TrendScoutly

Example report

Weekly report · Software

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

WEEK OF	CLIENT	MARKET	SECTIONS SHOWN
5 Oct 2026	Project management software for small teams	Netherlands	All (Pro)

Competitor A · all-in-one work platform

Competitor B · simple task app

Competitor C · enterprise project suite

01 Three actions for this week

All plans

1 Answer B's new free plan

Why: B launched a free plan for up to 5 users on 30 Sep and started 11 ads about it. If you have a trial or free tier, put it in your ads this week; if not, lead with what a free plan does not include.

2 Show your AI meeting notes

Why: AI meeting notes are #1 in trending products: search interest up 140% in 4 weeks and the fastest-growing reviews in the category. A launched a feature page for it on 29 Sep. If you offer or integrate it, show it.

3 Use your migration story

Why: C raised its Business plan from €12 to €14 per user on 1 Oct, and price is now the top complaint in C's reviews. Test an ad: “Switch in one afternoon. We move your projects for you.”

02 What changed since last week

Starter: ads only · Growth, Pro: everything

Competitor	What changed	Source	Date
Competitor B	New free plan for up to 5 users	Website	30 Sep
Competitor B	11 new ads about the free plan	Meta Ad Library	30 Sep–4 Oct
Competitor C	Business plan up from €12 to €14 per user per month	Website	1 Oct
Competitor A	New feature page: AI meeting notes	Website	29 Sep
Competitor A	Webinar video at 2.8× its usual organic views	YouTube	2 Oct
Competitor C	5 ads stopped (summer promotion)	Meta Ad Library	1 Oct

03 Trending products in your market

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

Signals: review growth, search interest, competitors' feature pages and their longest-running ads. Sales figures of other companies are not public and are never claimed.

1
AI meeting notes
Search interest up 140% in 4 weeks; fastest-growing reviews in the category

2
Free plans for small teams
New at B with 11 ads; 3 of the 10 most active advertisers now offer one

3
Built-in time tracking
In A's longest-running ad (81 days); rising search interest

4
Client portals
Fast-growing number of reviews mentioning client portals

5
Templates for agencies
Viral TikTok “plan your week” videos built on templates

6
Gantt charts on mobile
Rising search interest

7
Chat-app integrations
Mentioned in 40% of new reviews

8
Resource planning
Search interest up 55% in 4 weeks

9
No-code automations
In 6 new ads across competitors

10
Online whiteboards
Highlighted on all three competitors' homepages

04 Ads per competitor

All plans

Source: Meta Ad Library

Competitor	Active ads	New	Stopped	Longest-running ad	Main message	Format
Competitor A	22	4	2	81 days	“All your work in one place”	Mostly video
Competitor B	31	11	1	46 days	“Free for teams up to 5”	Mostly image
Competitor C	9	0	5	120 days	“Trusted by 10,000 companies”	Image

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

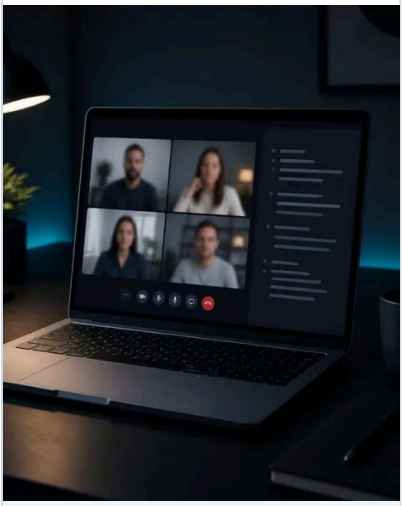
Each ad is cropped to the ad itself, with company, start date and source.

EXAMPLE

Competitor A

Sponsored

All your work in one place. Now with AI meeting notes.



Video | Try it free

Started 29 Sep 2026 | Meta Ad Library

EXAMPLE

Competitor B

Sponsored

Free for teams up to 5. No credit card needed.

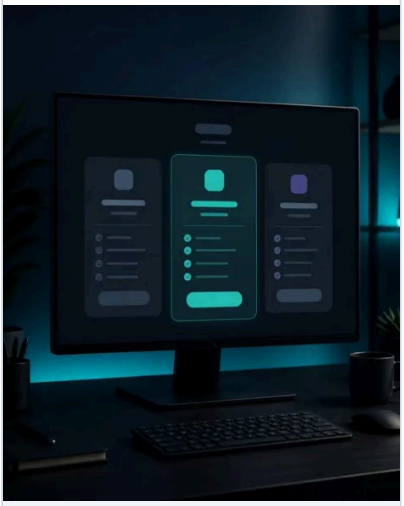


Image | Sign up

Started 30 Sep 2026 | Meta Ad Library

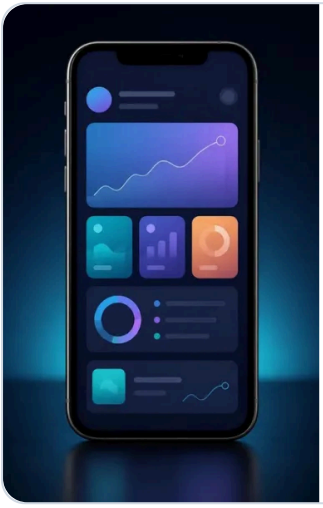
Competitor C

No new ads this week

06 Landing page behind the top ad

Growth, Pro

EXAMPLE



COMPETITOR B

Free plan

4.6 ★ (1,320 reviews)

€0 for up to 5 users

Pro €8 per user per month · No credit card needed

Start for free

The page compares the free plan with competitors' free tiers in a table and asks only for an email address to sign up.

