

Weekly report · Fashion

Example report. Companies, figures and quotes are fictional and for illustration only. Images are example visuals.

WEEK OF
5 Oct 2026

CLIENT
Online fashion business

MARKET
United States

SECTIONS SHOWN
All (Pro)

Competitor A · premium denim & outerwear

Competitor B · sustainable basics

Competitor C · fast-fashion webshop

01 Three actions for this week

All plans

- 1

Launch your fall outerwear ads this week
Why: Competitors A and C started 14 outerwear ads since 28 Sep, 9 of them for denim jackets. Heavyweight denim jackets are #2 in this week's trending products. If you sell outerwear, put it in front this week.
- 2

Test a returns-led ad against Competitor B
Why: B's longest-running ad (71 days) leads with "Free returns for 60 days", and "easy returns" is B's most mentioned compliment in reviews. If your returns policy is generous, say so in your ads.
- 3

Bundle knitwear instead of joining the 30% sale
Why: C moved from 20% to 30% off sitewide on 2 Oct. A kept full price and added a 2-for-\$110 knit bundle. Chunky knit sweaters are #1 in trending products and sold out at C.

02 What changed since last week

Starter: ads only · Growth, Pro: everything

Competitor	What changed	Source	Date
Competitor A	9 new ads, 3 stopped (summer linen)	Meta Ad Library	28 Sep–4 Oct
Competitor A	New product: heavyweight denim jacket, \$128	Website	30 Sep
Competitor B	Video "How we make one T-shirt" at 3.4× its usual organic views	TikTok	1 Oct
Competitor B	4 summer products removed	Website	29 Sep
Competitor C	Sitewide discount up from 20% to 30%	Website, newsletter	2 Oct
Competitor C	6 chunky knit products sold out	Website	3 Oct

03 Trending products in your market

Starter: top 5 · Growth: top 10 · Pro: top 10 with reasons

Signals: competitors' best-seller lists and sold-out items, longest-running ads, review growth, Amazon Best Sellers and Movers & Shakers, TikTok, search interest. Sales figures of other companies are not public and are never claimed.

1

**Chunky knit sweaters**
Sold out at Competitor C; search interest up 180% in 4 weeks

2

**Heavyweight denim jackets**
In 9 new ads at A and C; launched by A this week

3

**Barrel-leg jeans**
Amazon Movers & Shakers in women's jeans; viral TikTok styling videos

4

**Leather tote bags**
Product in B's longest-running ad (71 days); review count up 40% in a month

5

**Quilted liner jackets**
Several TikTok videos above 1 million views; rising search interest

6

**Wool-blend overshirts**
#1 in Competitor A's best-seller list

7

**Ballet flats**
Amazon Best Sellers top 20 in women's shoes

8

**Merino base layers**
Fastest-growing review count at Competitor B

9

**Corduroy trousers**
Search interest up 65% in 4 weeks

10

**Fleece half-zips**
Top 3 in Competitor C's best-seller list

04 Ads per competitor

All plans

Source: Meta Ad Library

Competitor	Active ads	New	Stopped	Longest-running ad	Main message	Format
Competitor A	34	9	3	58 days	"Built to last a decade"	Mostly video
Competitor B	18	2	1	71 days	"Free returns for 60 days"	Mostly image
Competitor C	87	21	15	23 days	"Up to 30% off everything"	Carousel and video

Ad budgets, revenue and ad views are not public, so they are never estimated. Run time is the strongest public signal: companies rarely keep paying for an ad that does not work.

05 New ads

Starter: top 5 · Growth, Pro: all

Each ad is cropped to the ad itself, with company, start date and source.

EXAMPLE

A

Competitor A

Sponsored

Heavyweight denim. Built to last a decade.



Video

Shop now

Started 30 Sep 2026

Meta Ad Library

EXAMPLE

B

Competitor B

Sponsored

The everyday leather tote. Free returns for 60 days.



Image

Shop now

Started 1 Oct 2026

Meta Ad Library

EXAMPLE

C

Competitor C

Sponsored

Chunky knits. Now 30% off everything.



Carousel

Shop now

Started 2 Oct 2026

Meta Ad Library

06 Landing page behind the top ad

Growth, Pro

EXAMPLE



COMPETITOR A

Heavyweight denim jacket

4.7 ★ (412 reviews)

\$128

Free shipping over \$75 · Free exchanges

Add to bag

The page repeats the ad's promise ("built to last a decade") above the price and shows a repair guarantee next to the button.

07 Videos and social

Growth, Pro

Organic video views of public videos, not ad views.

