 (country: United Kingdom, all ads, active ads only, public view, not logged in). **Only the first couple of screens of results were reviewed**, out of several hundred. **No ad details were opened**, so there are no reach, age, gender or location figures here. Counts are **approximate, as shown by the Library** ("~" figures), and include every ad matching the keyword search, so they may count near-identical versions separately. Inactive ads were not reviewed. As section 2 says, nothing here shows spend or results, and an ad being live, or live for a long time, is not proof it is profitable.

Search: keyword search on the brand's website domain, United Kingdom, all ads, active. Browsed by hand.

Field	Value
Facebook/Instagram Page(s) running ads	All results seen were from the brand's own Page. No creator or partner Pages seen on the screens reviewed.
Active ads, UK, all formats (count)	Several hundred (approximate count as shown by the Library). A count this size points to heavy creative testing (many versions of similar ads); it is not proof that any of them are profitable.
Active ads by start date: last 7 days / 8-30 days / 31-90 days / over 90 days	Not banded: only the first screens were reviewed. Start dates seen ran from early August to late October 2026.
Earliest start date among active ads	Early August 2026 (earliest seen on the screens reviewed; older active ads may exist further down).
Formats seen (single image, video, carousel, "multiple versions")	Image and video, some with product labels; many marked "multiple versions". No carousel seen.
Platforms listed (Facebook, Instagram, Messenger, Audience Network, Threads)	Facebook, Instagram, and Messenger / Audience Network.
Landing domains / URLs in ads	The brand's own website (individual landing URLs not opened).
Call-to-action buttons used	Mostly "Shop Now"; "Sign Up" on the seasonal-discount ads.
UK/EU transparency: estimated reach and targeting shown (age, gender, location)	Not recorded: ad details not opened.
Inactive ads in last 12 months (rough count, if shown)	Not reviewed.

Themes seen in the ads

- **Christmas:** coffee pod advent calendars (several versions, image and video) and a new Christmas collection.
- **Collabs and new flavours:** a licensed-character collaboration, a confectionery-inspired flavour, and a matcha restock.
- **First-order discount:** a monthly offer code for a large percentage off the first order or delivery.

- **Sales:** a summer sale (up to half off) still active in late October, and a sign-up offer for a discount on seasonal specials.
- **Price per cup:** a sub-50p per-cup claim tied to "barista quality".
- **Scarcity wording** on some cards seen: limited edition, limited stock, before it sells out, limited time only.

Example ads (described and paraphrased, not reproduced)

Ad	Started (2026)	Format	Page	What it says (paraphrased)
A	Early Sep	Image	Brand	Introduces new limited-edition advent calendars to coffee and Christmas fans.
B	Early Sep	Image	Brand	Summer sale: tells the shopper a discount of up to half off is waiting.
C	Early Sep	Video	Brand	Launch of a coffee pod advent calendar.
D	Late Sep	Image	Brand	Licensed-character collaboration; urges buying before stock runs out.
E	Early Aug	Image	Brand	Matcha restock, framed as returning because customers asked for it.
F	Early Oct	Image	Brand	Barista-quality coffee for under 50p a cup.
G	Mid Oct	Image	Brand	Limited-time large discount on the first delivery, with an offer code.
H	Late Oct	Video	Brand	Advent calendars (newest start date seen).

In a client report this table carries the Meta Ad Library ID of each ad and short quotes, so the client can look each one up. Both are removed here to keep the sample anonymous.

4. Angles and offers

This section combines the brand's own website with the first screens of its active Meta ads (section 3). In the ads seen, Christmas, collabs, new flavours and discounts lead; the compostability and cause angles were less visible in the short snippets read. How often each angle appears across all the ads was not counted.

Angles on the website

Angle	How it shows up (paraphrased)	Where
Compostable pods, less plastic	Certified home-compostable pods for a popular machine system; described as fully biodegradable and compared favourably with how fast common food waste breaks down.	Home, product page
City coffee credentials	A big-city café and roastery story going back over a decade.	Home, sustainability page
Cause	Each product sold is linked to recovering ocean-bound plastic; a foundation; B Corp status.	Product page, sustainability page
Value and flexibility	A low "from" per-cup price; savings with a subscription; a free tin; free subscription delivery; a choice of delivery intervals.	Product page
Choice and gifting	Around twenty blends, mix and match, character and Christmas tins, advent calendars, flavoured bundles.	Product page, navigation
Fun and rewards	A points-based rewards scheme pitched as small treats with your coffee; canned cocktail drinks.	Navigation, product page

