

SAMPLE REPORT · COMPETITOR AD & FUNNEL TEARDOWN

A UK refillable personal-care brand

What a shopper sees on the way from a Meta ad to this brand's checkout: the angles, the offers, 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 brand selling refillable deodorant (a reusable case plus refills) and other body-care products, direct to consumers by one-off order and subscription, and through retailers. Name withheld.
Prepared for	Sample only. Written as if for a hypothetical smaller UK refillable personal-care 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 deodorant product page, an editorial landing page about refill materials, mission page, refund policy (5 pages).
Prepared	October 2026 by Rhinehart Studio
Status of Ad Library section	Manual browse, Oct 2026: first couple of screens of well over a 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 UK pages loaded with GBP prices, but one page showed signs of a non-UK version of the site, so a small amount of content may be location-dependent. 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 well over a 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	Mainly the brand's own Page; also about six creator and partner Pages, most named "<creator> with <brand>".
Active ads, UK, all formats (count)	Well over a hundred (approximate count as shown by the Library).
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 late June to late October 2026, with many in October.
Earliest start date among active ads	Late June 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, including creator videos; 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	"Shop now".
UK/EU transparency: estimated reach and targeting shown (age, gender, location)	Not recorded: ad details not opened. One creator ad showed an "EU transparency" label.
Inactive ads in last 12 months (rough count, if shown)	Not reviewed.

Themes seen in the ads

- **Licensed-character gifting:** several gift sets and case designs built around well-known children's and cartoon characters, plus a festive gift set.
- **New product:** a tinted lip balm, sold on being vegan and moisturising.
- **Free trial:** free mini deodorants plus a case, with the shopper paying postage.
- **Creator and partner ads** run from creators' own Pages "with" the brand, several with personal discount codes.

- **Proof points carried into ads:** hours of protection, a percentage of natural ingredients, and a consumer-testing award. Different ads use different figures (see section 6).
- **Price-led:** a was/now price on a licensed-character starter pack, with the "now" price at roughly half the "was" price.

Example ads (described and paraphrased, not reproduced)

Ad	Started (2026)	Format	Page	What it says (paraphrased)
A	Late Jun	Image	Brand	Invites shoppers to try before buying: free minis and a case, postage paid by the shopper.
B	Late Oct	Image	Brand	A licensed-character gift set; the Library groups several ads using the same creative and text.
C	Mid Oct	Video	Brand	Launch of a tinted, vegan lip balm, sold on hydration.
D	Early Oct	Video (creator)	Creator Page "with" the brand	Creator states an hours-of-protection figure and a natural-ingredients percentage for an antiperspirant; personal code for a discount. Shows an EU transparency label.
E	Late Oct	Image	Brand	A licensed-character starter pack shown at a was/now price, roughly half off.
F	Late Oct	Image	Brand	Gifting angle: deodorant as something people would be pleased to unwrap.
G	Late Oct	Video (creator)	Creator Page "with" the brand	Opens with an "ad" label and a stop-scrolling hook aimed at people still buying a whole new deodorant each time; personal code.
H	Late Oct	Image	Brand	Character-design stick with protection hours, a natural percentage and the consumer-testing award (no year shown).

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). The ad browse confirmed the gifting/character, new-product, efficacy and offer angles; how often each appears across all the ads was not counted.

Angles on the website

Angle	How it shows up (paraphrased)	Where
Refills and less plastic	Plastic-free refills in a reusable case; refills described as made to break down; a grams-of-plastic-saved figure per refill.	Home, product page, editorial page
It works (efficacy)	A clinically tested hours-of-protection claim, an absolute effectiveness claim, and a consumer-testing award.	Home, product page
Natural and gentle	A high natural-ingredients percentage, no aluminium, vegan, and a sensitive-skin range.	Product page
Design, collecting and gifting	Over twenty case designs including licensed characters and a fashion-label collaboration; engraving; seasonal bundles; a wide choice of scents.	Product page, navigation
Social proof	A customer count in the millions, a count of five-star reviews in the tens of thousands, short first-name customer quotes with five stars, and a count of UK retail stockists.	Home, product page
Purpose	Tree planting linked to each product, B Corp status and charity partnerships.	Product page, mission page

