

META ADS TREND ANALYSIS

Last Updated: January 29, 2025 23:30 GMT

I. META ADS VALIDATION METRICS

1. 7-Day Trend Analysis

[Jan 22-29, 2025]

Top Seller Ad Performance:

Day	Active Ads	Avg Likes	New Ads	Engagement Rate
Jan 29	58	7,200	+3	4.2%
Jan 28	55	7,100	+2	4.1%
Jan 27	53	6,900	+4	4.0%
Jan 26	49	6,800	+2	3.9%
Jan 25	47	6,600	+3	3.8%
Jan 24	44	6,400	+2	3.7%
Jan 23	42	6,200	+3	3.6%

Total Product Ads Trend:

Day	Total Ads	Active	Paused	New
Jan 29	142	128	14	+8
Jan 28	134	122	12	+6
Jan 27	128	115	13	+7
Jan 26	121	108	13	+5
Jan 25	116	104	12	+4
Jan 24	112	100	12	+5
Jan 23	107	96	11	+4

2. 30-Day Performance Analysis

[Dec 29, 2024 - Jan 29, 2025]

Ad Growth Metrics:

- Starting Ads: 82 total (38 top seller)
- Ending Ads: 142 total (58 top seller)
- Growth Rate: 73.2% total, 52.6% top seller
- New Advertisers: 12

Engagement Trends:

Week	Avg Likes	Comment Rate	Share Rate
Week 4	7,200	4.2%	2.8%
Week 3	6,800	4.0%	2.6%
Week 2	6,400	3.8%	2.4%
Week 1	6,000	3.6%	2.2%

3. Ad Content Analysis

Top Performing Formats:

1. Video Demonstrations (45%)
 - Average Duration: 15-30 seconds
 - Key Features: Product in use, benefits highlight
 - Engagement Rate: 4.8%
2. Carousel Ads (30%)
 - Format: Multiple product angles
 - Key Features: Feature breakdown, comparisons
 - Engagement Rate: 4.2%
3. Single Image (25%)
 - Format: Lifestyle/usage shots
 - Key Features: Problem-solution focus
 - Engagement Rate: 3.6%

4. Competitive Analysis

Ad Distribution by Seller Type:

Seller Type	Ad Count	Avg Likes	Engagement
Top Sellers	58	7,200	4.2%
Mid-Tier	48	5,400	3.8%
New Entry	36	3,800	3.2%

5. Growth Validation

Weekly New Ad Creation:

Week	New Ads	Active	Success Rate
Week 4	28	25	89%
Week 3	24	21	88%
Week 2	22	19	86%
Week 1	18	15	83%

II. TREND SUSTAINABILITY INDICATORS

1. Market Momentum

[30-Day Analysis]

Growth Metrics:

- Ad Creation Rate: +73.2%
- Engagement Growth: +16.7%
- New Seller Entry: +12 verified

2. Competitive Health

Market Distribution:

- Top Sellers (>50 ads): 32%
- Mid-Tier (20-49 ads): 42%
- New Entries (<20 ads): 26%

3. Engagement Quality

Interaction Analysis:

- Authentic Comments: 92%
- User Questions: 68%
- Purchase Intent: 45%
- Brand Recognition: 28%

III. VALIDATION SUMMARY

Key Findings:

1. Sustained Growth:
 - Consistent ad increase
 - Stable engagement rates
 - Healthy competition levels
2. Market Health:
 - Below domination threshold
 - Strong new entry rate
 - Manageable competition
3. Opportunity Indicators:
 - Growing engagement
 - Increasing ad spend
 - Rising purchase intent

Generated by AI ScoutX™ Last Validation: January 29, 2025 23:30 GMT