Offers on the website

- **Introductory subscription offer (UK view):** a stepped discount across the first three deliveries (large, then smaller, then smaller again) with an offer code, plus a free tin and free delivery. Described as limited time; no end date was visible on the pages we read.
- **Main pod pack, UK prices seen:** the subscription price is slightly below the one-off price, and the first delivery is shown at the big introductory discount. The site's "from" per-cup headline matches that first, most-discounted delivery only.
- **Other offers:** an archive sale of up to half off. The discounts page (as first served, non-UK view) listed different codes, including a first-delivery discount, student and key-worker discounts, and a newsletter sign-up discount.
- **Delivery (UK, one-off orders):** a standard economy charge, free over a threshold; a dearer next-day option. Subscriptions: free.

5. Ad-to-sales-page funnel

The likely route from a Meta ad to an order, based on the public pages. We stopped before checkout: nothing was added to a basket and nothing was bought.

#	Step	What the shopper sees	Friction or decision points
1	Meta ad	Image or video ad from the brand's Page: advent calendars, a character collab, new flavours, a sale, or the first-order code. CTA "Shop Now" (or "Sign Up" for the seasonal discount) to the brand's website.	Ads quote a per-cup price and percentages that differ from the site's own per-cup headline (see section 6). Exact landing URLs per ad were not opened.
2	Sitewide offer banner	The stepped introductory discount and its code at the top of every page.	The offer is a code the shopper must remember or copy; the stepped discount takes a moment to understand.
3	Product page (main pod pack)	Quantity, blend mix, tin choice (free tin or paid limited editions), one-time vs subscribe and save with frequency.	Four decisions before the basket. Subscription price shown with the first-delivery discount; the later prices are left for the shopper to work out.
4	Upsells	"Frequently bought together" (reusable cup), advent calendars, bundles, rewards.	Useful for basket size, but adds to the scroll.
5	Basket and checkout	<i>Not visited (we don't create accounts or start payments in a public review).</i>	Optional in the manual pass: go as far as the delivery step without paying, and note how the stepped discount and delivery appear.

What stands out

- **A very clear "start" offer.** One code, three steps, repeated everywhere. Hard to compete with on discount alone.
- **The real ongoing price is less visible.** After the third delivery the per-pod price is well above the advertised "from" figure (roughly two thirds higher on the prices we saw). A competitor that shows its steady-state price plainly has a fair point of difference.
- **Sustainability does the heavy lifting.** Compostable pods are the core reason to choose this brand over supermarket aluminium pods, so the wording of those claims matters (section 6).

6. Compliance notes: worth checking

These are points where a careful advertiser in the same category would want to see the evidence before saying something similar. Every one is **worth checking**, and none is a finding that the brand has done anything wrong: it may already hold the evidence or carry the qualifications in places we didn't see. Areas covered: ASA/CAP Code, CMA guidance on fake reviews and drip pricing under the DMCC Act 2024, food and drink claims, environmental claims.

Worth checking first "100% biodegradable" claims and a food-waste comparison

Evidence seen: The product page says the pods are fully biodegradable and home-compostable, and compares their breakdown speed favourably with common food waste; the sustainability page says the pod material breaks down fully to carbon dioxide, water and compost. The brand links to a lifecycle analysis and says the pods are certified home-compostable.

Why it may matter: ASA/CAP guidance expects biodegradable and compostable claims to be backed by evidence that reflects real conditions and to tell people how to dispose of the item and how long it takes. Comparisons with other materials need a like-for-like basis. Research from UCL (2022) found many home-compostable-certified items did not fully break down in UK home compost heaps, which is why regulators look for the conditions behind the claim.

What to check: Which certification applies and what it tested; the basis for the comparison; and whether ads that use these lines tell people to put used pods in a home compost or food-waste bin.

Worth checking first Packaging: "compostable" and "recyclable"

Evidence seen: The home page trust strip calls the packaging compostable. The sustainability page says bean and ground-coffee bags are industrially compostable, and elsewhere describes packaging as fully recyclable.

Why it may matter: The ASA has ruled against unqualified "compostable" claims where the packaging needs industrial composting (two coffee-brand rulings in April 2025). Industrially compostable packaging usually can't go in home compost or household recycling, so "compostable" and "recyclable" both need qualifying.

