

Ilma Botanics · Kora & Len · Nordiq Skin.

Ireland · last 12 months

4 OCT 2025 - 4 OCT 2026

SAMPLE REPORT The brands, ads and numbers in this report are made up. They were prepared only to show what a report looks like.

3

BRANDS

28

DISTINCT CREATIVES

52 Ad Library entries incl.
versions

11

ACTIVE NOW

4

NEW IN THE LAST 30 DAYS

Nordiq Skin plays the seasons and has the widest reach, Kora & Len builds its year around gifting, and Ilma Botanics gets most of its reach in May and June.

- Nordiq Skin has the longest-running creative in the report: the Retinal 0.05% Serum ad has been live since 10 October 2025, almost a full year. It is almost certainly their main entry product.
- Ilma Botanics is quiet from November to April: only the sea buckthorn serum from 20 November, joined by a welcome code from 10 February to 5 March and the rose face mist from 15 April. Reach rises almost sixfold in May with the raspberry seed oil launch, and June, when the mini travel set joins, is
- Video is rare: one video creative each from Kora & Len (the 45-second soap workshop film) and Nordiq Skin (the 60-second dermatologist Q&A), and none from Ilma Botanics.
- Kora & Len's biggest month is November: the Forest Bath Box and Black Week together bring the highest reach of its year. It also plans occasions early: the Mothering Sunday box started on 26 February, 17 days before 15 March, and Christmas pre-orders for the Forest Bath Box 2026 opened on 25 Septemb
- All three brands put numbers in their headlines (25% off, 28 days, 15 ml), but only Nordiq backs a claim with a test: 40 people, 28 days, photos from day 1 and day 28 with no retouching.

BRAND	ACTIVE NOW	DISTINCT CREATIVES	NEW IN 30 DAYS	LONGEST RUN	LARGEST AD, USERS	EST. SPEND, 12 MONTHS
Ilma Botanics	3	7	1	318 days	174k	5.5–29k €
Kora & Len	4	11	2	298 days	295k	15–82k €
Nordiq Skin	4	10	1	359 days	342k	19–100k €

Ilma Botanics

3

ACTIVE NOW

4

ENDED IN 12 MONTHS

318

DAYS, LONGEST RUN

1

NEW IN THE LAST 30 DAYS

174k

USERS, LARGEST AD IN 12 MONTHS

7 distinct creatives · 11 Ad Library entries incl. versions ESTIMATED SPEND, 12 MONTHS 5.5–29k €

THE LAST 12 MONTHS IN SHORT

7

creatives launched in 12 months · 11 Ad Library entries

3

running now · the longest for 318 days

1

new in the last 30 days · peak: November 2025, 1 creative

100%

of creatives send people to a site · the rest are posts or reach ads without a link

174k

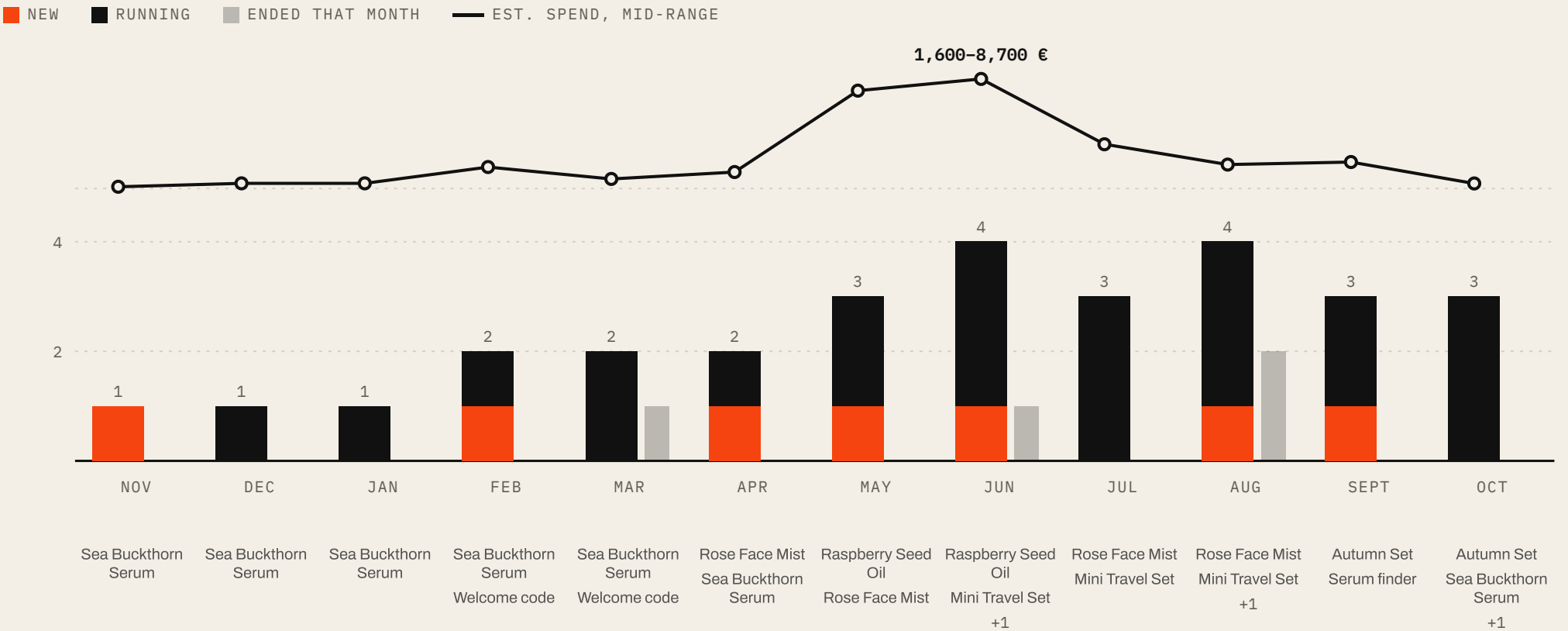
users reached by the largest ad in the EU · median ad 63k

