

# Military.com Winning Creatives

Top 50 by lifetime spend · Account 1034037341617540 · Through 2026-06-06

|                      |                      |
|----------------------|----------------------|
| TOTAL LIFETIME SPEND | \$1,551,727          |
| TOTAL LEADS          | 75,858               |
| BLENDED CPL          | \$20.46              |
| TOTAL IMPRESSIONS    | 67,091,259           |
| TOTAL UNIQUE REACH   | 27,777,352           |
| ACTIVE / PAUSED      | 41 active · 9 paused |

WHAT'S WINNING

## Patterns across the top 50

- **Concept concentration:** Lower-Your-Auto, Odometer, and Loading-car account for over 60% of all spend in this catalog.
- **Static dominates 4:1 over video.** Top 50 = 40 static, 10 video.
- **Best CPLs sit at the bottom of the list, not the top.** Gradient + Simplified-Camo + Inside\_Icon families have \$11–\$13 CPLs but lower total spend = under-scaled winners.
- **Loading-car\_04/30/25** is the longest-running creative still in market — over 400 days at the time of this catalog.
- **One-day variant test (05/22 vs 05/15 Odometer)** shows newer Odometer iterations at \$19–22 CPL vs original at \$38.94 = legitimate refresh signal.

#01 Odometer\_Static\_NM\_Animation\_Swipe

● ACTIVE

Odometer\_Static\_NM\_Animation\_Swipe\_05/15/26



|                |              |
|----------------|--------------|
| LIFETIME SPEND | \$188,388.43 |
| CPL            | \$38.94      |
| LEADS          | 4,838        |
| IMPRESSIONS    | 10,537,304   |
| REACH          | 3,184,488    |
| FREQUENCY      | 3.31         |
| CTR            | 0.78%        |
| CPC            | \$2.29       |
| CLICKS         | 82,295       |
| CREATED        | May 15, 2026 |
| DAYS RUNNING   | 22 days      |

Ad ID: 120244338813140498 · Creative ID: 1035728008781248  
Ad Library: <https://www.facebook.com/ads/library/?id=120244338813140498>

#02

● ACTIVE

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe\_04/28/26



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$144,058.56   |
| CPL            | \$28.34        |
| LEADS          | 5,083          |
| IMPRESSIONS    | 9,136,827      |
| REACH          | 2,510,978      |
| FREQUENCY      | 3.64           |
| CTR            | 0.68%          |
| CPC            | \$2.32         |
| CLICKS         | 61,987         |
| CREATED        | April 28, 2026 |
| DAYS RUNNING   | 39 days        |

Ad ID: 120243517904320498 · Creative ID: 1793105368334359  
Ad Library: <https://www.facebook.com/ads/library/?id=120243517904320498>

#03

● ACTIVE

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe\_04/28/26



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$123,692.41   |
| CPL            | \$21.29        |
| LEADS          | 5,810          |
| IMPRESSIONS    | 4,589,666      |
| REACH          | 1,847,747      |
| FREQUENCY      | 2.48           |
| CTR            | 1.36%          |
| CPC            | \$1.97         |
| CLICKS         | 62,642         |
| CREATED        | April 28, 2026 |
| DAYS RUNNING   | 39 days        |

Ad ID: 120243521261980498 · Creative ID: 1515555063318083  
Ad Library: <https://www.facebook.com/ads/library/?id=120243521261980498>

#04

● ACTIVE

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe\_04/28/26



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$78,091.59    |
| CPL            | \$20.43        |
| LEADS          | 3,822          |
| IMPRESSIONS    | 3,205,656      |
| REACH          | 1,480,313      |
| FREQUENCY      | 2.17           |
| CTR            | 1.30%          |
| CPC            | \$1.87         |
| CLICKS         | 41,826         |
| CREATED        | April 28, 2026 |
| DAYS RUNNING   | 39 days        |

Ad ID: 120243520709380498 · Creative ID: 1480911536823841  
Ad Library: <https://www.facebook.com/ads/library/?id=120243520709380498>

#05

● ACTIVE

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe\_04/28/26



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$68,738.72    |
| CPL            | \$21.81        |
| LEADS          | 3,152          |
| IMPRESSIONS    | 3,455,019      |
| REACH          | 1,482,993      |
| FREQUENCY      | 2.33           |
| CTR            | 1.04%          |
| CPC            | \$1.90         |
| CLICKS         | 36,102         |
| CREATED        | April 28, 2026 |
| DAYS RUNNING   | 39 days        |

Ad ID: 120243521220810498 · Creative ID: 1308021214544384  
Ad Library: <https://www.facebook.com/ads/library/?id=120243521220810498>