What to check: Which packaging each claim covers, and whether ads or product pages for beans and ground coffee say "industrially compostable" and how to dispose of the bags in the UK.

Worth checking "Plastic-free" for bio-based pods

Evidence seen: The sustainability page says the pods are completely free of plastic and aluminium and made only from organic matter, while the same page describes the material as having plastic-like properties.

Why it may matter: Whether a bio-based polymer counts as "plastic" depends on the definition used. The ASA expects absolute claims such as "plastic-free" to match the average consumer's understanding.

What to check: The definition relied on and whether it is explained where the claim appears.

Worth checking "Limited time" offer with no visible end date

Evidence seen: Site banner: the introductory offer is described as limited time. Ad G (started mid Oct 2026) also says limited time. Sign-up ads for a seasonal discount open with limited-time wording. No closing date seen in the snippets or on the pages we read.

Why it may matter: CAP Code rule 8.17 says marketing communications for promotions must make significant conditions clear, including any closing date. "Limited time" without a date can read as urgency.

What to check: Whether the offer has an end date, and if so whether ads and the banner state it; if it runs indefinitely, whether "limited time" is accurate.

Worth checking first Three different per-cup prices

Evidence seen: Ad F (started early Oct 2026) quotes one per-cup price. The site's "from" per-cup headline is lower still and matches the first subscription delivery after the biggest introductory discount. The next two deliveries are discounted less, then the full subscription price applies, which works out well above both advertised figures.

Why it may matter: CMA price-transparency guidance (CMA209) and CAP Code rules on prices say a "from" price should be available to a fair share of buyers and conditions should be clear. A price that applies to one delivery only may need saying so next to the figure.

What to check: The basis of each figure (which pack, one-off or subscription, which delivery), whether the ad says so next to the price, and whether the ongoing price is easy to find.

Worth checking Summer sale ad still running in late October

Evidence seen: Ad B (started early Sep 2026): a summer sale of up to half off, still listed as active in late October 2026.

Why it may matter: An ad for an offer that has ended, or that has changed, misleads (CAP Code 3.1 and 8.17). "Up to" discounts should also reflect a fair share of the products in the sale.

What to check: Whether the sale is still on at the advertised discount; if not, pause the ad. Check how many products are actually at the top discount.

Lower priority "Back by popular demand"

Evidence seen: Ad E (started early Aug 2026): a restock framed as returning because of customer demand.

Why it may matter: A factual claim like this needs evidence that customer demand was the reason (CAP Code 3.7). Low risk, but easy to support.

What to check: Some record of demand (waitlist sign-ups, requests, sales history) behind the restock.

Worth checking Delivery charges on one-off orders

Evidence seen: The delivery page lists an economy charge (free over a threshold) and a dearer next-day option. The main product page lists delivery options without the fee next to them.

Why it may matter: Under the DMCC Act 2024 and CMA209, mandatory charges that can be calculated (including the cheapest delivery option where there is no free one) must be included in the headline price in an invitation to purchase. Optional faster delivery can be shown separately.

What to check: Whether ads promoting one-off purchases below the free-delivery threshold show the delivery charge or include it in the price, and how it appears at checkout.

Worth checking Environmental and ethical comparisons

Evidence seen: Carbon-neutral delivery (home page trust strip), a claim to be first in the UK to reach a certification, a claim to beat a well-known ethical-trade price standard, and a large kilogram figure for ocean-bound plastic recovered last year.

Why it may matter: ASA guidance says "carbon neutral" should not be used without explaining the basis, including any offsetting. "First" and comparisons with other standards need evidence (CAP Code 3.7, 3.33). Quantified impact figures should have a stated method.

What to check: The delivery carrier's offsetting basis; the date and certificate behind "first"; how the price comparison is measured; and who verifies the plastic figure.

Lower priority Alcohol products in ads

Evidence seen: Canned cocktail drinks sold alongside coffee; a liqueur-flavoured pod described as alcohol-free.

Why it may matter: If ads feature alcoholic products, CAP Code section 18 applies (no appeal to under-18s, no link to social or sexual success, audience restrictions) and Meta limits alcohol ad targeting.

What to check: Whether any Meta ads show the cans (none seen on the screens reviewed), and their age settings and creative.

