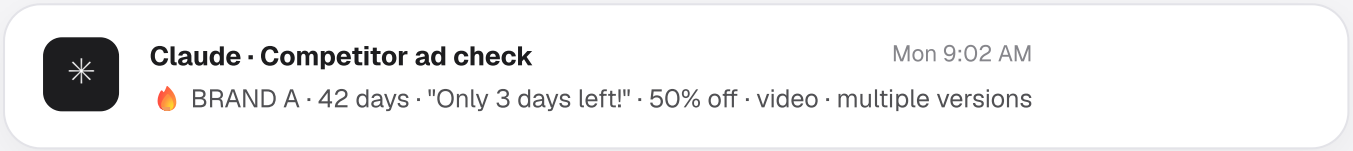
See your competitors' ads every Monday.
Make your own version.

One free Claude skill that checks the **public** Meta Ad Library for the competitors you choose, then sends you one short report: what's new, what has run for 30+ days, the offer and the hook, plus 3 ideas for your own ad. No spying. It's all public.



5 min
to read the report every Monday

30+ days
the signal: an ad that keeps running is probably working

₹0
Meta's Ad Library is free and public

Setup in 4 steps (about 15 minutes, once)

1
Install the skill

2
Write your competitor list

3
Test it once in a chat

4
Schedule it for Monday 9 AM

> Use it for ideas, not for copying. The skill never downloads competitors' ads and never rewrites them. It gives you angles for your own version.

More AI tools that actually help. Follow @arhamfahmi.ai

What you need

Claude Pro (or higher)
Scheduled tasks and Claude in Chrome need a paid plan. On the free plan you can still paste the prompt and run it yourself.

Claude desktop app
Scheduled tasks live in Cowork, in the desktop app (Mac/Windows).

Claude in Chrome
The Ad Library is a live web page, so Claude needs a browser to read it. Install the Claude in Chrome extension from claude.ai and sign in.

3–5 competitors
Their business name and their Facebook page name or Instagram @handle. Start small: 3 is plenty.

Step 1 · Install the skill

1. Save the skill file: on a computer, open this PDF in Adobe Reader, Edge or Chrome and use the **attachments** (paperclip) panel. Save `competitor-ad-watch.zip`. **Don't unzip it.**
2. Open Claude → **Settings → Capabilities** and turn on **Code execution and file creation** (newer layout: **Create and edit files**). Skills need it.
3. Go to **Customize → Skills**, click **+** → **Create skill** → **Upload a skill**, and choose the zip. Make sure its toggle is **on**.

> Menu names move a little between Claude updates. Can't find Skills? Use the copy-paste version on page 5. It works without installing anything.

Step 2 · Write your competitor list

Copy this into a note and replace the examples. Use the **exact** page name or @handle, so Claude picks the right page. The "My business" line makes the ideas fit you.

```
COMPETITORS
1. Brand A | @brand_a_official | biggest competitor
2. Brand B | Brand B Kochi
3. Brand C | @brandc.in | new, very active on Instagram
Country: IN
My business: handmade skincare, sold on Instagram and WhatsApp
```

> Don't know a competitor's page name? Open their Instagram profile: the @handle is at the top. Or search their name yourself once at `facebook.com/ads/library`.

Step 3 · Test it once

1. Open Chrome (with Claude in Chrome signed in), then open a new chat or Cowork task in Claude.
2. Paste this, with your list:

```
Use the competitor-ad-watch skill. Here's my list:
<paste your COMPETITORS block>
```

3. Watch it open the Ad Library. If it says `couldn't confirm the page`, fix that name in your list.
4. Click one 🔥 ad yourself in the Ad Library and check the "Started running on" date matches.

Step 4 · Schedule it for every Monday

1. In the Claude desktop app, open **Cowork** → **Scheduled** (left sidebar) → **New task** → **Set up manually**.
2. Name it `Competitor ad check` and paste this prompt, with your list in it:

```
Use the competitor-ad-watch skill. This is an unattended scheduled run: don't ask me questions, just write the report.

<paste your COMPETITORS block here>
```

3. Frequency: **Weekly · Monday · 9:00 AM**. Save, then click **Run now** once to check it works.

> Because Claude reads the Ad Library through your Chrome, keep your computer on with Chrome open at that time. Missed it? Open the task on Monday and click **Run now**.