Platform	Competitor	Video	Organic views	Compared with usual
TikTok	Competitor B	How we make one T-shirt	412,000	3.4×
Instagram	Competitor A	One denim jacket, three outfits	96,000	2.1×
YouTube	Competitor C	Fall try-on haul under \$50	58,000	1.8×

08 Reviews: complaints and compliments

Starter: monthly · Growth, Pro: weekly

Compliment

Easy returns

“Returned two sizes, refund in three days. No questions.”

Competitor B · Trustpilot / Google

Complaint

Sizing runs small

“Order one size up, the tees shrink after washing.”

Competitor B · Trustpilot / Google

Complaint

Slow delivery

“Took nine days to arrive, no tracking updates.”

Competitor C · Trustpilot / Google

Compliment

Quality worth the price

“Third winter with this jacket and it still looks new.”

Competitor A · Trustpilot / Google

09 Newsletters and promotions

Growth, Pro

EXAMPLE

Competitor	Subject	Offer	Date
Competitor C	“Ends tonight: 30% off everything”	30% off sitewide	2 Oct
Competitor A	“It’s back: the heavyweight denim jacket”	Launch, no discount	30 Sep
Competitor B	“What we’re making next”	None (behind the scenes)	1 Oct

From: Competitor C

Ends tonight: 30% off everything



Knit season is here

Shop the sale

10 Price and product changes on their websites

Growth, Pro

Each change comes with a before and after screenshot in your report.

Competitor	Product	Change	Before	Now
Competitor C	Chunky knit sweater	Price drop	\$59	\$41
Competitor C	Denim jacket	Price drop	\$79	\$55
Competitor A	Heavyweight denim jacket	New product	—	\$128
Competitor B	Leather tote	Price drop	\$148	\$138
Competitor B	Linen shirt (4 styles)	Removed	\$68	—

11 Creative analysis: why the winning ads work

Pro

Ad	Running	Hook	Angle	Offer	Format	Why it likely works
Competitor B · tote	71 days	"Free returns for 60 days"	Risk removal	Free returns	Image	Takes away the main fear of buying clothes online; the offer is the headline.
Competitor A · denim	58 days	"Built to last a decade"	Quality and durability	None, full price	Video	Justifies a higher price with a concrete promise and shows the product being worn hard.
Competitor C · knitwear	23 days	"Now 30% off everything"	Urgency	30% off sitewide	Carousel	Shows many products at once, so every viewer finds something; the discount does the selling.

12 Three ad concepts to test this week

Pro

CONCEPT 1 OF 3 Ten winters HOOK "This jacket has seen ten winters." SCRIPT 15 seconds. A worn jacket in close-up, then the same jacket in snow, rain and city streets. Close: "Built to last. Free returns for 60 days." VISUAL IDEA One jacket, four seasons, fast cuts. BASED ON A's durability ad (58 days) and B's returns ad (71 days).	CONCEPT 2 OF 3 Try it at home HOOK "Order two sizes. Keep the one that fits." SCRIPT Unboxing two sizes, a quick try-on, the return label already in the box. Close: "Free returns, 60 days." VISUAL IDEA Unboxing at home in natural light. BASED ON B's returns ad and the "sizing runs small" complaint in B's reviews.	CONCEPT 3 OF 3 The knit everyone is looking for HOOK "Sold out everywhere? Not here." SCRIPT The chunky knit in three colors, "In stock now", then the bundle offer. VISUAL IDEA Stacked knits, slow pan. BASED ON Chunky knits #1 in trending products and sold out at C.
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13 Your business compared with competitors

Pro

	You	Competitor A	Competitor B	Competitor C
Active ads	12	34	18	87
New ads this week	2	9	2	21
Longest-running ad	19 days	58 days	71 days	23 days
Average review rating	4.3	4.6	4.4	3.8
Organic video views, last 4 weeks	80K	310K	640K	220K
Current sitewide discount	None	None	None	30%
Newsletters this week	1	1	1	4

14 Monthly market analysis

Pro · once a month

Trends across the 10 most active advertisers in your category, September 2026.

- Outerwear's share of new ads rose from 18% to 34% in September.
- 6 of the 10 run a sitewide sale; the average discount is 25%.
- Video is now 61% of new ads, up from 52% in August.
- 4 of the 10 mention free returns in their ads.

15 History and trends

All plans · grows from week 2

Message	Competitor	First seen	Weeks running	Status
"Free returns for 60 days"	Competitor B	26 Jul	10	Still running
"Built to last a decade"	Competitor A	8 Aug	8	Still running
"Summer linen, 20% off"	Competitor A	4 Aug	8	Stopped this week
"Up to 20% off everything"	Competitor C	1 Sep	4	Replaced by 30% off