HOW THEY ADVERTISED, IN THE ANALYST'S WORDS

Most likely a small brand of plant oils and serums, active mainly in spring and summer. Its ads talk about the ingredients and where they come from, and its raspberry seed oil launched in a first batch of just 800 bottles.

The year in ads

Creatives on air each month and the estimated spend, spread over the days each ad ran.



1

new creatives · November 2025, the busiest month

1,600–8,700 €

estimated spend · June 2026, the biggest month

51 days

median run of a creative in this report

29%

of creatives ran longer than 90 days

Monthly spend = reach spread over the days each ad ran × frequency 1.1–2.5 × CPM €6–€14. An order of magnitude, not an invoice. Month summaries are written by an AI model from the ad texts.

Month by month

November 2025

1 0 27-140 €
NEW RUNNING SPEND

SEA BUCKTHORN SERUM

The brand's first creative in the report period: the sea buckthorn serum, live since 20 November and still running. Its lowest reach of the year.

December 2025

0 1 77-410 €
NEW RUNNING SPEND

SEA BUCKTHORN SERUM

The sea buckthorn serum runs all month, still the brand's only creative and with no Christmas offer.

January 2026

0 1 77-410 €
NEW RUNNING SPEND

SEA BUCKTHORN SERUM

Only the sea buckthorn serum, with low reach.

February 2026

1 1 320-1,700 €
NEW RUNNING SPEND

SEA BUCKTHORN SERUM WELCOME CODE

From 10 February a 15% code for joining the newsletter: the brand is collecting email addresses before the season.

March 2026

0 2 140-760 €
NEW RUNNING SPEND

SEA BUCKTHORN SERUM WELCOME CODE

The welcome code ends on 5 March, leaving only the serum.

April 2026

1 1 250-1,300 €
NEW RUNNING SPEND

ROSE FACE MIST SEA BUCKTHORN SERUM

The rose face mist joins the serum on 15 April.

Month by month

May 2026

1 2 1,500–7,700 €
NEW RUNNING SPEND

RASPBERRY SEED OIL ROSE FACE MIST

From 5 May the raspberry seed oil launch, a limited first batch of 800 bottles, runs alongside the mist.

STANDS OUT
Reach rises almost sixfold on April, mostly from the raspberry seed oil launch.

June 2026

1 3 1,600–8,700 €
NEW RUNNING SPEND

RASPBERRY SEED OIL MINI TRAVEL SET

ROSE FACE MIST

The launch runs until 30 June; from 20 June a mini set for holidays joins.

STANDS OUT
The brand's highest reach of the year: the launch, the mist and the mini set run side by side.

July 2026

0 3 660–3,500 €
NEW RUNNING SPEND

ROSE FACE MIST MINI TRAVEL SET

Holiday season: the mist and the 15 ml travel sizes, with the serum still running.

August 2026

1 3 350–1,900 €
NEW RUNNING SPEND

ROSE FACE MIST MINI TRAVEL SET SERUM FINDER

The mini set stops on 10 August and the mist on 15 August. From 25 August a serum finder quiz with a free sample.

September 2026

1 2 390–2,100 €
NEW RUNNING SPEND

AUTUMN SET SERUM FINDER

The autumn set at 20% off from 15 September, alongside the serum finder.

October 2026

0 3 75–400 €
NEW RUNNING SPEND

AUTUMN SET SEA BUCKTHORN SERUM SERUM FINDER

First days of the month: three creatives live, low reach.

Active ads 3

1

Ilma Botanics

Recommended

A serum built on sea buckthorn oil, vitamin C and carotenoids from the berries themselves, not from a lab. Five drops at night.

Glow from a berry, not a filter



ILMA BOTANICS

SEA BUCKTHORN SERUM

ILMA BOTANICS

SEA BUCKTHORN SERUM

ILMA BOTANICS

SEA BUCKTHORN SERUM

since 20 Nov 2025

318 days

FB · IG · MSG

2 VERSIONS

78K REACH

EST. SPEND 510-2,700 €

1

Ilma Botanics

Recommended

Not sure which serum to start with? Answer three questions about your skin and we'll recommend one, with a free sample in your order.

