

TOOLS & WEBSITE GUIDE TO **FACEBOOK ADS**



You have seen my Instagram account right? 😂
So, it's not possible that I don't tell you about the
best tools out there to spy on your competitors or do
research for your

FACEBOOK ADS!!

THE FIRST TOOL IS MANYCHAT

If you're in the clothing or apparel business, leveraging tools like Manychat is an absolute game-changer. Ever seen those videos prompting viewers to "comment down to get the link"? Well, that process isn't handled manually; it's all thanks to automation tools like Manychat.

What makes this tool indispensable is its ability to streamline your marketing efforts. You can effortlessly automate your ads, ensuring that when someone comments, they receive the link directly in their DMs. It's like having a dedicated sales assistant working around the clock, engaging with your target audience and driving conversions.

Setting up Manychat is a breeze. With just a few simple steps, you can configure trigger words so that when people comment with specific phrases, they automatically receive a reply in the comments and a link sent directly to their DMs. It's seamless, efficient, and incredibly effective at driving engagement and sales.



And as I mentioned, setting up a bot is not that hard, you can read their [blog](#) where they have properly explained how to make your own bot.

Why It Is A Good Option For Facebook Ads?

- Manychat helps you generate more sales and get higher ROI with 80% open rates and 25% CTR.
- It is your one-stop shop to create, target, and publish your ads and easily hook that traffic into your favorite flow.

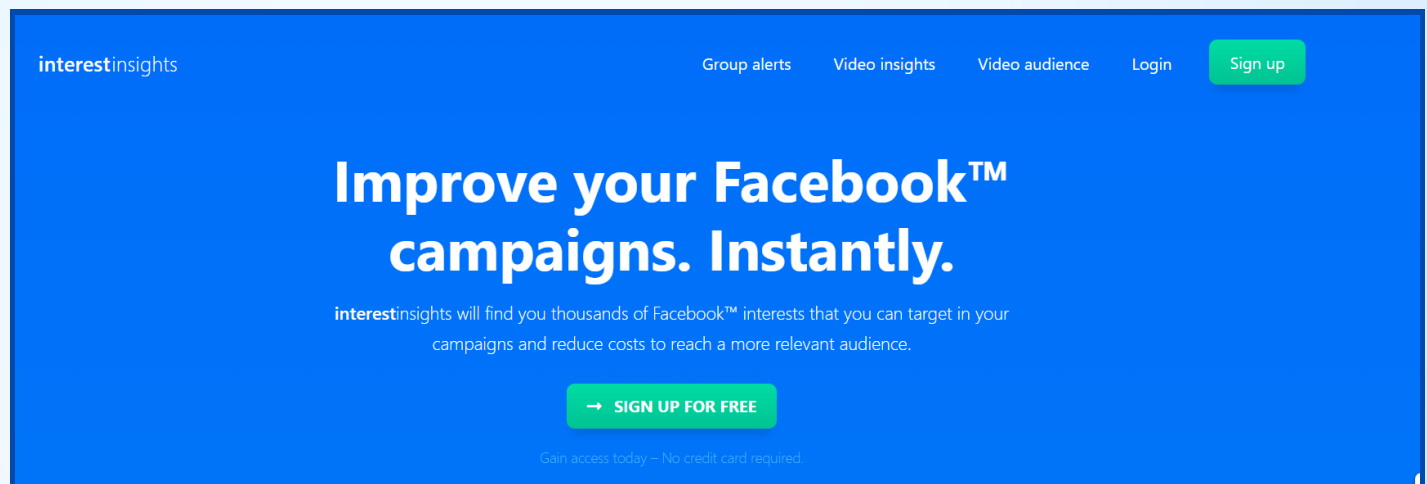
THE SECOND TOOL IS INTEREST INSIGHTS

Interest Insights is a fantastic tool for simplifying the process of finding the right interests for Facebook ads. Imagine you're planning a party, and you want to make sure everyone has a great time. Interest Insights is like having a super-smart party planner for your Facebook ads.

Before throwing a party, you need to know who's coming. Similarly, when creating Facebook ads, you have to define your audience. Interest Insights helps you dive deep into the interests, behaviors, and demographics of your potential audience.

Here's how it works:

First signup into the tool for free



The next step would be to write your main categories of interests

, to separate keywords.
 ⌫ to remove keywords.
 ↵ to search.

I searched for sneakers & shoes and this is what I got:

sneaker

Hide table

17 interests found
☒ Select all
☐ Deselect all

Suggestions

trainers. sneakers & apparel (retailer)
SilverSneakers (fitness)
SneakerBaas (retailer)
Sneakerness (website)
SneakerDistrict (retailer)
Sneakers (1992 film)
SNEAKERS MAG (publication)
Sneakershop (retailer)
sneakersnstuff (retailer)
Sneaker Freaker (publication)
Sneaker Pimps (band)
Veja Sneakers (footwear)
Sneakers Addict (website)
Air Jordan (sporting goods)
Sneaker collecting (hobbies)
Sneakers (footwear)
Adidas (apparel)
sneakers
sneakernet
sneakerhead
sneakered
speaker
gym shoe
tennis shoe
shoe
footwear
sandal

Name	Audience size	Topic	Link
SneakerDistrict	2.34K	Shopping and fashion	 
trainers. sneakers & apparel	17.4K	Travel, places and events	 
SneakerBaas	105K	Travel, places and events	 
Sneakershop	263K	Travel, places and events	 
Sneakerness	333K		 
Sneaker Pimps	376K	People	 
SNEAKERS MAG	666K	News and entertainment	 
SilverSneakers	710K		 

If you want to get a video tutorial as well, I created a video on this which you can check from [here](#).