## #06 Loading-car\_Static\_NM\_Outside\_Family

● ACTIVE

Loading-car\_Static\_NM\_Outside\_Family\_04/30/25



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$64,073.86    |
| CPL            | \$16.50        |
| LEADS          | 3,883          |
| IMPRESSIONS    | 1,519,262      |
| REACH          | 561,013        |
| FREQUENCY      | 2.71           |
| CTR            | 2.15%          |
| CPC            | \$1.96         |
| CLICKS         | 32,660         |
| CREATED        | April 30, 2025 |
| DAYS RUNNING   | 402 days       |

Ad ID: 120223071814180498 · Creative ID: 3370070299798097

Ad Library: <https://www.facebook.com/ads/library/?id=120223071814180498>

## #07 Loading-car\_Static\_NM\_Outside\_Family

● PAUSED

Loading-car\_Static\_NM\_Outside\_Family\_07/07/25



|                |              |
|----------------|--------------|
| LIFETIME SPEND | \$43,496.64  |
| CPL            | \$15.92      |
| LEADS          | 2,732        |
| IMPRESSIONS    | 1,245,037    |
| REACH          | 585,060      |
| FREQUENCY      | 2.13         |
| CTR            | 1.58%        |
| CPC            | \$2.21       |
| CLICKS         | 19,641       |
| CREATED        | July 7, 2025 |
| DAYS RUNNING   | 334 days     |

Ad ID: 120228518037620498 · Creative ID: 2289181088243912

Ad Library: <https://www.facebook.com/ads/library/?id=120228518037620498>

#08 Video 2\_Video\_M\_Animation\_Phone

● ACTIVE

Video 2\_Video\_M\_Animation\_Phone\_09/11/25



|                |                    |
|----------------|--------------------|
| LIFETIME SPEND | \$43,414.66        |
| CPL            | \$15.62            |
| LEADS          | 2,779              |
| IMPRESSIONS    | 2,291,974          |
| REACH          | 877,473            |
| FREQUENCY      | 2.61               |
| CTR            | 1.05%              |
| CPC            | \$1.80             |
| CLICKS         | 24,163             |
| CREATED        | September 11, 2025 |
| DAYS RUNNING   | 268 days           |

Ad ID: 120232290126750498 · Creative ID: 1914106685963706  
Ad Library: <https://www.facebook.com/ads/library/?id=120232290126750498>

#09 Odometer\_Static\_NM\_Animation\_Swipe

● ACTIVE

Odometer\_Static\_NM\_Animation\_Swipe\_05/15/26



|                |              |
|----------------|--------------|
| LIFETIME SPEND | \$41,309.02  |
| CPL            | \$23.46      |
| LEADS          | 1,761        |
| IMPRESSIONS    | 2,306,212    |
| REACH          | 1,092,194    |
| FREQUENCY      | 2.11         |
| CTR            | 0.87%        |
| CPC            | \$2.07       |
| CLICKS         | 19,985       |
| CREATED        | May 15, 2026 |
| DAYS RUNNING   | 22 days      |

Ad ID: 120244339766330498 · Creative ID: 957392197081934  
Ad Library: <https://www.facebook.com/ads/library/?id=120244339766330498>

## #10 Loading-car\_Static\_NM\_Outside\_Family

● ACTIVE

Loading-car\_Static\_NM\_Outside\_Family\_04/30/25



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$41,238.31    |
| CPL            | \$16.42        |
| LEADS          | 2,512          |
| IMPRESSIONS    | 828,034        |
| REACH          | 335,123        |
| FREQUENCY      | 2.47           |
| CTR            | 2.03%          |
| CPC            | \$2.46         |
| CLICKS         | 16,779         |
| CREATED        | April 30, 2025 |
| DAYS RUNNING   | 402 days       |