Find your serum in 3 questions



ILMA BOTANICS

SERUM FINDER

ILMA BOTANICS

SERUM FINDER

ILMA BOTANICS

SERUM FINDER

since 25 Aug 2026

40 days

FB · IG · MSG

27K REACH

EST. SPEND 180-950 €

1

Ilma Botanics

Recommended

After the summer, skin needs some repair. Sea buckthorn serum and raspberry seed oil in one autumn set, 20% off.

September: back to your routine



ILMA BOTANICS

AUTUMN SET

ILMA BOTANICS

AUTUMN SET

ILMA BOTANICS

AUTUMN SET

since 15 Sept 2026

19 days

IG

36K REACH

EST. SPEND 240-1,300 €

hausof.tech

PIOTR CHOJNACKI · HELLO@HAUSOF.TECH · HAUSOF.TECH

SAMPLE · MADE-UP DATA · 7 / 26

What they say

Botanical skincare built on plant oils, such as sea buckthorn and raspberry seed oil.

HOOKS

Glow from a berry, not a filter
Just launched: raspberry seed oil
Find your serum in 3 questions

OFFERS

15% off the first order for joining the newsletter
Autumn Set 20% off
Free sample with the serum finder

CALLS TO ACTION

Shop now
Get code
Get started

THEMES

ingredient origin
launches and limited batches
help choosing

WHAT SETS THEM APART

The only one of the three brands asking people to join a newsletter (a 15% welcome code), and the only one helping them choose with an online serum finder.

Reach and audience

REACH IN THE EU

LARGEST AD IN 12 MONTHS, USERS	174,000
MEDIAN AD, USERS	63,000
SUM OVER ALL ENTRIES	828,000

Meta reports reach per ad and counts a user once in every ad shown to them, so the sum is not the number of unique users. We show it because the spend estimate builds on it.

ENTRIES BY REACH

under 10k		0
10–100k		9
100k–1M		2
1M and more		0

WHERE THE REACH IS

IE		100%
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WHO THEY TARGET

AGE	22–50
GENDER	Women 11
LOCATIONS	Ireland

REACH BY AGE, SHARE

18-24		14%
25-34		36%
35-44		29%
45-54		14%
55-64		6%
65+		1%

REACH BY GENDER, SHARE

Women		91%
Men		9%
Unknown		0%

Shares of the summed EU reach of all entries.

Kora & Len

4

ACTIVE NOW

7

ENDED IN 12 MONTHS

298

DAYS, LONGEST RUN

2

NEW IN THE LAST 30 DAYS

295k

USERS, LARGEST AD IN 12 MONTHS

11 distinct creatives · 20 Ad Library entries incl. versions ESTIMATED SPEND, 12 MONTHS 15–82k €

THE LAST 12 MONTHS IN SHORT

11

creatives launched in 12 months · 20 Ad Library entries

4

running now · the longest for 298 days

2

new in the last 30 days · peak: November 2025, 2 creatives

100%

of creatives send people to a site · the rest are posts or reach ads without a link

295k

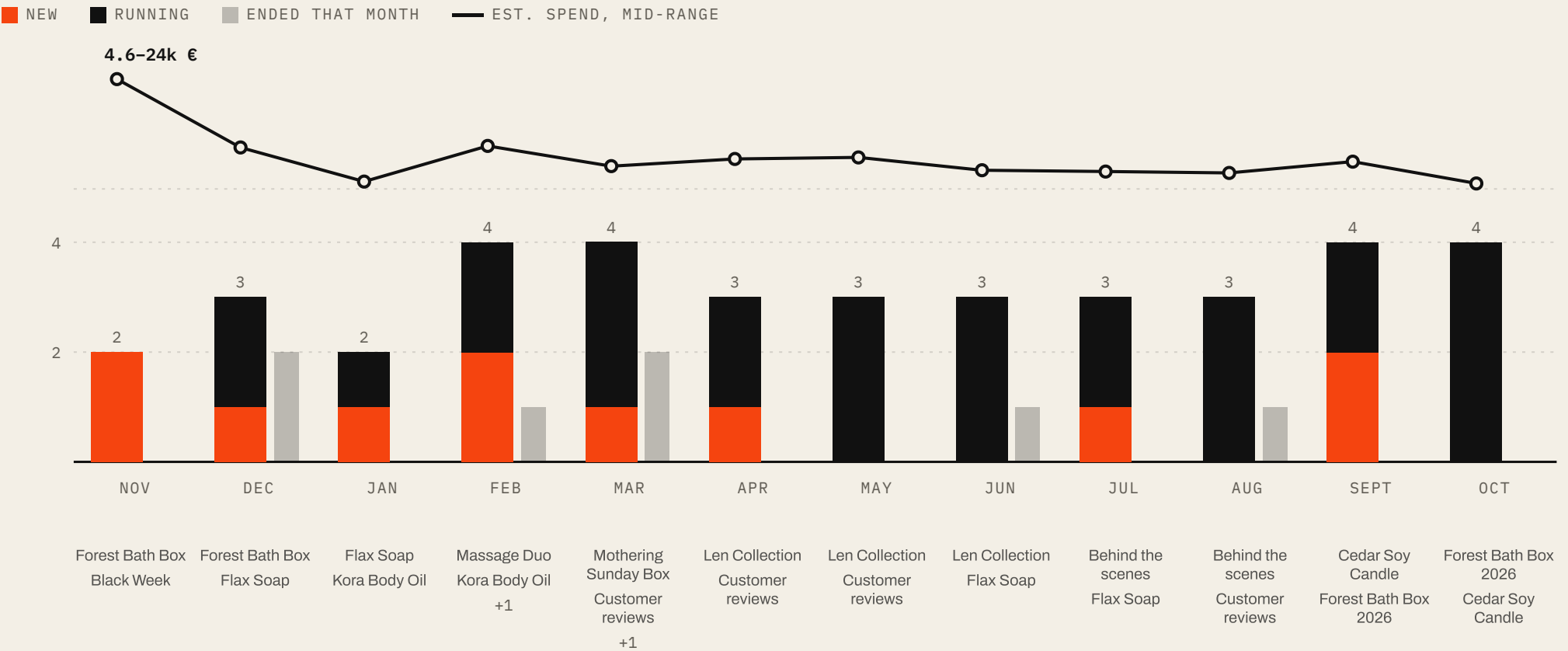
users reached by the largest ad in the EU · median ad 98k