THE THIRD TOOL IS FACEBOOK ADS LIBRARY

Ever wondered what the cool kids are up to? The Ad Library lets you sneak a peek at what your competitors are doing. It's like checking out their recipe cards to see what spices they're using. This way, you can stay one step ahead and cook up something even more delicious.

SPYING ON YOUR COMPETITORS IN A FRIENDLY WAY.....

Here's how it works:

Search ads

Set your location and choose an ad category to start your search. [View search tips.](#)

India ▼

Ad category ▼

🔍 Choose an ad category

🔖 Saved Searches

First, you need to head to the Facebook ads library and select 'ALL ADS' as the ad category. There are two ways to search:

- **Either you can search for a term**
- **or you can also search with a domain link.**

The best thing I like about the ads library is that I can spy on everyone I can. How many ads they have published what is the total number of ads until now, What kind of ad is working for them, and more? You can check a Video Tutorial [here.](#)

I searched for The souled store and this is what I got:

Platforms

This ad has multiple versions

See ad details

The Souled Store
Sponsored

Own the style game this Winter season with our all new premium Varsity Jackets. 🛍️ Shop your favourites now, only from The Souled Store! 🛍️

WWW.THESOULEDSTORE.COM
Varsity Jackets

Shop Now

Platforms

This ad has multiple versions

See ad details

The Souled Store
Sponsored

All new Oversized Sweatshirts just launched. 🛍️ Get your favorites now, only from The Souled Store 🛍️

THESOULEDSTORE.COM
Oversized Sweatshirts

Shop Now

Platforms

This ad has multiple versions

See ad details

The Souled Store
Sponsored

Introducing all new Sweatshirts 🛍️ Shop your favorites now, only from The Souled Store 🛍️

THESOULEDSTORE.COM
All New Hoodies & Sweatshirts

Shop Now

Platforms

This ad has multiple versions

2 ads use this creative and text

See summary details

The Souled Store
Sponsored

Cozy up your wardrobe with our stylish Sweaters! 🛍️ Shop now only at The Souled Store 🛍️

THESOULEDSTORE.COM

You can also filter your competitor's ads by:

- Languages
- Advertiser
- Platform
- Media Type
- and by date as well

Filters

×

Language ⓘ

All languages

Advertiser

All advertisers

Platform ⓘ

All platforms

Media type

All media types

Active status

Active and inactive

Impressions by date

Choose an exact date or select a date range.

From

To

📅

7 May 2018

📅

16 January 2024

Clear All

Apply 0 Filters

THE FOURTH TOOL IS CAMPAIGN GUIDANCE NAVIGATOR

You are not just the one who is running ads on Facebook, there are millions of people. Only a few who have achieved great results are our mentors, and that's when Campaign Guidance Navigator comes into play.

You will see a lot of case studies published on how to scale Facebook ads, how to get profitable in Facebook ads, and everything else you can imagine.

This tool will help you understand what is working for them and how you can utilize that knowledge for your benefit.

I also created a video on this which might help you more.

Help drive results with advice from the experts.

Advertising doesn't have to be complicated. We want to help make it easier.

[Jump to the insights](#)

Not sure where to begin? Start with these basic tips.	How can I improve my Instagram content?	How can I use automation to make my campaigns better?	How can I enhance my video ads?
	How can I get more out of advertising for my small business?	How can I better partner with the right content creators?	How can I help my ads drive conversions?

You can also filter your competitor's ads by different formats:

Filter by

Platform ↓
Format ↓
Industry ↓
Region ↓
Business size ↓
Objective ↓

Add more creatives to drive the most value with Advantage+ App Campaigns

-04%

Lower Cost per Purchase

In LATAM? Lean into Advantage+ Shopping Campaigns for more efficient conversions

-19%

Lower Cost per Incremental Conversion

Add Advantage+ Shopping Campaigns for more efficient CPAs

-19%

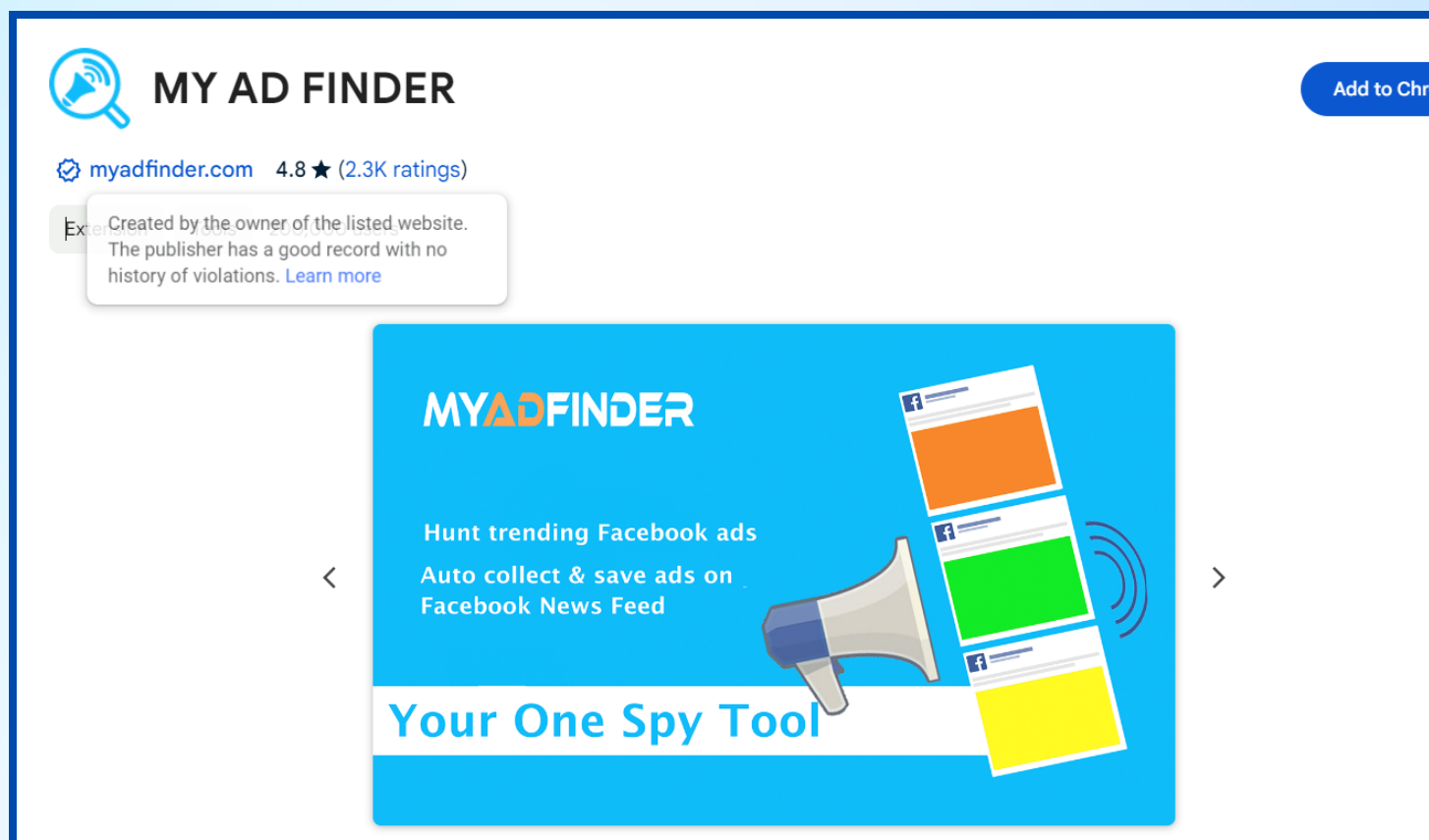
Lower Cost per Action (CPA)

THE FIFTH TOOL IS MY AD FINDER

your go-to tool for effortlessly discovering and analyzing trending Facebook ads directly from your news feed. With this ultimate ad-hunting companion, you can stay ahead of the competition and draw inspiration for your next successful ad campaign.

No more endless scrolling! With MY AD FINDER, just scroll through your Facebook news feed, and watch as it automatically gathers all the hottest ads into a neat and convenient list. Say goodbye to the hassle of manually searching – we've got it covered.

I also made a video on this, which you can [check from here](#).



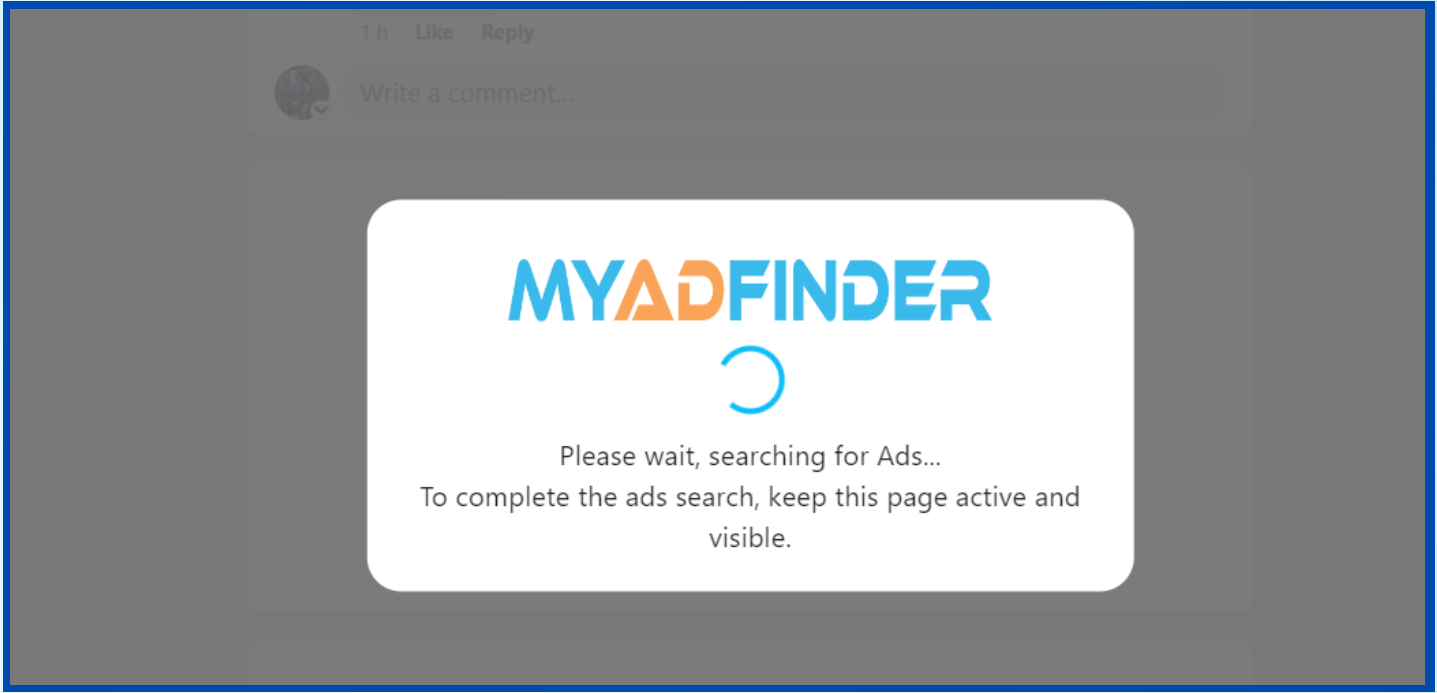
The screenshot shows the MY AD FINDER Chrome extension interface. At the top left is a magnifying glass icon with a signal wave. Next to it is the text "MY AD FINDER". In the top right corner, there is a blue button that says "Add to Chrome". Below the main title, it says "myadfinder.com 4.8 ★ (2.3K ratings)". A small box on the left says "Extension". A larger box in the center contains the text: "Created by the owner of the listed website. The publisher has a good record with no history of violations. [Learn more](#)". The main content area features a blue background with the "MYADFINDER" logo. Below the logo, it says "Hunt trending Facebook ads" and "Auto collect & save ads on Facebook News Feed". To the right of this text is a megaphone icon and three overlapping Facebook ad cards with orange, green, and yellow backgrounds. At the bottom, it says "Your One Spy Tool". Navigation arrows are visible on the left and right sides of the main content area.