Offers on the website

- **Subscribe and save (about a fifth off)** on starter packs and refills, with "edit, skip or cancel" wording and a "best value" label. Subscriptions have a minimum number of refills and a choice of delivery intervals of one to a few months.
- **Prices:** the product page leads with a "from" price for a case plus a refill that appears to be the subscription price, not the one-off price; refills are priced differently in the pack selector and against individual scents; a small standard delivery charge is shown lower down the product page.
- **A 30-day money-back promise** for new customers (conditions in the refund policy, see section 6).
- **Offers seen in ads (first screens):** a free trial of mini deodorants plus a case where the shopper pays postage; a licensed-character starter pack at a was/now price; creator codes for a percentage off.
- Free gift in the cart, an outlet for old-season stock at up to half off, refer-a-friend rewards, student and healthcare-worker discounts, and an affiliate programme.

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 or a creator Page: character gift sets, lip balm, a free trial, or a creator code. CTA "Shop now" to the brand's website.	Creator ads add a personal code to remember. Exact landing URLs per ad were not opened.
2a	Landing: main product page	Product builder: choose case, pick scents from a long list, choose subscription or one-off, then frequency. Benefit icons, ingredient explainers, how-to video, review count, FAQs.	Many choices before the price is final (case design, engraving, collection, scents, frequency). Subscription is pre-labelled as the best value, with a minimum number of refills.
2b	Landing: editorial page	Article-style page from earlier in 2026 explaining what the refills are made of (plant-based solid refills and a fermentation-based material for liquid refills), with a footnoted plastic-diverted figure and "get started" buttons.	Reads like an advertorial; useful for cold traffic that needs the "why refill" story before the product.
3	Offer layer	Subscribe-and-save, free gift in cart, discount-code box, referral and student offers in an offers panel.	Several discounts compete; the shopper may leave to look for a code.
4	Cart	Cart drawer with subscription vs one-time options, savings line, discount code field.	Delivery cost and subscription terms need to be clear here (see section 6).
5	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-cost step without paying, and note any new charges.

What stands out

- **Strong case for the product, then lots of choice.** The builder is good for engaged shoppers but can be a lot for someone arriving cold from a short video ad.
- **The editorial page does the education.** A competitor needs its own plain-English "why it is better" page, not a copy of this one.
- **Retention is built in.** Subscription is the default value message; the refund policy mentions renewal reminders and cancelling any time.

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, cosmetic claims, environmental claims.

Worth checking first Was/now price in an ad

Evidence seen: Ad E (started late Oct 2026): a licensed-character starter pack at a "now" price of roughly half the "was" price.

Why it may matter: Under the DMCC Act 2024 unfair-practice rules, CMA pricing guidance and the CAP Code rules on price comparisons, a "was" price should be a genuine price the item was actually sold at for a reasonable period, not an inflated or rarely used figure.

What to check: Whether the pack was really sold at the higher price, when and for how long; or whether the "was" figure is the total of separately priced items (if so, the ad should say so).

Worth checking first Protection and "natural" figures differ between ads

Evidence seen: Brand ad H states one hours-of-protection figure and one natural-ingredients percentage; creator ad D states a much longer protection time and a lower natural percentage. The website also uses two different natural percentages.

Why it may matter: Each figure needs evidence for the specific product it describes (CAP Code 3.7). The numbers may refer to different products (deodorant vs antiperspirant), but shoppers may not see the difference. The brand is responsible for claims in creator ads it pays for.

What to check: Which product each figure refers to, the test behind the longer protection claim, and whether creator scripts are checked against the brand's evidence.

Worth checking Creator ads clearly identifiable as ads

Evidence seen: Creator Pages appear as "<creator> with <brand>". Ad G opens with an "ad" label and other creator cards seen show "#AD" or "Ad". The opening text of creator ad D as seen did not show an ad label.

