TEIKOF

we explore. you conquer

PREPARED FOR

A US sports-nutrition brand

SAMPLE DECODE · NAME, PRODUCTS AND FACES WITHHELD · EVERY NUMBER REAL

Ninety-two ads. Twenty-seven creatives. One launch doing half the work.

We read every ad this brand is running in the US right now, watched and listened to every video, and sorted them by the reason someone would buy.

Every finding in this sample is shown in full. What to do about them is blurred, because in a real decode every fix is written for that one account. Get yours at **www.teikof.com/ad-decode**.



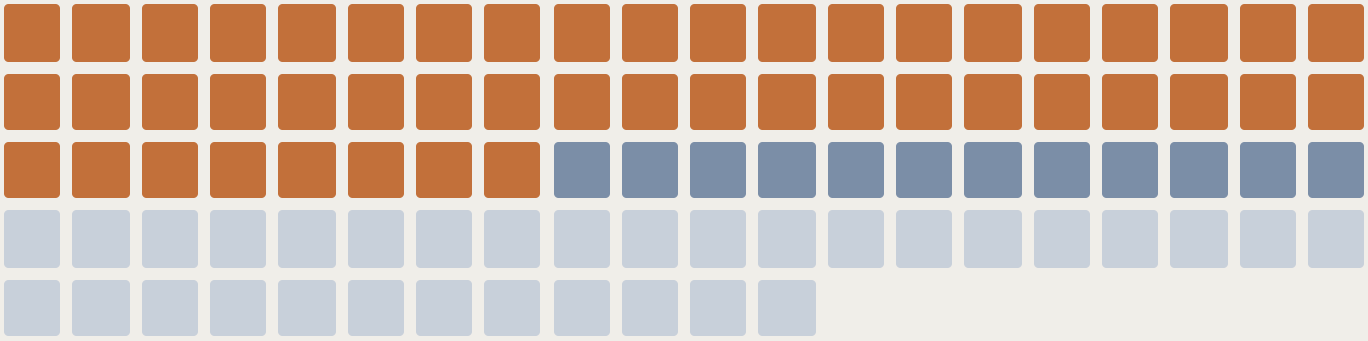
92
ads running in the US, all of them read

27
different creatives

52%
of the ads sell one product launch

Every ad you are running, sorted by the idea behind it.

One square is one ad. Ads that sell the same idea share a colour.



A licensed flavour collaboration, just launched, 48 · More work, same look, 12 · Seven other ideas, 32

> **Half the ads you are running right now sell one launch: a hydration mix in a nostalgic candy brand's flavours, carried by ten videos since late July.**

48
of your 92 ads sell the collaboration. Your other eight ideas share the rest

222
days your recomposition idea has run, since 24 February. Brands rarely pay that long for an ad that fails

20
of the 21 ads launched on 29 August were videos you were already running

A lot here is in good shape. Every product page carries the FDA disclaimer. The deal pages show real deals once they load. Your gifted reviewers say on camera that the box was sent to them, which is rarer than it should be. What is thin is the range of reasons, and that is the part worth your time.

Which ideas have earned their place.

We can only see what is public, so we look at how long each idea has been running, how many ads carry it, and how many of those ads are different. Time running counts most, because brands rarely keep paying for an ad that isn't working.

THE IDEA BEING SOLD	ADS	DIFFERENT CREATIVES	RUNNING	SINCE
More work, same look A capsule for people who train hard and don't look it. Voiceover over trained physiques	12	2	222d	24 Feb 2026
A fully loaded pre-workout Reviewers unboxing it and reading the label out loud	5	3	157d	30 Apr 2026
A fat-metabolism liquid, buy one get one free One offer still image	1	1	129d	28 May 2026
Creatine you chew: no mixing, no shaker Your own team, two creators, an offer image	10	4	83d	13 Jul 2026
A creatine chew that meets its label Two reviewers on lab tests and a certificate of analysis	6	2	83d	13 Jul 2026
A licensed flavour collaboration, just launched Seven reviewer videos, your own team, two silent animations	48	10	69d	27 Jul 2026
Your other pre-workout, in an athlete's flavour One reviewer	1	1	36d	29 Aug 2026
Clear protein, buy one get one half price One offer image in three colourways	6	3	25d	9 Sep 2026
A $15 starter pack, with a $15 gift code back One offer image. The pack opens after an email and phone sign-up	3	1	25d	9 Sep 2026

Eight of the nine ideas are a product being announced or put on offer. One starts from the customer's problem, more work and the same look, and it is the one that has lasted longest. Among the ads running today, it has done that on two videos from February, put up as new ads on nine separate dates.