HOW THEY ADVERTISED, IN THE ANALYST'S WORDS

A craft brand of soaps and body oils that sells on short ingredient lists and handmade production. Its advertising year is built around gifting occasions: Christmas, Mothering Sunday and, almost certainly, Valentine's Day.

The year in ads

Creatives on air each month and the estimated spend, spread over the days each ad ran.



2
new creatives · November 2025, the busiest month

4.6–24k €
estimated spend · November 2025, the biggest month

49 days
median run of a creative in this report

18%
of creatives ran longer than 90 days

Monthly spend = reach spread over the days each ad ran × frequency 1.1–2.5 × CPM €6–€14. An order of magnitude, not an invoice. Month summaries are written by an AI model from the ad texts.

Month by month

November 2025

2 0 4.6–24k €
NEW RUNNING SPEND

FOREST BATH BOX BLACK WEEK

Gift season opens on 3 November with a box of birch tar soap, cedar oil and a linen towel. From 20 November Black Week adds 25% off the whole shop. The brand's strongest month by reach.

STANDS OUT
Two campaigns running side by side and the highest reach of the year.

December 2025

1 2 1,700–9,100 €
NEW RUNNING SPEND

FOREST BATH BOX FLAX SOAP

Black Week ends on 1 December and the gift box runs until 22 December. The flax soap ad starts on 10 December and is still running.

January 2026

1 1 310–1,600 €
NEW RUNNING SPEND

FLAX SOAP KORA BODY OIL

After Christmas the brand switches to skincare: from 12 January a body oil for skin dried out by the heating, alongside the flax soap.

February 2026

2 2 1,800–9,400 €
NEW RUNNING SPEND

MASSAGE DUO KORA BODY OIL MOTHERING SUNDAY BOX

The massage duo, almost certainly for Valentine's Day, runs from 1 to 14 February, alongside the body oil. The Mothering Sunday box starts on 26 February, 17 days before the day.

March 2026

1 3 940–5,000 €
NEW RUNNING SPEND

MOTHERING SUNDAY BOX CUSTOMER REVIEWS

KORA BODY OIL

The Mothering Sunday box runs until 14 March, with orders by 11 March for delivery before Sunday 15 March. The body oil ends on 15 March. From 20 March a customer reviews ad starts and is still running.

April 2026

1 2 1,200–6,600 €
NEW RUNNING SPEND

LEN COLLECTION CUSTOMER REVIEWS

On 2 April the spring Len Collection launches: a soap, a pillow mist and a balm. The reviews and flax soap ads keep running.

Month by month

May 2026

0 3 1,300–6,900 €
NEW RUNNING SPEND

LEN COLLECTION CUSTOMER REVIEWS

No new ads this month: the Len Collection runs alongside the always-on reviews and flax soap ads.

June 2026

0 3 770–4,100 €
NEW RUNNING SPEND

LEN COLLECTION FLAX SOAP

The Len Collection ends on 10 June. Only the always-on ads remain: flax soap and customer reviews.

July 2026

1 2 720–3,800 €
NEW RUNNING SPEND

BEHIND THE SCENES FLAX SOAP

From 1 July the summer slot goes to a 45-second film from the soap workshop, showing how the soap is made. It is the brand's only new creative of the summer.

August 2026

0 3 660–3,500 €
NEW RUNNING SPEND

BEHIND THE SCENES CUSTOMER REVIEWS

The workshop film runs until 20 August. Otherwise only the always-on ads are live.