Why it may matter: CAP Code rule 2.1 and the ASA/CAP influencer guidance require ads to be obviously identifiable as ads. Platform labels such as "Sponsored" help, but the ASA expects a clear upfront label such as "Ad".

What to check: That every creator ad carries a clear upfront "Ad" label in the copy or video, not only the platform label.

Worth checking Free trial terms

Evidence seen: Ad A (started late Jun 2026): try-before-you-buy offer; free minis and a case, the shopper pays postage.

Why it may matter: If the trial leads into a paid subscription, what happens next, the price and how to cancel should be clear before sign-up; the subscription rules from 1 January 2027 add specific duties for free and low-cost trials. The postage charge should be clear up front (CMA209).

What to check: What happens after the trial, whether it rolls into a subscription, and whether postage and any later charges are stated on the trial landing page and at checkout.

Worth checking first Biodegradability and "disappearing" refill claims

Evidence seen: The editorial page says the refills can break down in a range of environments including landfill and the sea, and describes them as made to disappear; the mission page gives a timeframe in months. The page does explain the materials and says breakdown depends on the right conditions.

Why it may matter: ASA/CAP guidance on biodegradable and compostable claims expects robust real-world evidence, and says ads should make clear how and where to dispose of the item, how long it takes and under what conditions. Landfill and the sea are hard environments to evidence. The CMA Green Claims Code takes a similar line on clear, substantiated claims.

What to check: Whether ads that use these lines carry the conditions and timeframe, and what test evidence sits behind the wider claims. A competitor should not copy the claim; build its own from its own evidence.

Worth checking first Efficacy, "number one" and award claims

Evidence seen: An absolute effectiveness claim, a clinically tested hours-of-protection claim, a "UK's number one" claim for refillable natural deodorant, and a consumer-testing award. Ad H repeats the award with no year shown in the snippet seen.

Why it may matter: CAP Code rule 3.7 requires evidence for objective claims; rules 3.33–3.38 cover comparisons. "Number one" claims need a stated basis. Cosmetic claims are also judged against the common criteria for cosmetic product claims. Award logos and wording usually come with licence terms about which product and year they refer to.

What to check: What the protection study measured and on which formula; the basis of "number one" (sales? which category and period?); which product and year the award covers and whether it is current for the product in the ad; and whether the absolute effectiveness claim is qualified.

Worth checking Review and customer-count figures

Evidence seen: A count of five-star reviews (tens of thousands), a customer count in the millions, and curated first-name quotes, each with five stars.

Why it may matter: Under the DMCC Act 2024 (Schedule 20, paragraph 13; CMA fake-reviews guidance CMA208), publishing review information in a misleading way is a banned practice, for example giving positive reviews more prominence than negative ones. Counting only five-star reviews is a selection; the total review count and average give context. Nothing seen suggests the reviews are not genuine.

What to check: Whether the five-star count sits next to the overall count and rating, how reviews are collected and moderated, and whether quoted reviewers were incentivised (if so, that should be visible).

Worth checking "From" price and delivery in ads

Evidence seen: The product page leads with a "from" price that appears to be a case plus one refill at the subscription discount; the one-off price would be higher. A delivery charge is shown further down the product page.

Why it may matter: CMA price-transparency guidance (CMA209) says mandatory charges, including delivery where it can be calculated, belong in the price shown in an invitation to purchase, and that "from" prices should be genuinely available. An ad that quotes a price is itself an invitation to purchase.

What to check: Whether ads quoting prices make clear that the lowest figure is the subscription price, and whether delivery is included or shown alongside.

Worth checking "Money back" promise and its conditions

Evidence seen: The product page promises your money back within 30 days. The refund policy limits this to new customers' first orders, asks customers to try other solutions first, and excludes refill packs except where faulty.

Why it may matter: CAP Code rules 3.53–3.57 cover guarantees and say significant limitations must be made clear. Consumers' statutory rights still apply alongside any voluntary promise.

What to check: Whether ads using the promise state that it is for new customers' first orders, and whether the conditions are one click away.

Worth checking Subscription sign-up and cancellation

Evidence seen: "Edit, skip or cancel" wording; a minimum number of refills; the refund policy says renewal reminder emails are sent and orders already placed can't be cancelled.

