

THE WILOW AD INDEX

What 5,460 live UK Meta ads reveal about how brands really advertise in 2026

The state of UK Meta advertising, read straight from Meta's public Ad Library.

48%

of UK brands are advertising without a single proven winner: not one ad that has survived 90 days.

Edition 01 · July 2026 · 91 UK brands · 5,460 live ads · Published by Wilow

FOREWORD

Reading the market from the outside in

Every advertiser can see their own account. Almost none can see the whole market at once. That is the gap the Willow Ad Index is built to close.

Every day, Willow reads the live Meta ads of hundreds of UK brands through our free Ad Library tool. Put them together and a picture appears that no single advertiser can see from the inside: how often brands launch, how rare a lasting ad really is, how far video has taken over, and where the easy wins still sit unused. This first edition covers 5,460 active ads from 91 UK brands, from Huel and Gymshark to Revolut and LEGO. Every figure is drawn straight from Meta's public Ad Library, so anyone can verify it.

48%

of brands have no ad running
90+ days

47%

of a brand's ads are video, the
new default

7

landing pages the median
brand runs ads to

54%

of brands run zero creator
partnerships

~6

new ads a week from the
busiest advertisers

38.3M

UK reach for Huel, the reach
leader

FINDING 01

Most brands never find a lasting winner

An ad that keeps running for 90 days or more is a strong signal that it works, because brands turn off what does not. Yet 44 of the 91 brands we track have not a single ad that old. For the median brand, only 2% of its ads have reached the 90-day mark. The brands that have cracked it look completely different: they kept testing until they found the ads that last, then let the winners run.

Brands where proven, long-running ads dominate the account

	BRAND	ADS RUNNING 90+ DAYS
1	Soho Home	100%
2	Kendamil	100%
3	Scrumbles	91%
4	Taskrabbbit	91%
5	Huel	90%

Why it matters: finding the ad that keeps working is the whole game, and most brands never get there. That is exactly the problem Wilow was built to solve.

FINDING 02

Video has become the default

Half of every live UK Meta ad is now video. The median brand runs 47% of its ads as video, and some go much further, with Trinny London at 77% and Taskrabbbit at 75%. Static images still earn their place, especially for retargeting and product ads, but the centre of gravity has clearly moved. An account that is still mostly static images is now the exception, not the rule.

FINDING 03

Brands spread wider than you would think

The median brand points its ads at seven different landing pages, not one, matching each ad to a specific product, offer or audience rather than a single hero page.

Brands running ads to the most distinct landing pages

	BRAND	LANDING PAGES
1	Lick	35
2	MasterClass	31
3	Remitly	30
4	Myprotein	29
5	LEGO	26

FINDING 04

Creator partnerships are wide open

More than half the brands we track, 49 of 91, run no creator partnerships in their ads at all. The ones that lean in do so deliberately, building a real share of their advertising around named creators. For everyone else, this is one of the clearest untapped levers in the data.

Brands building the biggest share of ads around named creators

BRAND		ADS WITH A CREATOR PARTNER
1	Nu Mind Wellness	38%
2	Spacegoods	37%
3	Gymshark	35%
4	IM8	32%
5	Surreal	28%

FINDING 05

The busiest brands never stop shipping

The most active UK advertisers launch around six new ads every week, and the very busiest go much harder. Purdy & Figg runs 167 live ads at once, Scrumbles 113, Taskrabbbit 110. Volume alone is not the point, but it is how these brands find their winners: they put enough new creative into the market to give a breakout ad the chance to appear.

LEADERBOARD

Top UK brands by measured reach

Meta publishes delivered reach for ads shown in the UK and EU, which lets us rank brands by how many people they actually reached. This is combined measured reach across each brand's live ads.

Combined measured UK reach (Meta EU/UK transparency data)

	BRAND	MEASURED UK REACH
1	Huel	38.3M
2	Revolut	34.6M
3	Temu	31.3M
4	Pure Pet Food	29.7M
5	WHOOOP	25.4M
6	Humantra	25.1M
7	Butternut Box	19.8M
8	Bloom & Wild	19.4M
9	Scrumbles	18.8M
10	Bella+Duke	10.8M

METHOD

How we collected this, and what to keep in mind

Every figure comes from Meta's public Ad Library, read through Willow's free Ad Library tool. We track live ads for hundreds of brands and refresh them continuously. This edition uses 5,460 active ads from 91 UK brands, captured in July 2026. Reach is Meta's own EU and UK transparency data.

We believe in showing our working.

Reach is UK and EU only, because that is where Meta publishes it. This is a UK read, not a global one.

We measure what brands are running now, so launch cadence is what we observed in a snapshot, not a lab count.

The Ad Library shows creatives, landing pages, dates, formats and reach, but not revenue or spend, so we never rank brands by money they might be making.

What this means for advertisers: if most brands never find a lasting winner, the advantage goes to the ones who test faster and read the results better. That is what Willow does. It reads every competitor's ads, shows which creatives are actually working, and helps you find your own winner sooner. Explore any brand's live ads free at trywilow.com/meta-ads-library.

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