Treat this as what we can see, not a verdict. We cannot see your spend, margins or sales, and a launch is young by definition. "Different creatives" counts a re-uploaded video once.

What a new customer hears, and what a returning one hears.

On some accounts the ad links name the campaign each ad belongs to, which shows who is new and who has visited before. None of your 92 links carries those labels, so from the outside the two groups can't be told apart. If you add the labels inside Ads Manager, your own reports can make the split. What we can see is what everyone hears first.

80 HEADLINES LEAD WITH A DEAL

"Exclusive Intro Offer." "Unlock Exclusive Offer." "Buy 1 Get 1 FREE." "Spend $15, Get $15 Back!" (a gift code)

12 HEADLINES LEAD WITH THE PRODUCT

"NOW AVAILABLE." "Now Available." And "NEW" before the product's name, withheld here.

> **Eighty of your ninety-two headlines are a deal. Every page they open then greets the visitor with a different one: a pop-up for 10% off a first order.**

The voices in your ads

More than half your ads are someone else talking about you. Fifteen reviewer videos carry 48 ads, most of them built around a box you sent.

Reviewers, with the box you sent

"Not too overly sweet, just enough flavor, and very nostalgic."

48 ads, 15 videos, four of your products

Your own team, on camera

"This collaboration has been in the works for almost six years."

8 ads, two videos

A voiceover over trained physiques

"You're training harder than ever, but you still look the same in the mirror."

12 ads, two videos, the recomposition idea

No one speaking

Two silent animations of the collaboration box, and offer images.

24 ads

How many ads Meta probably thinks you have.

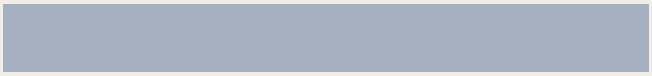
Meta compares how ads look when deciding whether they're different. Meta's guidance is that ads that look too alike may not be treated as different, can reach the same people, and tire together. So the number that matters is not how many ads you have launched, but how many different things someone scrolling past would see.

92
ads in your account

27
once the same video or picture, re-launched or re-exported under a new ad, counts once

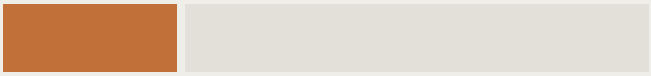
25
different looks, once near-identical versions are grouped the way a viewer would see them

WHAT YOU LAUNCHED



92 ads.

WHAT SOMEONE SCROLLING SEES



25 distinct looks.

> **One silent animation of the collaboration box runs as seven separate ads. On 29 August, twenty-one ads went live in one day, and twenty were videos already running.**

Launching the same video again as a new ad doesn't give Meta anything new to show. Your recomposition idea is two videos running as twelve ads. Your clear-protein offer is one picture in three colourways. In Meta's own terms, that is iteration, not diversification. It is unlikely to reach anyone new.

HOW META PICKS AN AD

For each person scrolling, Meta's retrieval system (it calls it Andromeda) narrows millions of eligible ads to a few thousand, then ranks them. With Advantage+ now the default, your detailed targeting is treated as a suggestion unless you set hard limits, so the ads themselves do more of the work of finding the right people. That last part is our reading, not Meta's words.

WHAT META CALLS DIFFERENT

In Meta's own guidance, identical visuals with different text is iteration. Diversification is distinctly different creative, made for different people or uses, in different visuals, messages and formats. Ads that look too alike can reach the same people and tire together.

Meta does not publish exactly how it groups similar ads, so treat the twenty-five as our reading, not Meta's. The twenty-seven is firmer, but it is a measurement too: the same file under two ads, or one video saved twice, counts once.

What your pages do with the people your ads send.