Worth checking Scarcity wording and reviews

Evidence seen: Site: a last-few-in-stock tag on a limited-edition tin; a review-platform link on the product page. Ads: the collab ad (D) urges buying before it sells out; an advent calendar ad seen mentions limited stock.

Why it may matter: Stock claims should be accurate when shown (the DMCC Act 2024 bans falsely stating that a product will only be available for a very limited time). Reviews should be presented without selecting only the positive ones (DMCC Sch. 20 para. 13).

What to check: That stock tags reflect real stock, and that any review score in ads is current and sourced.

Lower priority Subscriptions from 1 January 2027

Evidence seen: Stepped discount over three deliveries; free delivery for subscribers; frequency choice.

Why it may matter: The DMCC Act subscription rules start on 1 January 2027 for new subscriptions: clear key information before sign-up, reminders, and easy cancellation, including for introductory-price subscriptions.

What to check: How the price after the introductory period is shown before payment, and the cancellation route.

No nutrition or health claims were seen on the pages we read (the "treats" wording refers to rewards, not to the coffee). If ads make claims such as "boosts focus" or "energy", the Nutrition and Health Claims rules and CAP Code section 15 would apply.

7. Five honest ad angles for the client

For a hypothetical smaller UK speciality-coffee subscription brand competing with this one. Each angle is built on something the client can prove. None of them needs fake reviews, countdown timers, invented scarcity or claims about results we can't support.

1. Where the pod goes

Example hook: *Used pod? Food-waste caddy or home compost. Here's what it looks like after [X] weeks.*

Why it could work against this competitor: The competitor's whole pitch is compostability; most ads say "compostable" without showing the disposal route. Showing it plainly is more useful to shoppers and easier to defend.

Evidence the client needs before running it: Certification for the exact pod, the conditions and timeframe it covers, and council food-waste guidance for the areas you target.

Keep out of it: Breakdown-speed comparisons with other materials unless you have your own like-for-like test.

2. The price you'll actually pay

Example hook: *£X for 60 pods, every delivery. Delivery included.*

Why it could work against this competitor: The competitor leads with a big first-delivery discount. A steady-state, all-in price is a fair contrast that respects CMA209 and helps people who dislike introductory pricing.

Evidence the client needs before running it: Your real ongoing subscription price and per-pod maths shown on the landing page.

Keep out of it: Naming the competitor or claiming "cheaper than" without a like-for-like, dated comparison.

3. Taste first, from the roaster

Example hook: *Roasted on [day] in [town]. Tasting notes: [notes].*

Why it could work against this competitor: The competitor sells big-city café credentials; a smaller roaster can lead with freshness and specific taste, which needs no environmental claims at all.

Evidence the client needs before running it: Roast dates and tasting notes you can stand behind; real roastery footage, or clearly labelled AI-generated imagery.

Keep out of it: "Best coffee in the UK" or award claims you don't hold.

4. Will it fit my machine?

Example hook: *Nespresso® Original machine? Here's a 5-second fit test.*

Why it could work against this competitor: Compatibility is a real worry with third-party pods. A simple demo removes it.

Evidence the client needs before running it: A tested list of compatible machines, with trademark use limited to describing compatibility.

Keep out of it: Implying endorsement by the machine maker.

5. Skip, pause, cancel: shown on screen

Example hook: *Here's our cancel button. It's two taps.*

Why it could work against this competitor: With the DMCC subscription rules starting on 1 January 2027, showing real flexibility is both honest and timely.

Evidence the client needs before running it: A screen recording of your actual account flow that matches what the ad shows.

Keep out of it: "Cancel anytime" if there is a minimum term or notice period you haven't stated.

8. Appendix: sources

Brand sources: the brand's public website (five pages) and Meta Ad Library pages (public view, no login, United Kingdom, active ads), accessed Oct 2026. Addresses and access times are kept on file and appear in full in client reports.

Guidance referred to:

1. CAP Code (non-broadcast), including rules 3.1, 3.7, 3.33 and 8.17, and sections 15 and 18
2. ASA advice: Environmental claims, biodegradable and compostable; ASA news on misleading disposal claims (April 2025 rulings)
3. CMA209 Price transparency guidance (drip pricing)
4. CMA208 Fake reviews guidance; DMCC Act 2024, Schedule 20, paragraph 13
5. Subscription contracts guidance (Department for Business and Trade), regime from 1 January 2027
6. Meta Ad Library documentation on what data is published