# Weekly competitor routine: 20 minutes in the Meta Ads Library

Every Monday, one sheet. Free checklist from Pantheon's Meta Ads Library guide.

## The routine

1. **5 min** · Open your saved searches (one per competitor, one per keyword) with *Active* + *Impressions by date* ending 30 days ago.
2. **5 min** · Note the new ads and the ones that disappeared since last week.
3. **5 min** · For every new surviving ad, fill one line of the table below.
4. **5 min** · Pick one mechanism to test in your next ad. Transfer the mechanism, never the words.

## The survival test

- **Under 30 days**: still testing, no conclusions.
- **30–90 days**: survived the first tests, worth studying.
- **Over 90 days**: the market has already paid for it. Study it in depth.

Confirm with: several versions · same creative in several ads · high in the impressions sort · large EU reach. Longevity is a clue, not proof.

| Date | Page | Library ID | Days | Versions | Hook | Angle | Offer | Format | Mechanism |
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**Mechanism to test this week:**