We read the pages your ads open against one checklist: does the page suit the people arriving, keep the ad's promise, ask for one clear step, and make the case to buy? Three of the ten are below. The creatine and protein offer pages show their deal exactly as advertised.

> **Twenty-nine of your collaboration ads are reviewers tasting it on camera and giving their verdict. The page those ads open says "No reviews".**

THE CHECK	COLLABORATION PAGE 48 ads	RECOMPOSITION OFFER PAGE 12 ads	STARTER PACK PAGE 3 ads
Keeps the ad's promise	● Names the collaboration up top	● Uses the video's own word, recomposition	● The pack sits blurred behind a form
Shows the deal the ad named	● No "intro offer" by name. A 22%-off variety pack, unlabelled	● First price reads "Standard price". The deal is in the 2- and 3-packs	● Not until you give an email and phone number
One clear next step	● Five flavours, three pack sizes, two add-ons, then a pop-up	● Three pack sizes, two add-ons, then a pop-up	● Two sign-up forms on one screen
Proof where people decide	● "No reviews", and none of the reviewers' verdicts	● One review	● None
Says what it costs	● $17.99 for ten sticks, by the button	● $44.99, with pack savings	● No price on the page
Claims stay inside the rules	● One blood-pressure line, in the ingredient notes	● "Reduction in cortisol levels", in the first three lines	○ No claims made

● Does the job ● Gap ○ Doesn't apply

Two of your deal pages work. Your proof reaches none of them. The creatine and clear-protein offer pages show exactly the deal the ad promised. But the strongest thing in your ads, people tasting the product on camera, stops at the click. The page asks the visitor to decide with none of it.

Read with the pages fully loaded, the way a visitor sees them. Their offers are added by an app after the page opens, and a plain text read misses them. Stock was checked in the store's own product data, not the page text, which shows "Sold out" on every page as hidden text.

What your ads and pages claim, checked.

Every ad's words, voiceover and image text, and all ten pages, read against a written set of rules for supplement advertising. Each finding is marked **rule** (anyone checking gets the same answer) or **judgment** (our read of the risk).

AS WRITTEN	WHERE	WHY IT MATTERS	SAFER VERSION
"Reduction in cortisol levels" and "Regulate healthy estrogen production" RULE	Recomposition page, top	A verb aimed at a hormone level is the claim the supplement rules allow least	[illegible]
"Control cortisol", said out loud RULE, THEN JUDGMENT	12 ads, spoken	The same claim in both videos. Spoken claims count the same as written ones	[illegible]
"Reduce excess glucose in the bloodstream by up to 75%" and "even lower blood pressure slightly" RULE	2 pages, ingredient notes	Blood sugar and blood pressure are the two numbers the rules watch hardest. Study results on your page read as your claim	[illegible]
A testosterone result from a trial in "68 infertile men" JUDGMENT	Recomposition page	A study in men with a medical condition, on a product page, implies the product is for it	[illegible]
"You still look the same in the mirror" JUDGMENT	6 ads, spoken	Meta's rules limit ads that assert things about the viewer's body. Your other video opens on the situation instead	[illegible]
"Exclusive Intro Offer" and "Exclusive Launch Deal" JUDGMENT	48 ads	An introductory offer that has run since 27 July, on a page that never names it	[illegible]

CHECKED AND CLEAN

- No disease claims in any ad
- FDA disclaimer on every product page
- Gifted reviewers say the box was sent to them
- No before and after images
- The creatine test figure shows its source on screen

THE CHEAP ONE, IF YOU ONLY DO ONE THING

[illegible]

A marketing read of public material, not legal advice. Anything you rely on should go past your own counsel.
Blurred: what to do about it. Yours comes in full at **www.teikof.com/ad-decode**

If we could suggest only one thing.

> [illegible]

The launch has carried the collaboration for ten weeks, and it should keep running. But "it's here" has a shelf life, and the only idea in your account built to last, more work and the same look, starts from the customer's problem rather than the product's news. Your reviewers have already found the reasons that don't expire. They talk about how it tastes mid-workout and what's in the stick. Your headlines and captions don't: they lead with the launch and the deal, and the stick appears only as a list of ingredients.