Why it may matter: The DMCC Act subscription-contract rules start on 1 January 2027 for new subscriptions (pre-contract information, reminders, easy cancellation, cooling-off). Current consumer law already applies.

What to check: That the minimum and the renewal schedule are clear before payment, and the cancellation route works in a couple of steps.

Lower priority Tree-planting and carbon wording

Evidence seen: Each product is said to plant trees, and the mission page links this to taking carbon out of the atmosphere through a partner.

Why it may matter: Environmental claims should state their basis (CAP Code section 11; CMA Green Claims Code).

What to check: Whether ads using the line link to partner details (how many trees, where, verified by whom).

Lower priority Licensed characters and a children's range

Evidence seen: Character case designs and a children's wash range.

Why it may matter: If ads for these are directed at or likely to appeal particularly to children, CAP Code section 5 (children) applies, and Meta has its own rules for under-18 audiences.

What to check: Audience and creative choices for any character-led ads.

No health claims in the medical sense were seen: the product is a cosmetic, and claims such as "dermatologically tested" and "suitable for sensitive skin" fall under cosmetics claim rules rather than medicines law.

7. Five honest ad angles for the client

For a hypothetical smaller refillable personal-care 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. The 10-second refill

Example hook: *Twist, swap, done. Here's a whole refill in one take.*

Why it could work against this competitor: The competitor leans on the refill idea but explains it with text and a how-to video; a single uncut demo in the ad answers "is it fiddly?" straight away.

Evidence the client needs before running it: Real footage or clearly labelled AI-generated footage of the actual product; no speeded-up edits that hide steps.

Keep out of it: Implying the competitor's refill is hard to use.

2. Plain-English disposal

Example hook: *Where does the empty refill go? Home compost, X weeks, tested by [lab].*

Why it could work against this competitor: Section 6 shows how hard it is to word "biodegradable" well. A brand that states exactly where, how long and under what conditions earns trust.

Evidence the client needs before running it: A certificate or test report for the exact refill, with the timeframe and conditions it covers.

Keep out of it: "Disappears", "ocean-safe" or any claim wider than the evidence.

3. The all-in monthly price

Example hook: *£X a month, delivery included. Cancel from your account in two clicks.*

Why it could work against this competitor: Competitors often lead with the lowest subscription figure. An all-in price (including delivery) is easy to compare and in line with CMA209.

Evidence the client needs before running it: The real all-in figure for a typical usage pattern, and a cancellation flow that matches the claim.

Keep out of it: "Cheaper than [competitor]" unless the comparison is like-for-like and documented.

4. Honest transition period

Example hook: *Switching from antiperspirant? Week 1 can feel different. Here's why.*

Why it could work against this competitor: The competitor's own refund policy mentions an adjustment period; most ads skip it. Naming it up front cuts refunds and builds credibility.

Evidence the client needs before running it: Approved, cosmetics-compliant explanation of what changes when switching; no medical claims.

Keep out of it: Promises like "no sweat" or "detox".

5. Scent-first creative

Example hook: *Smells like [specific note]. Pick three to try.*

Why it could work against this competitor: Scent is a big part of the competitor's range. A smaller brand can win attention by owning one or two distinctive scents.

Evidence the client needs before running it: Real fragrance notes from the supplier spec; a sampler offer that actually exists.

Keep out of it: Fake "limited batch" or "selling out" lines unless stock is genuinely limited and the ad says how.

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 rule 2.1 (recognising ads), 3.7 (substantiation), 3.33–3.38 (comparisons), 3.53–3.57 (guarantees), sections 5 and 11
2. ASA/CAP Influencers' guide to making clear that ads are ads
3. ASA advice: Environmental claims, biodegradable and compostable; CMA Green Claims Code
4. CMA208 Fake reviews guidance; DMCC Act 2024, Schedule 20, paragraph 13
5. CMA209 Price transparency guidance (drip pricing)
6. Subscription contracts guidance (Department for Business and Trade), regime from 1 January 2027
7. Meta Ad Library documentation on what data is published