September 2026

2 2 1,100–6,000 €
NEW RUNNING SPEND

CEDAR SOY CANDLE FOREST BATH BOX 2026

Back to the autumn season: a soy candle from 8 September and Christmas box pre-orders from 25 September.

STANDS OUT
Christmas pre-orders open more than five weeks earlier than last year's Forest Bath Box ad, which started on 3 November 2025.

October 2026

0 4 220–1,200 €
NEW RUNNING SPEND

FOREST BATH BOX 2026 CEDAR SOY CANDLE

First days of the month: the pre-order, the candle, the flax soap and the reviews ads are all running.

Active ads 4



IMAGE

→ KORAANDLEN.EXAMPLE

Our cold-process flax soap: flaxseed oil, shea butter and clay. No SLS, and no plastic in the packaging.

since 10 Dec 2025 298 days

IG · FB · AN
2 VERSIONS 120K REACH
EST. SPEND 790-4,200 €



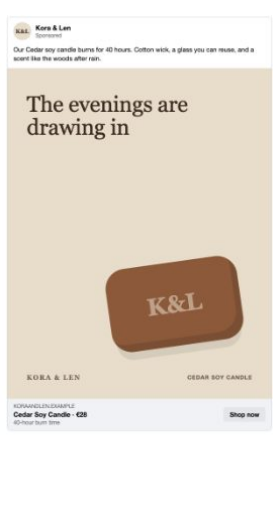
IMAGE

→ KORAANDLEN.EXAMPLE

"The first soap that doesn't send me straight for the moisturiser." We have over a thousand reviews like that one. See where to start.

since 20 Mar 2026 198 days

FB · IG · MSG · AN
3 VERSIONS 178K REACH
EST. SPEND 1,200-6,200 €



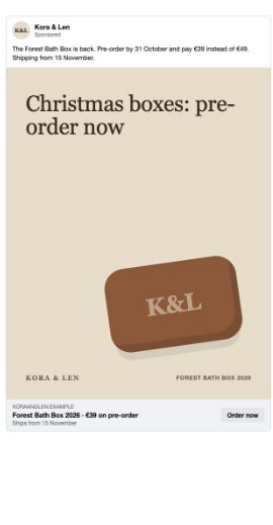
IMAGE

→ KORAANDLEN.EXAMPLE

Our Cedar soy candle burns for 40 hours. Cotton wick, a glass you can reuse, and a scent like the woods after rain.

since 8 Sept 2026 26 days

FB · IG · MSG
2 VERSIONS 55K REACH
EST. SPEND 360-1,900 €



IMAGE

→ KORAANDLEN.EXAMPLE

The Forest Bath Box is back. Pre-order by 31 October and pay €39 instead of €49. Shipping from 15 November.

since 25 Sept 2026 9 days

IG 22K REACH
EST. SPEND 150-770 €

What they say

Natural cosmetics with short ingredient lists and soap handmade in County Galway, often advertised as gifts.

HOOKS

A gift that smells like the woods

One soap. Seven ingredients.

4.9 / 5 from 1,240 reviews

OFFERS

25% off everything in Black Week

Pre-order at €39 instead of €49

Free delivery over €40

CALLS TO ACTION

Shop now

See reviews

Order now

THEMES

gifts and occasions

ingredients and production

customer reviews

WHAT SETS THEM APART

The only one of the three brands advertising gift boxes for occasions, and it starts early: Christmas pre-orders opened on 25 September, about three months before Christmas.

Reach and audience

REACH IN THE EU

LARGEST AD IN 12 MONTHS, USERS	295,000
MEDIAN AD, USERS	98,000
SUM OVER ALL ENTRIES	2,331,000

Meta reports reach per ad and counts a user once in every ad shown to them, so the sum is not the number of unique users. We show it because the spend estimate builds on it.

ENTRIES BY REACH			WHERE THE REACH IS	
under 10k		0	IE	100%
10–100k		10		
100k–1M		10		
1M and more		0		

WHO THEY TARGET

AGE	25–54
GENDER	Women 20
LOCATIONS	Ireland

REACH BY AGE, SHARE		
18-24		8%
25-34		31%
35-44		32%
45-54		19%
55-64		8%
65+		2%

REACH BY GENDER, SHARE		
Women		86%
Men		13%
Unknown		1%

Shares of the summed EU reach of all entries.