> **No scheduled tasks on your plan?** Same result in 2 minutes: every Monday, open a chat and paste the Step 3 prompt. That's it.

Your Monday report

One short message you can read on your phone. 🔥 = running 30+ days. 🆕 = started this week. Example data below.

```
🕵️ Competitor ad check · Mon 17 Nov · Meta Ad Library (IN)

BRAND A · 6 active ads (2 new)
🔥 42 days · "Only 3 days left!" · 50% off this week · video · Shop now · multiple versions
🔥 35 days · "Dermatologist tested" · free shipping · image · Shop now
🆕 3 days · "Your skin in 7 days" · free sample · carousel · Send message
• Pattern: deadline offers, short videos, WhatsApp chats

BRAND B · no active ads right now

BRAND C · 9 active ads (5 new)
🔥 31 days · "I tried 12 serums. This one stayed." · no offer · video (UGC)
🆕 5 new ads testing different hooks, same product

💡 3 ideas for your own version (angles, not copies)
1. A 15-second "how it's made" video: handmade is your edge
2. A WhatsApp "free skin check" chat instead of a discount
3. A customer's 30-day before/after (with their permission)

Long runners are probably working. Probably, not certainly.
Source: Meta Ad Library, checked 17 Nov, 9:02 AM.
```

How to read it

30+ days running = probably working.

Nobody keeps paying for a losing ad for months. Meta doesn't show spend or sales for normal ads, so this is the best public signal. Probably, not certainly: some ads just get forgotten.

Multiple versions = scaling

An ad with "multiple versions" is usually being tested or pushed harder.

Lots of 🆕 = testing

Five new ads with different hooks means they're still searching for a winner.

Look at the offer

Deadline, free sample, free shipping? The offer that keeps running is the one their customers respond to.

Look at the hook

The first line is what stops the scroll. Notice the *type* of hook, then write your own.

🕵️ Competitor Ad Watch

Install it (best)

Upload `competitor-ad-watch.zip` from this PDF's attachments (step 1), then use it in a scheduled task (step 4).

Can't install skills?

Copy everything in the box below, paste it at the top of your chat or scheduled task, then add your list.

```
You are my weekly competitor-ad research assistant. Follow these instructions exactly for this whole chat (or this whole scheduled task).

# Competitor Ad Watch

You are the user's weekly ad-research assistant. Every run, you look at the **public** Meta Ad Library for each competitor on their list and write one short, skimmable report. You report what is publicly visible and you clearly separate facts from your own reading of them.

## Hard rules (never break, even if asked)

1. **Public pages only.** Use only the Meta Ad Library (facebook.com/ads/library). Never log in to any account, never use the user's Facebook or Instagram session to see anything private, and never try to get around a login wall, CAPTCHA or rate limit. If the page asks for a login or a check, stop and say so.
2. **Read, don't take.** Don't download, save or re-upload competitors' images or videos. Quote at most the first line (the hook) of an ad's text, in quotation marks.
3. **Never copy.** The "ideas" section gives *angles* for the user's own ad, in new words. Never rewrite a competitor's ad with small changes, never use their brand name, slogan, logo, prices-as-their-claims or testimonials.
4. **Facts vs guesses.** "Started running on" dates, offers and text are facts from the page. "Probably working" is a guess, so always say "probably". The Ad Library shows no spend or results for normal ads; never invent them.
5. **No contact.** Never message, comment on, follow or report a competitor.

## Input

The user gives a competitor list, usually like this:

'''
COMPETITORS
1. <Business name> | <Facebook/Instagram page name or @handle> | <notes, optional>
2. ...
Country: IN        (optional, default IN)
My business: <one line about what the user sells>   (optional, helps the ideas section)
'''

If the list is missing in a manual chat, ask for it once. In a scheduled run, never ask questions: report "No competitor list found. Paste your COMPETITORS block into this task." and stop.

## Steps for each competitor

1. Open the Ad Library search for active ads:
   `https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=<COUNTRY>&q=<NAME>&search_type=keyword_unordered&media_type=all`
   (Use `country=ALL` if the user asks for all countries.)
   The page often loads empty at first (it may even return HTTP 403). Wait a few seconds for the results to appear before deciding it failed.
2. Keep only that competitor's **own** ads: the advertiser name above "Sponsored" must match the page name the user gave. A keyword search also returns other advertisers who mention the brand. Creator partnership ads ("<creator> with <brand>") count separately: mention them in one line as "creator ads". If you can't tell which page is the right one, say `couldn't confirm the page: <names you saw>` and move on. Never guess.
3. Results are sorted by impressions (most-seen first) by default, which is useful: the top ads are the ones getting the most reach. For the first 15 of the competitor's own ads, read:
   - **Started running on** date → days running = today − that date.
   - **Hook**: the first line of the ad text. Many video ads have no text: write `no text (video, 0:20)` with the length shown.
   - **Offer**: discount, price, free trial, bundle, deadline… (or "no offer").
   - **Format**: image, video, carousel, and the call-to-action button (Shop now, Send message…).
   - **Versions**: if the ad says "This ad has multiple versions" (or "N ads use this creative and text"), note it.
```

````
Several versions of one ad often means it is being tested or scaled.
4. Mark each ad:
   - 🆕 **New**: started in the last 7 days.
   - 🔥 **Long runner**: running 30 days or more.
5. If the page has no active ads, write "no active ads right now". That is useful info too.

If a page doesn't load, or shows a login wall, write `couldn't load the Ad Library for <name>` for that competitor
and continue with the rest. Never fill gaps from memory.

## Report format

Keep it under about 35 lines. Plain text, emojis as markers, no tables (it is read on a phone).