First, you need to add this extension to your Chrome. Once done you will land on your Facebook.

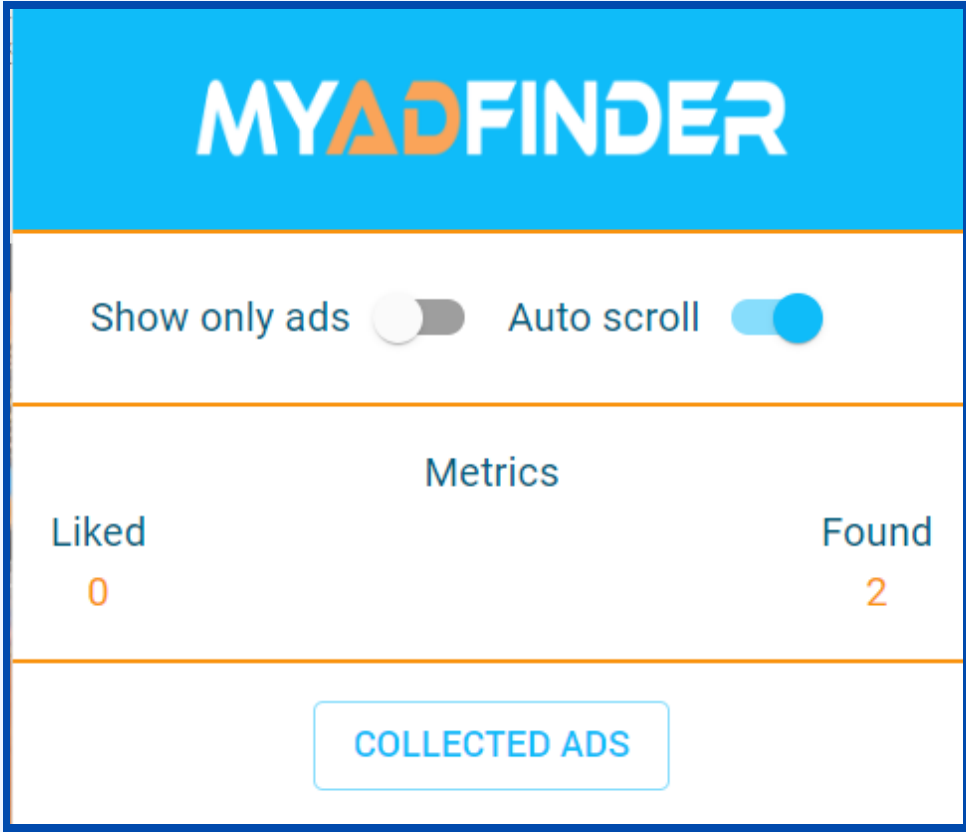
This will also help you with the details! Analyze ads with valuable structural data insights, including images, links, headlines, and engagement metrics. Uncover the secrets behind successful campaigns and apply them to your own strategies.

The best part? MY AD FINDER is entirely FREE to use! Elevate your ad game without breaking the bank.

Access all the powerful features without spending a dime – because we believe everyone deserves a chance to shine in the world of advertising.



Once it's installed, it might take a little time to fetch the data. As soon as this is done, you can change the setting to “show only ads”. Now you will only see ads on your facebook wall.



You can Simply tag and save it for later! MY AD FINDER lets you build your personal vault of favorite ads, making it a breeze to revisit and draw inspiration whenever you need it.