Nordiq Skin

4

ACTIVE NOW

6

ENDED IN 12 MONTHS

359

DAYS, LONGEST RUN

1

NEW IN THE LAST 30 DAYS

342k

USERS, LARGEST AD IN 12 MONTHS

10 distinct creatives · 21 Ad Library entries incl. versions ESTIMATED SPEND, 12 MONTHS 19–100k €

THE LAST 12 MONTHS IN SHORT

10

creatives launched in 12 months · 21 Ad Library entries

4

running now · the longest for 359 days

1

new in the last 30 days · peak: November 2025, 2 creatives

100%

of creatives send people to a site · the rest are posts or reach ads without a link

342k

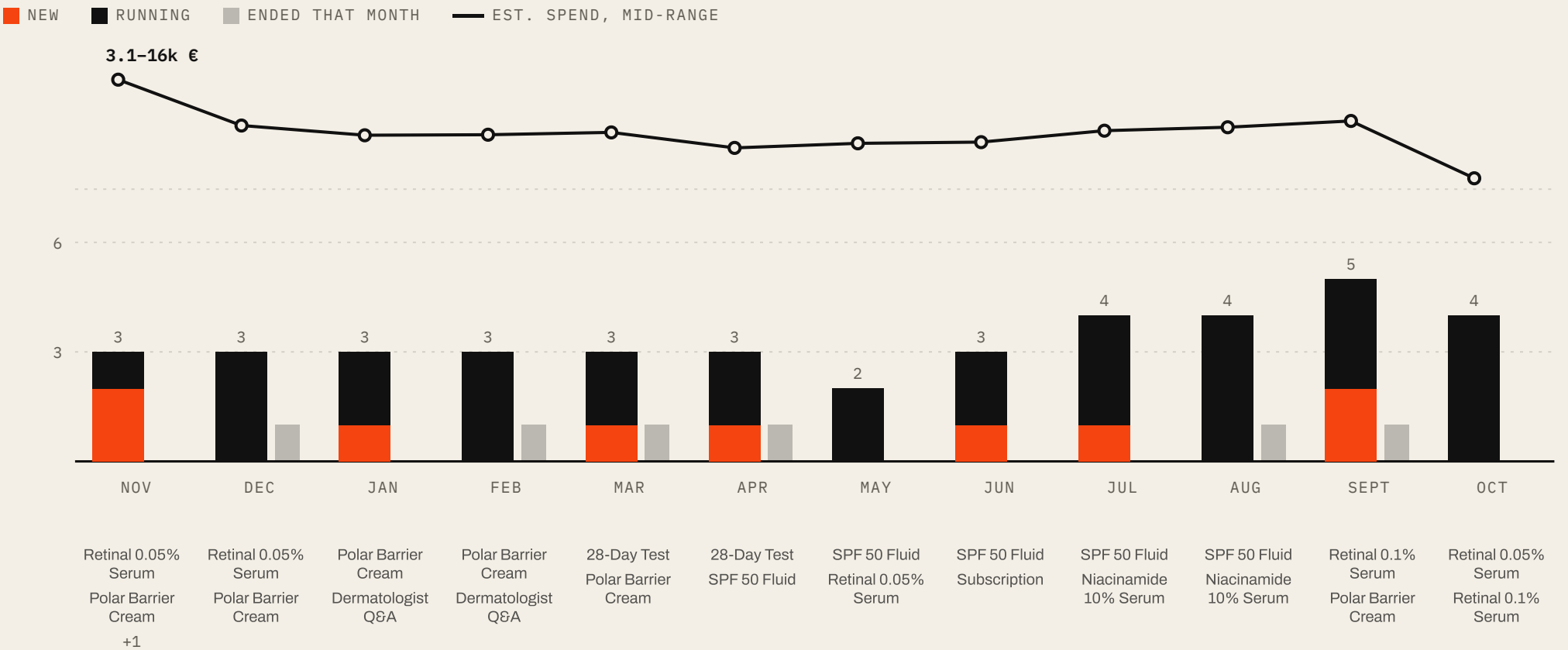
users reached by the largest ad in the EU · median ad 118k

HOW THEY ADVERTISED, IN THE ANALYST'S WORDS

Active-ingredient skincare with a clear product path: retinal 0.05% to start, then 0.1%, a barrier cream in winter and SPF in summer. The widest reach of the three brands.

The year in ads

Creatives on air each month and the estimated spend, spread over the days each ad ran.



2
new creatives · November 2025, the busiest month

3.1-16k €
estimated spend · November 2025, the biggest month

60 days
median run of a creative in this report

40%
of creatives ran longer than 90 days

Monthly spend = reach spread over the days each ad ran × frequency 1.1-2.5 × CPM €6-€14. An order of magnitude, not an invoice. Month summaries are written by an AI model from the ad texts.

Month by month

November 2025

2 1 3.1–16k €
NEW RUNNING SPEND

- RETINAL 0.05% SERUM
- POLAR BARRIER CREAM
- ROUTINE SET

Retinal 0.05% has been running since 10 October, Polar Barrier Cream joins on 15 November, and from 24 November Black Friday puts the whole routine at 30% off.

STANDS OUT

The brand's strongest month by reach, with a short Black Friday push from 24 November to 2 December.

December 2025

0 3 1,800–9,300 €
NEW RUNNING SPEND

- RETINAL 0.05% SERUM
- POLAR BARRIER CREAM

Black Friday ends on 2 December, leaving two pillars: the beginner serum and the winter cream.