COLLABORATION ADS TODAY



48 ads on the launch and the flavours you grew up with.

THE SAME BUDGET, THREE REASONS



[illegible]

Opening lines you could run, built only from what you and your reviewers already say

[illegible]

Every line was checked against the same rules as the page before. None claims a result for the body. The ratings are a reviewer's taste verdict, shown as his, not a claim about effect.

Blurred: what to do about it. Yours comes in full at **www.teikof.com/ad-decode**

What you can run yourself, and what needs a team.

Most of this you can do without us, and we would rather say so.

YOU CAN RUN THIS ALONE

[illegible]

[illegible]

[illegible]

[illegible]

THIS IS WHERE A TEAM EARNS ITS KEEP

Finding the reason that sells the collaboration once the launch is old news.

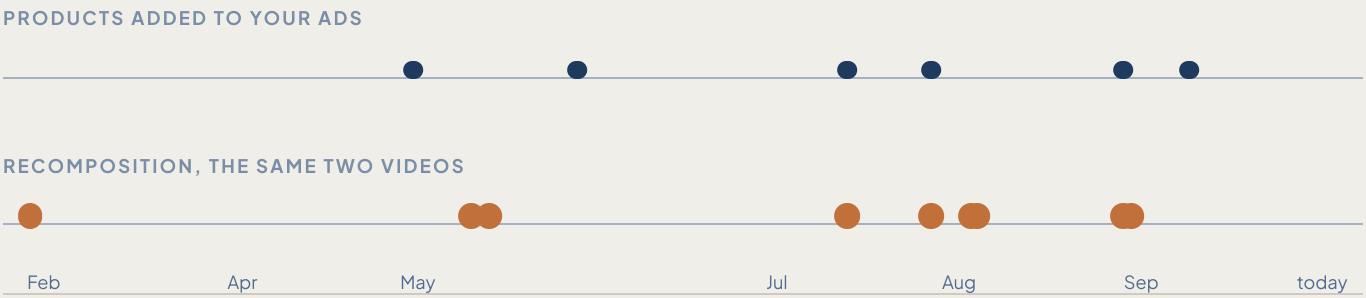
New recomposition videos that keep the hook and stay inside the rules.

A second reason for every launch, made before the launch ads tire.

Checking every claim before it goes live, not after it is questioned.

Six products brought into your ads since February. No new video for the idea that lasts.

> **Since February, six products have come into your ads. Among the ads running today, the idea that has lasted longest got no new video. Its two February videos went up as new ads on nine dates instead.**



Two small things worth doing this week

One ad sells something you can't buy. A buy-one-get-one ad for the fat-metabolism liquid has been live since 28 May. Your store's own product data lists every flavour unavailable, on its page and on the regular one.

Six copies of the collaboration's product. The store lists it as six separate products. If its reviews are split across them, that may be why your ads' page shows "No reviews".

Blurred: what to do about it. Yours comes in full at **www.teikof.com/ad-decode**

How this was built.

Every ad you are running in the US, read, watched and listened to in full, and every page they open. No sampling, and no numbers you have not made public. Where a number is our reading, the page says so.

01

Pull every live ad

Every ad live in the US, matched to your own Facebook page. Pulled on the day of writing: 92 running.

02

Watch and transcribe

Every video transcribed and every image read, because the words under an ad are rarely the whole ad.

03

Group by idea

Ads sorted by the reason someone would buy, not by how they look. The same ads always produce the same groups.

04

Count distinct looks

Re-uploads, re-crops and re-exports counted once: the way someone scrolling sees them, and close to how Meta's similarity guidance describes ads that look alike.

05

Review every page

Each page your ads open, read fully loaded the way a visitor sees it, footer included, against one written checklist. Stock and prices read from the store's own product data.

06

Compliance read

Words, voiceover and image text checked against a written set of rules for supplement advertising.

07

Write the findings

Every finding checked by Eduardo S. Acosta, a growth marketer, against the whole account before it reaches you.

A person could do this for one brand in about a week. Our software does most of the reading in an afternoon. Then a growth marketer goes through every finding against everything else in the account, the ads, the pages, the claims and the timing, because software finds patterns and only judgment says which ones matter. It is the same process we use to decide what to make before spending a client's money.