THE SIXTH TOOL IS MINEA

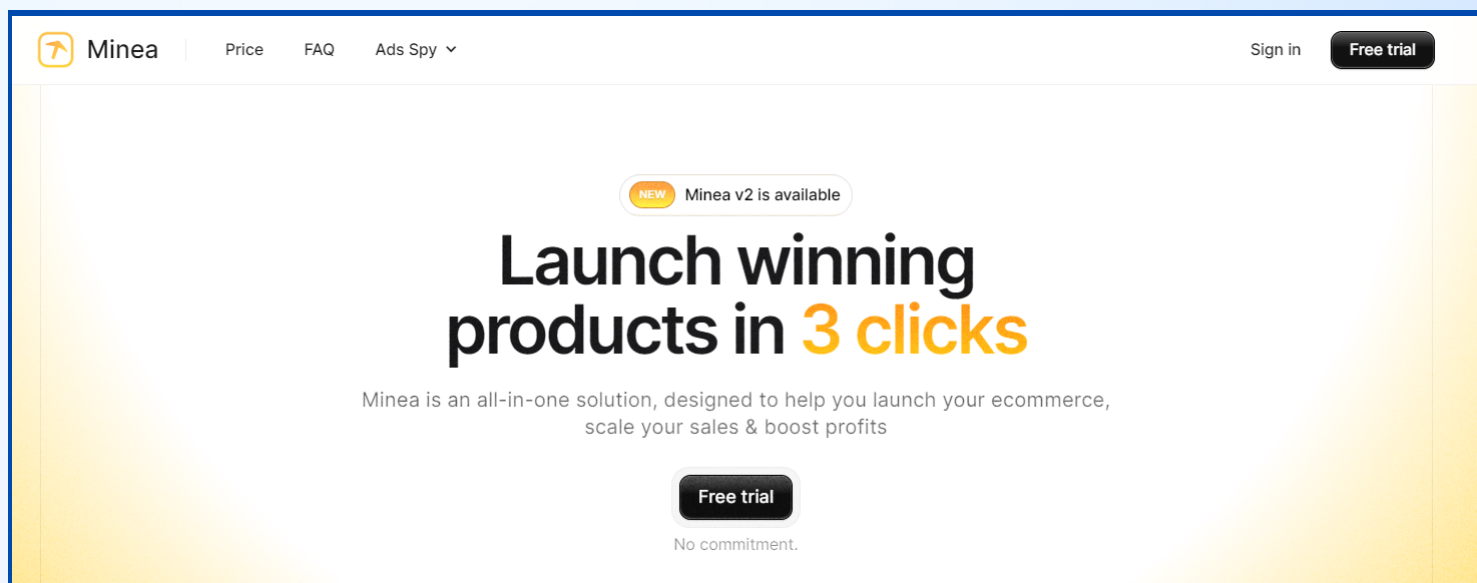
Unlocking profitability is as simple as crafting outstanding ads that grab your audience's attention. With Minea tool, you get real-time access to the top-performing ads in your niche.

I also created a video on this which you [can check here](#).

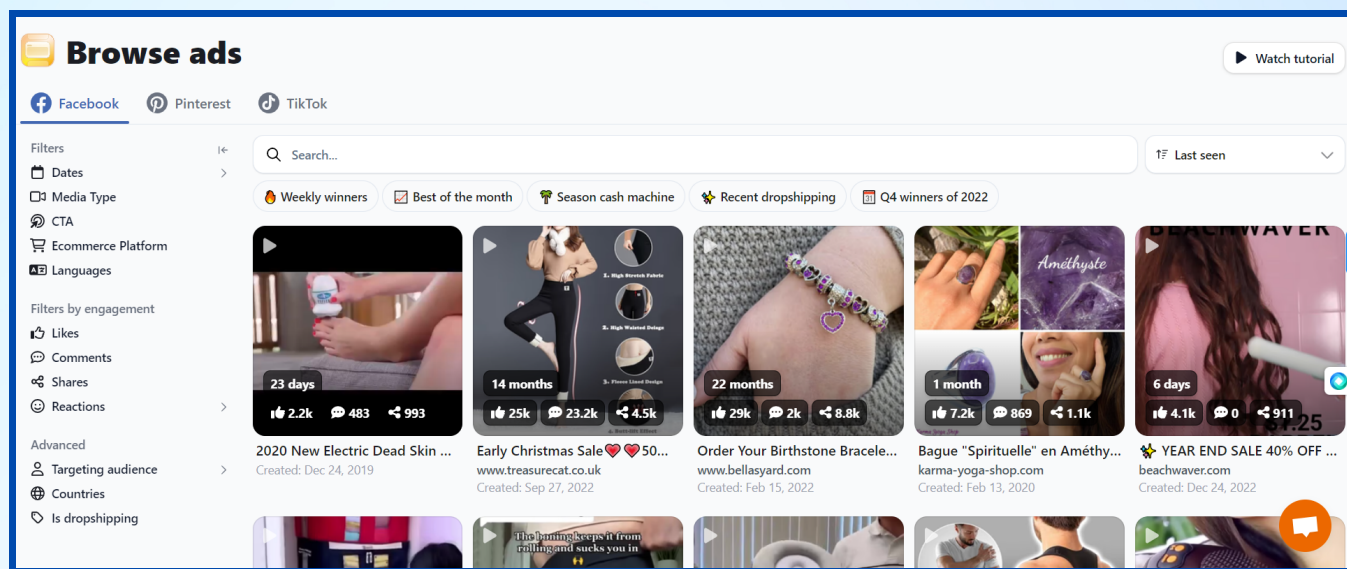
We all know that numbers tell a story.

You can easily compare engagement data to see which ads are hitting the mark. Identify trends, understand what works, and refine your strategy based on real insights. It's like having a cheat code for advertising success.

Here's how you use it:

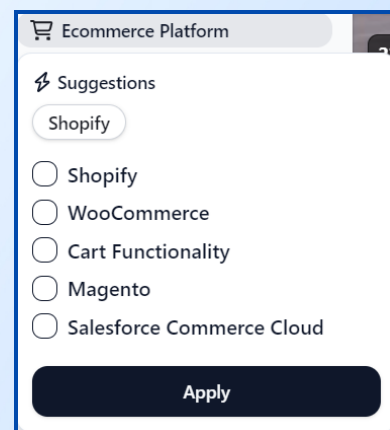
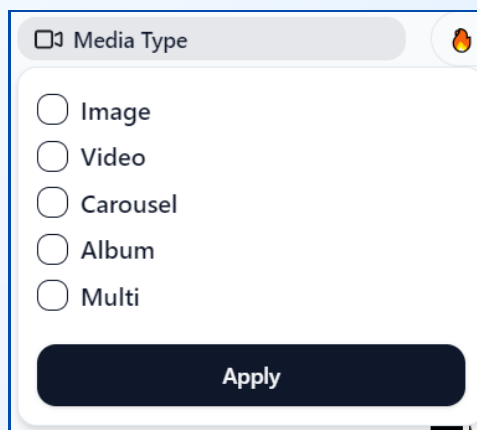
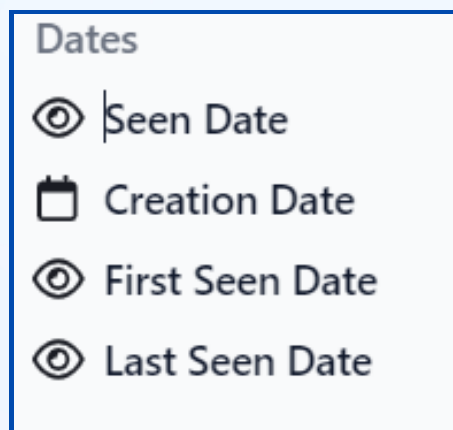