January 2026

1 2 1,500–7,900 €
NEW RUNNING SPEND

- POLAR BARRIER CREAM
- DERMATOLOGIST Q&A

The winter barrier takes centre stage: Polar cream and, from 10 January, a 60-second video with a dermatologist.

February 2026

0 3 1,500–8,000 €
NEW RUNNING SPEND

- POLAR BARRIER CREAM
- DERMATOLOGIST Q&A

The winter story continues; the video comes off on 28 February.

March 2026

1 2 1,600–8,300 €
NEW RUNNING SPEND

- 28-DAY TEST
- POLAR BARRIER CREAM

From 1 March the brand shows the results of its 28-day retinal test. Polar comes off on 31 March.

April 2026

1 2 1,100–6,100 €
NEW RUNNING SPEND

- 28-DAY TEST
- SPF 50 FLUID

SPF 50 Fluid, pitched for wearing under make-up, is advertised from 20 April; the test results run until 30 April.

Month by month

May 2026 02 NEW RUNNING 1,300–6,700 € SPEND SPF 50 FLUID RETINAL 0.05% SERUM May belongs to sunscreen: SPF 50 pitched for every day, sunny or grey, and for anyone using retinal.	June 2026 12 NEW RUNNING 1,300–6,900 € SPEND SPF 50 FLUID SUBSCRIPTION From 15 June a subscription at 10% off; SPF still running.	July 2026 13 NEW RUNNING 1,600–8,600 € SPEND SPF 50 FLUID NIACINAMIDE 10% SERUM A summer pair: sunscreen and, from 10 July, a niacinamide serum for pores.
August 2026 04 NEW RUNNING 1,700–9,100 € SPEND SPF 50 FLUID NIACINAMIDE 10% SERUM SPF stops on 31 August; niacinamide runs until 15 September.	September 2026 23 NEW RUNNING 1.9–10k € SPEND RETINAL 0.1% SERUM POLAR BARRIER CREAM An autumn turn: the stronger retinal 0.1% from 1 September and Polar back from 20 September in a bigger tube. STANDS OUT A new step in the retinal line, running alongside the 0.05% version.	October 2026 04 NEW RUNNING 300–1,600 € SPEND RETINAL 0.05% SERUM RETINAL 0.1% SERUM First days of the month: both retinal serums, Polar and the subscription are all running.

Active ads 4



First retinoid? Start at 0.05%. Twice a week for the first month, then every other night. Full instructions in the box.

Retinal for beginners

NORDIQ SKIN RETINAL 0.05% SERUM

NORDIQ SKIN EXAMPLE Retinal 0.05% Serum - €32 (retinoid gently tested)

Shop now

IMAGE

→ NORDIQSKIN.EXAMPLE

First retinoid? Start at 0.05%. Twice a week for the first month, then every other night. Full instructions in the box.

since 10 Oct 2025 359 days

FB · IG · MSG
3 VERSIONS 342K REACH
EST. SPEND 2.3-12K €



Nordiq Subscription: your chosen cream arrives every 6 weeks, 10% cheaper. Pause or cancel in one click.

Your cream every 6 weeks, automatically

NORDIQ SKIN SUBSCRIPTION

NORDIQ SKIN EXAMPLE Nordiq Subscription - 10% off (No commitment)

Order now

IMAGE

→ NORDIQSKIN.EXAMPLE

Nordiq Subscription: your chosen cream arrives every 6 weeks, 10% cheaper. Pause or cancel in one click.

since 15 Jun 2026 111 days

IG 76K REACH
EST. SPEND 500-2,700 €



Skin used to 0.05%? Autumn is a good time to move up to 0.1%. Same barrier cream, stronger serum.

Step two: retinal 0.1%

NORDIQ SKIN RETINAL 0.1% SERUM

NORDIQ SKIN EXAMPLE Retinal 0.1% Serum - €36 (for existing retinoid users)

Shop now

IMAGE

→ NORDIQSKIN.EXAMPLE

Skin used to 0.05%? Autumn is a good time to move up to 0.1%. Same barrier cream, stronger serum.

since 1 Sept 2026 33 days

FB · IG · MSG
2 VERSIONS 95K REACH
EST. SPEND 630-3,300 €



Polar is back on the shelves before the first cold snap. New 75 ml tube at the same price as last year.

Barrier season is back

NORDIQ SKIN POLAR BARRIER CREAM

NORDIQ SKIN EXAMPLE Polar Barrier Cream 75 ml - €28 (Same cream, same price)

Shop now

IMAGE

→ NORDIQSKIN.EXAMPLE

Polar is back on the shelves before the first cold snap. New 75 ml tube at the same price as last year.

since 20 Sept 2026 14 days

FB · IG · MSG
2 VERSIONS 41K REACH
EST. SPEND 270-1,400 €

What they say

Effective skincare with active ingredients, explained in plain language.

HOOKS

Retinal for beginners
Wind, rain, radiators. Barrier sorted.
28 days. Unfiltered photos.