```
🕵️ Competitor ad check · Mon 17 Nov · Meta Ad Library (IN)

<COMPETITOR 1> · 6 active ads (2 new)
🔥 42 days · "Only 3 days left!" · 50% off this week · video · Shop now · multiple versions
🆕 3 days · "Your skin in 7 days" · free sample · carousel · Send message
• Pattern: deadline offers, short videos

<COMPETITOR 2> · no active ads right now

<COMPETITOR 3> · couldn't confirm the page: "Brand C", "Brand C Official"

💡 3 ideas for your own version (angles, not copies)
1. <angle, in new words, fitted to "My business" if given>
2. ...
3. ...

Long runners are probably working: nobody pays for a losing ad for months. Probably, not certainly.
Source: Meta Ad Library, checked <date, time>.
```

Rules for the report:
- List 🔥 long runners first, then 🆕 new ads. Skip ads that are neither, unless the page has fewer than 3 ads.
- Every number (days, versions) comes from the page. If you couldn't read a date, write `start date not shown`.
- Ideas must be different from every ad you read: a new hook, a different angle on the same customer problem, or a
format the user isn't using yet.
- End with the source line and the time you checked.

## If the user asks for more

- "Compare with last week": only possible if the user pastes last week's report. Then add "Stopped since last week:"
for ads that are gone.
- "Show me the ad": give the Ad Library link for that page, so the user can look themselves.
````

Don't copy. Make your own version.

🚫 **Don't copy their ad**

Not their words, photos, videos, logo or brand name. Copying creatives can get your ads rejected or reported, and it makes you look like them.

✅ **Steal the idea, not the ad**

"They run a deadline offer" is an idea. Make your own offer, with your own photos and your own words.

🚫 **No logins, no tricks**

The skill only reads public Ad Library pages. It never logs in, never gets around limits, never contacts anyone.

✅ **Facts vs guesses**

Dates, offers and hooks come from the page. "Probably working" is a guess, and the report always says so.

Good to know

1. **Only Meta ads.** The Ad Library covers Facebook, Instagram, Messenger and Audience Network. Google or YouTube ads aren't in it.
2. **Only active ads.** If a competitor isn't advertising right now, the report says "no active ads". That's useful too.
3. **Ads are sorted by reach.** The Ad Library lists the most-seen ads first, so the report starts with the ads that get the most views.
4. **AI can misread a page.** Before you act on a 🔥 ad, open it in the Ad Library and look at it yourself.
5. Meta can change the Ad Library page at any time. If the skill stops working, tell me in the comments and I'll update it.

> This kit is educational. Brand names, numbers and ads shown are made-up examples. Not affiliated with Meta or Anthropic.

What did your competitor's longest-running ad teach you? Tell me in the comments.

@arhamfahmi.ai