

# How to Spy on Your Competitor's Facebook Ads



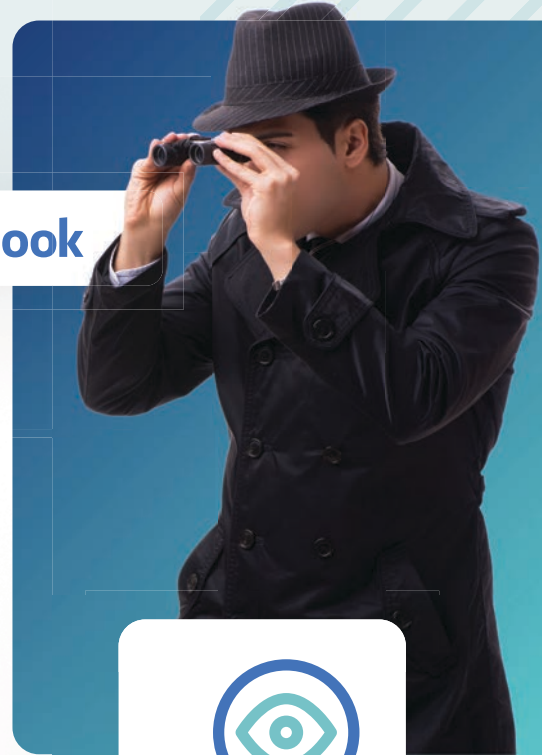
**facebook**



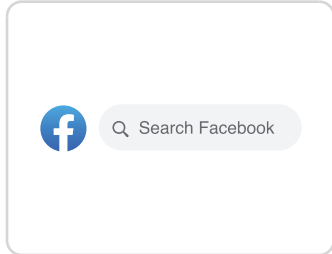
# How to Spy on Your Competitor's Facebook Ads

## METHOD 1

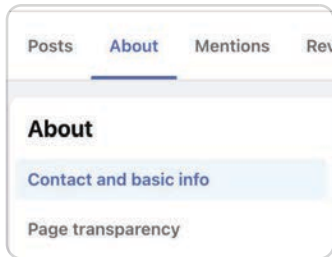
facebook



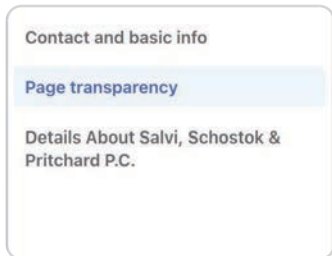
## For direct competitor research



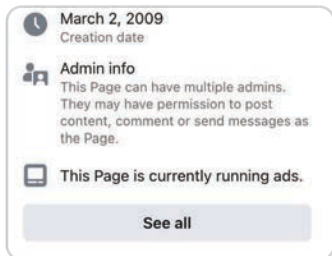
**STEP 1**  
Go to your competitor's Facebook page



**STEP 2**  
Navigate to their about details on the top menu



**STEP 3**  
Click on "page transparency" on the left side



**STEP 4**  
Select see all



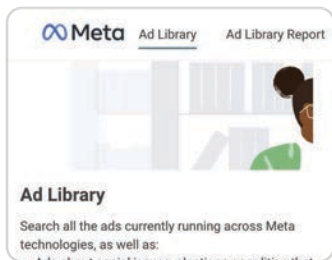
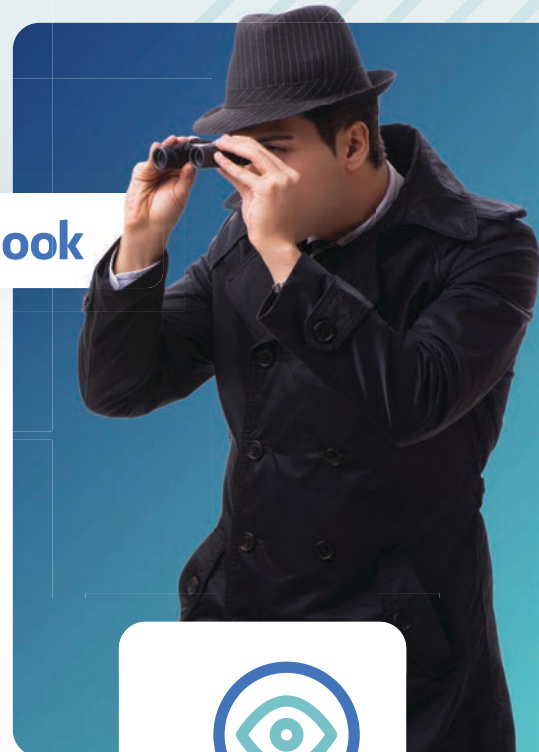
**STEP 5**  
Click go to Ad Library

# How to Spy on Your Competitor's Facebook Ads

## METHOD 2

## facebook

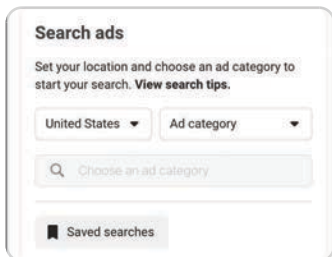
### For General Research Purposes



**STEP 1**

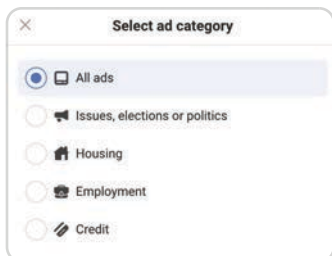
Go to Ad Library

<https://www.facebook.com/ads/library>



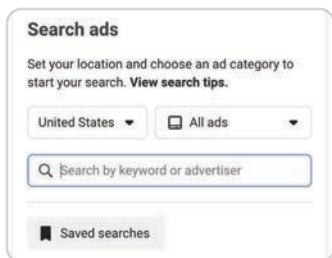
**STEP 2**

Select Location



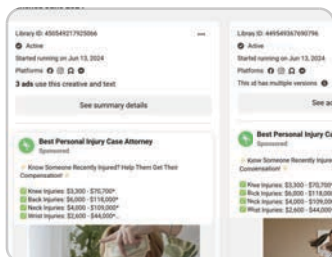
**STEP 3**

Select Ad Category (We recommend selecting all ad types)



**STEP 4**

Type in Your Keywords. This can be a competitor's name, a practice area, or a topic.



**STEP 5**

Filter your search down further to find the most relevant ads for your inspiration or research. Media type is a great way to filter for creatives. It allows you to choose photos, videos, text only, and memes.