OFFERS

Routine Set 30% off for Black Friday
Subscription 10% off
Bigger tube at the same price

CALLS TO ACTION

Shop now
Watch
Order now

THEMES

active ingredients
seasons and weather
proof it works

WHAT SETS THEM APART

Lays out a path from one product to the next (retinal 0.05% to 0.1%) and offers a cream subscription, most likely to keep customers coming back.

Reach and audience

REACH IN THE EU

LARGEST AD IN 12 MONTHS, USERS	342,000
MEDIAN AD, USERS	118,000
SUM OVER ALL ENTRIES	2,859,000

Meta reports reach per ad and counts a user once in every ad shown to them, so the sum is not the number of unique users. We show it because the spend estimate builds on it.

ENTRIES BY REACH

under 10k		0
10–100k		10
100k–1M		11
1M and more		0

WHERE THE REACH IS

IE		100%
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WHO THEY TARGET

AGE	18–45
GENDER	All 21
LOCATIONS	Ireland

REACH BY AGE, SHARE

18-24		21%
25-34		38%
35-44		24%
45-54		11%
55-64		5%
65+		1%

REACH BY GENDER, SHARE

Women		78%
Men		21%
Unknown		1%

Shares of the summed EU reach of all entries.

WHAT THIS MEANS FOR YOU

- 01 If you sell gifts, plan each occasion weeks ahead as Kora & Len does: Christmas pre-orders from 25 September and the Mothering Sunday box from 26 February. Ad auctions tend to get more crowded the closer you get to each date.
- 02 Build one always-on creative that leads to your entry product, as Nordiq does with Retinal 0.05%: an ad that has stayed live for almost a year is most likely paying its way.
- 03 Show proof, not a promise: a test with a number of people and days (40 people, 28 days) is likely to carry more weight than “visible results”.
- 04 Fill the gaps in your competitors' calendars: Ilma is quiet from November to April, which covers the months of wind, rain and radiators, when skin probably needs moisture most.
- 05 Add video: only two of the 28 creatives in this report are videos, so it is one of the easier ways to stand out.

HOW TO READ THE NUMBERS

ENTRIES, VERSIONS AND CREATIVES

The Meta Ad Library lists a separate entry with its own id every time a brand runs the same creative again: in another ad set or campaign (a different audience, budget or period), as a placement version Meta generated (feed, stories, reels; the preview says "This ad has multiple versions"), or as a duplicate relaunched later. We call those entries versions and group the ones that share the ad text into one creative; in this report one creative has up to several dozen versions. Counts labelled "creatives" are per creative, "entries" count every version. The grouping is by text only, because the Ad Library gives neither a creative id nor an image hash: the same text with two different images counts as one creative with two versions, and the same image with a different text counts as two creatives.

PERIOD

Ads delivered in the 12 months before the report date. Older ads are not included; the Ad Library caps a query at 1000 entries per brand and country.

REACH

EU reach is the number of users in the EU an ad was shown to, as reported by Meta per entry. A creative shows the reach of its largest version. Sums across entries count a user once per ad.

PREVIEWS

We capture the Ad Library preview of up to 60 active creatives per brand (longest running first) and the 12 most recently ended ones. Other cards have no image; click any card for the full text and a link to the Ad Library.

SOURCE

Meta Ad Library, public data. Reach and demographics exist only for ads shown in the EU. Analysis written by an AI model from the ad texts and checked against the numbers above.

SAMPLE · MADE-UP DATA · GENERATED 4 OCT 2026

ACTIVE AND ENDED

Active: Meta reported no end date on the day this report was generated. Ended: an end date within the last 12 months. A creative counts as active when any of its versions is.

MONTHS

A creative counts as new in the month its first version started, as running in every later month it was delivered in, and as ended in the month its last version stopped; active creatives run through the report date. The Ad Library gives reach per ad, not per month, so each ad's reach is spread evenly over the days it ran and the monthly spend follows from that: a long ad lands in several months. The partial first month of the period is left out. Month summaries and product names are written by an AI model from the texts of the ads that ran in that month.

ESTIMATED SPEND

Meta does not publish what commercial ads cost. We estimate from reach: $\text{impressions} \approx \text{reach} \times \text{frequency}$ (1.1–2.5); $\text{spend} \approx \text{impressions} \div 1000 \times \text{CPM}$ (€6–€14). The range is wide because frequency and CPM vary 2–3× between industries, seasons, formats and campaign objectives. Campaigns bought for reach alone usually cost several times less than the lower end. Amounts are rounded; treat them as an order of magnitude.

LINK OR NO LINK

An arrow with a domain means the ad sends people to that site. Ads without a link are usually boosted profile posts or reach campaigns. The Ad Library does not say whether an ad is visible on the profile.

Want campaigns that work?

This report shows what your competitors run. If you need Meta, Google, TikTok or ChatGPT Ads campaigns that work, a website, an app or an AI agent, write to me: I combine engineering experience with hands-on advertising, so creatives, tracking and the numbers behind them get built as one system.

META · GOOGLE · TIKTOK · CHATGPT ADS

Write to me → hello@hausof.tech

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