As soon as you click on ad spy and click Facebook, you will see all the trending ads and products on facebook right now:



I have been using this tool for a while now, and what I loved about this was their “FILTERS” section. You have so many options to choose from.

The better you filter the ads, the better you will be able to spy a “winning ad”. Here are the options you get in filters:



You can even select a specific CTA that is performing well in the market, and it also gives you a choice to select an e-commerce store as well, through which you can spy much more specifically & properly.

CTA

⚡ Suggestions

Ecommerce CTA

☐ Buy Now

☐ Shop Now

☐ Learn More

☐ Message Page

☐ Sign Up

☐ Get Offer

☐ Download

☐ Apply Now

☐ Like Page

☐ Subscribe

☐ WhatsApp Message

☐ Get Quote

☐ Event RSVP

Apply

Languages

⚡ Suggestions

English

Spanish

French

German

Brazil

☐ Arabic

☐ Czech

☐ Dutch

☐ English

☐ French

☐ German

☐ Hindi

☐ Hungarian

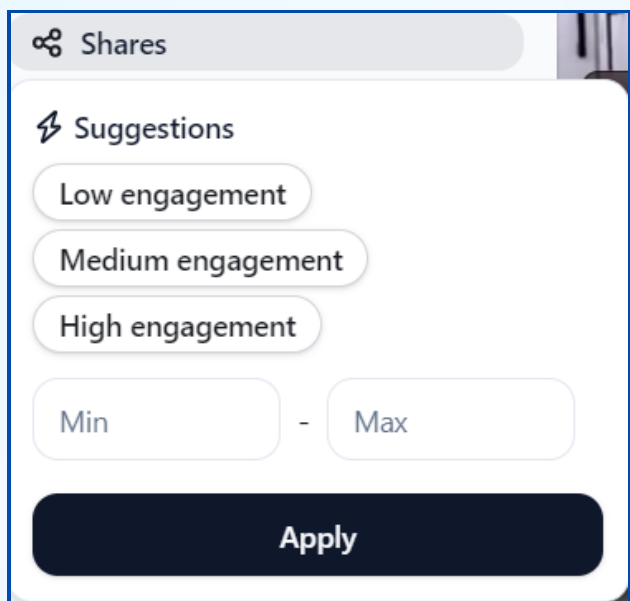
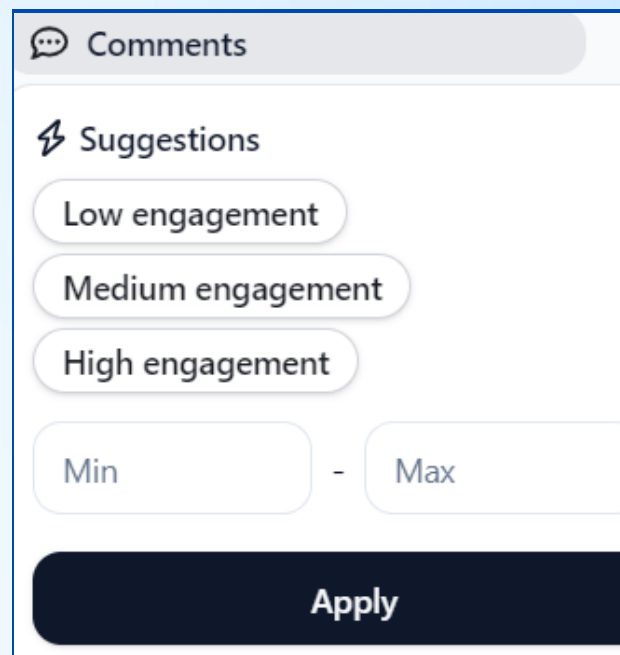
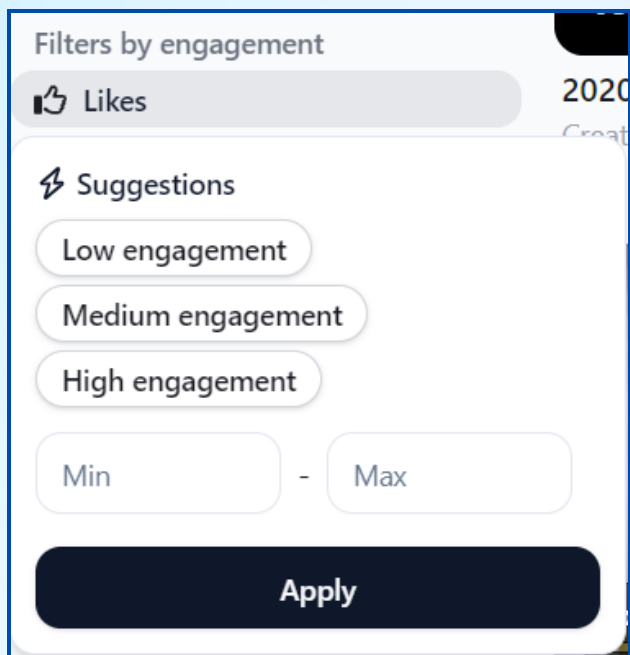
☐ Indonesian