We have no access to your spend, ROAS, cost per sale or conversion data, and nothing here infers it. We use how long an ad has been running as a stand-in for what is working, on the reasoning that brands stop paying for ads that fail. It is a good stand-in and it is not the same as your numbers. An ad listed as active may be spending little or nothing, which we can't see. We read your pages as any visitor would, so an offer applied only at checkout would not appear to us. The compliance read is a marketing read of public material, not legal advice.

What to do with this, in order.

Ordered by how little each step costs against how soon it shows. Every step names the finding behind it and how you'll know it worked.

This week

An afternoon each

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This month

Page edits and one test

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Next three months

The bigger moves

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Blurred: what to do about it. Yours comes in full at **www.teikof.com/ad-decode**

How to run the test, and how to read it.

One test matters more than the rest: can the collaboration sell on a reason that isn't its launch? Run it like this and the answer will mean something.

01 Set it up: one difference, nothing else

[blurred]

02 Let it run long enough to mean something

[blurred]

03 Read it in the right place

[blurred]

04 Decide, and keep going

[blurred]

> [blurred]

We can't see your numbers, so this page tells you where to look, not what you'll find.

Blurred: what to do about it. Yours comes in full at **www.teikof.com/ad-decode**

WHERE ALL OF THIS LEADS

A launch can carry an account. It can't carry the next one.

Today, one launch carries 48 of your 92 ads, and eight of your nine ideas are a launch or a deal. That works while each launch is new. When it stops being new, the account needs the next launch to keep going, and more of the same video reaches the same people. Meta's own guidance is that repeated exposure to the same creative pushes up what each sale costs.

Today



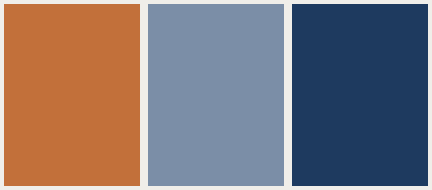
One launch doing half the work.

After the test



[illegible]

Then



Room to spend more, without waiting for the next launch.

> [illegible]

The diagnosis is the easy half, and it's yours now. The hard half is making new ideas that deserve a test, running the test cleanly, building the page for the one that wins, and doing it again every month. That is a team's work, and it is the work we do.

IF YOU WANT THAT TEAM

What we do, and what we don't.

WHAT TEIKOF DOES

Sets the strategy, email included

One plan for what to say, to whom and where. Your email is planned around the same strategy as your ads, so a customer hears one story.

Runs the ads end to end

We decide what to say, build the versions, keep the tests running, and check every claim against the rules before it goes live.

Makes the creative

We are not a studio you brief and wait on. We decide what the ad should say, then make it.

Fixes where the click lands

The page is part of the ad. A reviewer's verdict should still be there when the visitor arrives.

Reads before it quotes

Nothing is priced until we have read every ad a brand is running. This document is that reading.

WHAT TEIKOF DOES NOT DO

Sell SEO or content on their own

They work alongside ads. On their own they are hard to tie back to sales.

Churn out more files

Seven ads on one animation is not seven ideas. More launches of one video is not more creative.

Replace what is working

The launches stay. The work is what runs beside them.

Take accounts where the answer is "run more ads"

Yours isn't one of those. That is why we wrote this.

WHERE WE WOULD START

01 **A reason for the collaboration that outlives its launch**

[illegible]

02 **Pages that finish what the ads start**

So the people your reviewers convince find the reviews when they land.

03 **New videos for the idea that lasts**

So the recomposition idea isn't carried by two videos from February.

Blurred: what to do about it. Yours comes in full at **www.teikof.com/ad-decode**

We would rather share the risk than send you an invoice.

You have built something real. Two decades of formulas, a licensed collaboration most brands never land, and an idea that has lasted since February. That is why we work on a base plus a share of the extra profit the ads make. If the account grows, we grow with it. If it doesn't, that is our problem too.

If you would rather a team ran this, talk to us

Thirty minutes on your own ads: what we would do first, what it would cost, and how the profit share works.

Book the call at www.teikof.com/engagement

Eduardo S. Acosta
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TEIKOF
we explore. you conquer