07 Videos and social

Growth, Pro

Organic video views of public videos, not ad views.

Platform	Competitor	Video	Organic views	Compared with usual
YouTube	Competitor A	Live webinar: running meetings with AI notes	48,000	2.8×
TikTok	Competitor B	Plan your week in 30 seconds	190,000	2.2×
Instagram	Competitor C	Customer story: a 200-person agency	12,000	1.4×

08 Reviews: complaints and compliments

Starter: monthly · Growth, Pro: weekly

Compliment

Easy to start

"Set up our whole team in ten minutes."

Competitor B · Trustpilot / Google

Complaint

Too basic for bigger projects

"Great until we needed task dependencies."

Competitor B · Trustpilot / Google

Complaint

Price increase

"Another price rise, and support is slow."

Competitor C · Trustpilot / Google

Compliment

Everything in one place

"Replaced three tools for us."

Competitor A · Trustpilot / Google

09 Newsletters and promotions

Growth, Pro

Competitor	Subject	Offer	Date
Competitor B	"Free for teams up to 5. Starting today."	Free plan	30 Sep
Competitor A	"New: AI meeting notes"	Launch, no discount	29 Sep
Competitor C	"Changes to your plan"	Price increase notice	24 Sep

EXAMPLE

From: Competitor A

New: AI meeting notes

Your meeting ends. The tasks are ready.

See how it works

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	Business plan	Price rise	€12	€14 per user/month
Competitor B	Free plan (up to 5 users)	New plan	—	€0
Competitor A	AI meeting notes	New feature	—	Included in Business
Competitor A	Starter plan	Removed	€6	—
Competitor B	Pro plan	Unchanged	€8	€8 per user/month

11 Creative analysis: why the winning ads work

Pro

Ad	Running	Hook	Angle	Offer	Format	Why it likely works
Competitor C · social proof	120 days	"Trusted by 10,000 companies"	Social proof	Book a demo	Image	Reassures bigger buyers who fear choosing the wrong tool.
Competitor A · all-in-one	81 days	"All your work in one place"	Fewer tools	Free trial	Video	Speaks to the pain of too many apps and shows five tools becoming one.
Competitor B · weekly planning	46 days	"Plan your week in 30 seconds"	Speed and simplicity	Free trial	Video	One concrete, fast result that anyone can picture doing on a Monday morning.

12 Three ad concepts to test this week

Pro

CONCEPT 1 OF 3

Five apps to one

HOOK

"Close 5 tabs. Open 1."

SCRIPT

Five tool tabs close one by one until only your board is left. Close: "Try it free."

VISUAL IDEA

Screen recording with a tab-closing animation.

BASED ON

A's all-in-one ad (81 days).

CONCEPT 2 OF 3

Moved in an afternoon

HOOK

"Price went up again?"

SCRIPT

A price-increase email, then "We move your projects for you", then the team working in the new tool by the end of the day.

VISUAL IDEA

A clock from 1 pm to 5 pm while the project board fills up.

BASED ON

C's price rise and the price complaints in C's reviews.

CONCEPT 3 OF 3

Notes that write themselves

HOOK

"Your meeting ends. The tasks are already there."

SCRIPT

A video call ends, the notes appear, and the tasks land on the board.

VISUAL IDEA

Split screen: the call on the left, the board on the right.

BASED ON

AI meeting notes #1 in trending products and A's new feature page.

13 Your business compared with competitors

Pro

	You	Competitor A	Competitor B	Competitor C
Active ads	8	22	31	9
New ads this week	1	4	11	0
Longest-running ad	28 days	81 days	46 days	120 days
Average review rating	4.5	4.4	4.6	3.9
Organic video views, last 4 weeks	15K	140K	420K	30K
Free plan	No	No	Yes	No
Entry price per user per month	€7	€9	€0	€14

14 Monthly market analysis

Pro · once a month

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

- 3 of the 10 most active advertisers now have a free plan for small teams, up from 1 in August.
- AI features appear in 38% of new ads, up from 21%.
- 4 of the 10 raised prices in the last 3 months; the average increase is 12%.
- Video is 44% of new ads; most are screen recordings under 30 seconds.

15 History and trends

All plans · grows from week 2

Message	Competitor	First seen	Weeks running	Status
“Trusted by 10,000 companies”	Competitor C	7 Jun	17	Still running
“All your work in one place”	Competitor A	16 Jul	12	Still running
“Summer deal: 3 months 50% off”	Competitor C	1 Jul	13	Stopped this week
“Free for teams up to 5”	Competitor B	30 Sep	1	New