☐ Italian

☐ Japanese

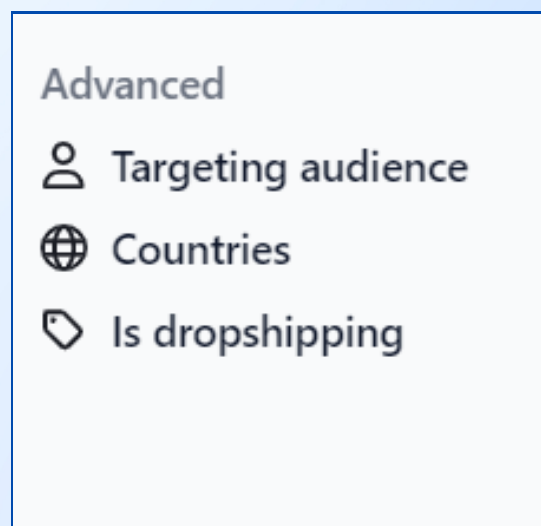
Apply

You even get filters by engagement: Like through comments, likes, or shares. You also have advanced targeting options as well.



These engagement filters are very very good, you can even customize them according to your choice. Go for high engagement to understand what kind of ad creatives are working.

You can even filter ads by target audience, mainly age and sex. For example: If you own a ethnic wear brand you can remove “men” from your search results.



2020 New Electric Dead Skin Remover

See ad post Save



2.2k 483 993

Description

🥰 You must love this 2020 new electric dead skin remover! ❤️ This remover with unique derma-vac technology that sucks up those dead skin ✨ Keeps your skin clean and smooth. ❤️ Get yours 🙌

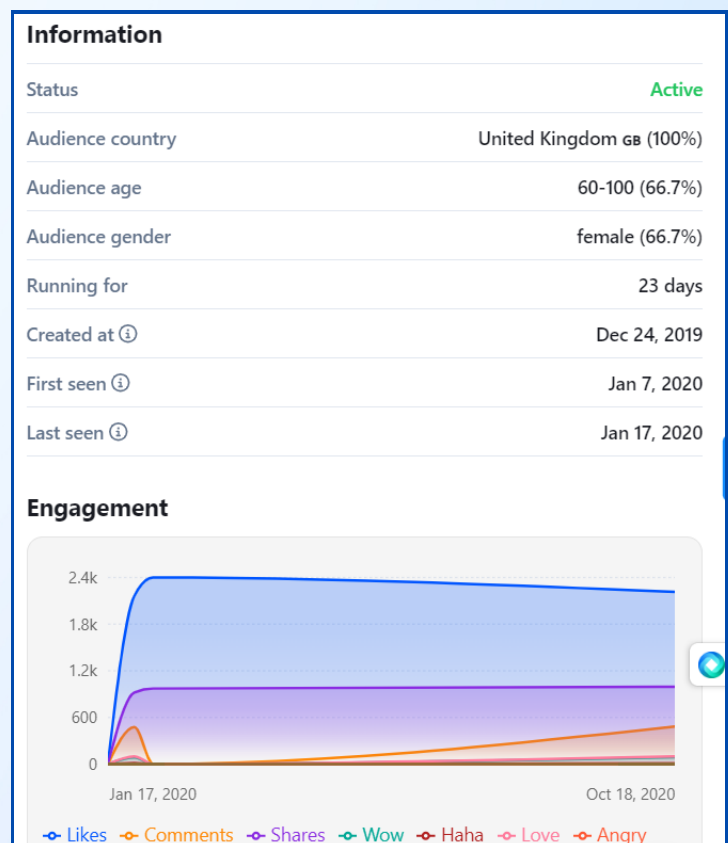
rociypepe.com/dead-skin-remover

As soon as you click on a specific ad:

You will see the engagement the ad has got, The description aka ad copy and what kind of ad creative they are using.

You can also see whether the ad is active or not currently, in the country. You can also see the specific audience segment: their age, sex etc

You will also get an idea on how long the ad has been running for and what is the engagement it has got over the time.



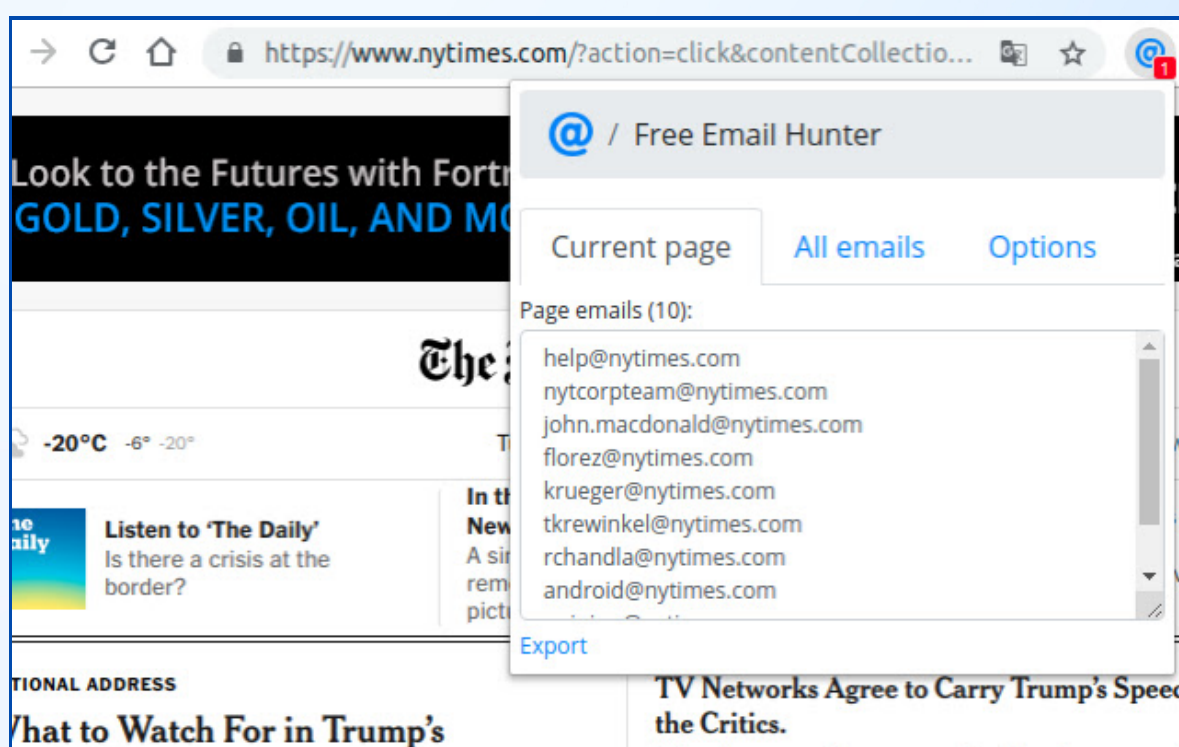
Now, before we move on to our next tools, let me start with an example:

Suppose, you own an agency and you want to cater to some specific niche industries. You already have an idea of who your audience is. The best way to find your clients will be through their business website, LinkedIn, or social media platforms.

In my e-book, I have talked about creating a custom audience for your ads. To create a custom audience, you need data (email or phone numbers). The tools I will be talking about now will help you gather data on your potential clients so you can further reach out to them via your specific ads.

THE NEXT TOOL IS EMAIL HUNTER EXTENSION

As I have already cleared the concept, let's move forward on how to use this tool. Through email hunter, you can go on any website, switch on the extension and it will give you all the emails that are on the website.



As you can see first I installed the extension, and went to this website:

- I clicked on the extension.
- It searched for all the emails available in that domain.

You also have a variety of options to filter things out. This will help you in gathering data of your potential clients, specially if you provide some services.

THE SEVENTH TOOL IS COPYGENIUS

Let's face it, running Facebook ads can be a headache, especially when it comes to audience interest targeting. There are just so many options to test, it can drive anyone up the wall.

But fear not, because Copygenius is here to save the day. With this tool, you can easily find ad-targeting ideas that take the guesswork out of the equation. Now, I'm not saying you should use exactly what it gives you.

What I love about Copygenius is that it provides a range of targeting ideas, giving you a sneak peek into what might work best for your specific audience.

Here How It Works:

First, you need to select ad targeting as your main option. You will see a lot of other options as well, where you will be able to generate facebook ad headlines, facebook ad copy and more.

Once you have done that, go to the product description option.

You need to define very clearly what your product is. Add at least 5-6 keywords related to your products.



[Back to Dashboard](#)

Step 1

Content Type

What kind of content will we create?

Goal

Ad Targeting Ideas

Keep Ad Targeting ideas as selected option

Step 2

Target Audience Ideas

Need help finding a target audience for your product? We got you covered!

Product Description

Write perfect description of what your product is.

0 / 200

WHAT PROMPT I GAVE?

Step 2

Target Audience Ideas

Need help finding a target audience for your product? We got you covered!

Product Description

kurta sets, ethnic sets, women traditional clothing, ethnic clothes

67 / 200



RESULTS

Ad Targeting Ideas #3

- Gender: Female
- Ages: 21-65+
- Interests: Kurtis (clothing), Ethnic wear, Shoppers (women)

13 words

Favorite  Copy  Translate  Edit 

Ad Targeting Ideas #4

- Gender: Female
- Ages: 21-65+
- Interests: Clothing (apparel), Engaged Shoppers

11 words

Favorite  Copy  Translate  Edit 

Ad Targeting Ideas #1

- Gender: Female
- Ages: 21-65+
- Interests: Traditional Outfits, Desi, Sari, Wedding dress

13 words

Favorite  Copy  Translate  Edit 

Ad Targeting Ideas #2

- Gender: Female
- Ages: 18-65+
- Interests: Women's clothing, Traditional clothing

11 words

Favorite  Copy  Translate  Edit 

Ad Targeting Ideas #5

- Gender: Female
- Ages: 18-65+
- Interests: Kurtas, Women'ssecret, Zara (retailer), H&M

12 words

Favorite  Copy  Translate  Edit 

<u>BUILT WITH</u> Technology lookup of websites.		If you are thinking of creating a website, you can have a detailed analysis of competitors.
<u>AD SETS XYZ</u> Ad creatives from different industries	ADSETS	This will help you understand what ad creatives are working better for whom.
<u>GOOGLE TRENDS</u> What is trending in the market right now.		You have to be aware about what's trending in your business, this will help you for it.
<u>SNOW IO</u> Gather data of your potential clients	Snovio	You can extract data of your potential clients and later use that data for custom audience.
<u>SIMILAR TECH</u> What technology your competitor's are using.		What type of e-commerce platform your competitors are using, you will get detailed lookup.
<u>WAYBACK MACHINE</u> Understanding your domain.		Whenever you buy a domain for business, check its history to avoid any kind of complexities.

GOOD TOOLS FOR AD CREATIVES