Ad ID: 120223077671960498 · Creative ID: 1206391151459532

Ad Library: <https://www.facebook.com/ads/library/?id=120223077671960498>

#11

● ACTIVE

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe\_04/30/26



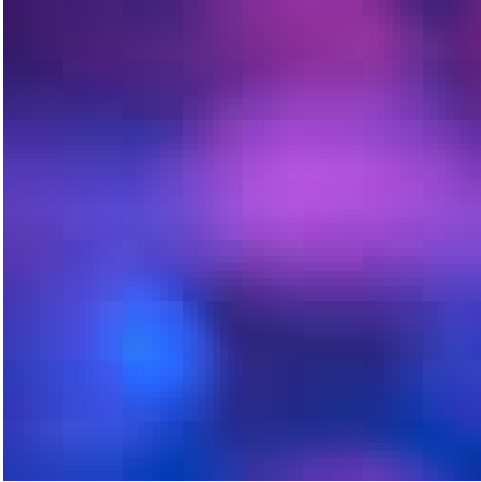
|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$37,521.09    |
| CPL            | \$20.89        |
| LEADS          | 1,796          |
| IMPRESSIONS    | 1,542,272      |
| REACH          | 680,256        |
| FREQUENCY      | 2.27           |
| CTR            | 1.09%          |
| CPC            | \$2.22         |
| CLICKS         | 16,866         |
| CREATED        | April 30, 2026 |
| DAYS RUNNING   | 37 days        |

Ad ID: 120243619079080498 · Creative ID: 942513478762311  
Ad Library: <https://www.facebook.com/ads/library/?id=120243619079080498>

## #12 TYFYS\_Video\_M\_Animation\_Swipe

● ACTIVE

TYFYS\_Video\_M\_Animation\_Swipe\_03/24/26



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$36,562.16    |
| CPL            | \$29.20        |
| LEADS          | 1,252          |
| IMPRESSIONS    | 2,314,019      |
| REACH          | 852,924        |
| FREQUENCY      | 2.71           |
| CTR            | 0.68%          |
| CPC            | \$2.31         |
| CLICKS         | 15,840         |
| CREATED        | March 24, 2026 |
| DAYS RUNNING   | 74 days        |

Ad ID: 120241738702530498 · Creative ID: 932637932965322

Ad Library: <https://www.facebook.com/ads/library/?id=120241738702530498>

#13 Video 2\_Video\_M\_Animation\_Phone

● ACTIVE

Video 2\_Video\_M\_Animation\_Phone\_09/11/25



|                |                    |
|----------------|--------------------|
| LIFETIME SPEND | \$36,438.30        |
| CPL            | \$16.21            |
| LEADS          | 2,248              |
| IMPRESSIONS    | 1,474,452          |
| REACH          | 649,581            |
| FREQUENCY      | 2.27               |
| CTR            | 1.35%              |
| CPC            | \$1.83             |
| CLICKS         | 19,939             |
| CREATED        | September 11, 2025 |
| DAYS RUNNING   | 268 days           |

Ad ID: 120232289860250498 · Creative ID: 1939103583309463  
Ad Library: <https://www.facebook.com/ads/library/?id=120232289860250498>

#14 Simplified-V3-Gradient\_Static\_M\_Inside\_Icon

● ACTIVE

Simplified-V3-Gradient\_Static\_M\_Inside\_Icon\_03/17/26



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$35,764.68    |
| CPL            | \$27.77        |
| LEADS          | 1,288          |
| IMPRESSIONS    | 1,174,454      |
| REACH          | 421,576        |
| FREQUENCY      | 2.79           |
| CTR            | 1.07%          |
| CPC            | \$2.84         |
| CLICKS         | 12,581         |
| CREATED        | March 18, 2026 |
| DAYS RUNNING   | 80 days        |

Ad ID: 120241432941230498 · Creative ID: 3426572424172736  
Ad Library: <https://www.facebook.com/ads/library/?id=120241432941230498>

#15 Video 2\_Video\_M\_Animation\_Phone

● ACTIVE

Video 2\_Video\_M\_Animation\_Phone\_09/11/25



|                |                    |
|----------------|--------------------|
| LIFETIME SPEND | \$33,134.48        |
| CPL            | \$14.79            |
| LEADS          | 2,240              |
| IMPRESSIONS    | 1,155,096          |
| REACH          | 372,889            |
| FREQUENCY      | 3.10               |
| CTR            | 1.58%              |
| CPC            | \$1.82             |
| CLICKS         | 18,230             |
| CREATED        | September 11, 2025 |
| DAYS RUNNING   | 268 days           |

Ad ID: 120232290178880498 · Creative ID: 1785647742129632  
Ad Library: <https://www.facebook.com/ads/library/?id=120232290178880498>

#16 Video 2\_Video\_M\_Animation\_Phone

● ACTIVE

Video 2\_Video\_M\_Animation\_Phone\_09/18/25



|                |                    |
|----------------|--------------------|
| LIFETIME SPEND | \$32,457.54        |
| CPL            | \$16.78            |
| LEADS          | 1,934              |
| IMPRESSIONS    | 1,624,895          |
| REACH          | 781,458            |
| FREQUENCY      | 2.08               |
| CTR            | 1.20%              |
| CPC            | \$1.67             |
| CLICKS         | 19,461             |
| CREATED        | September 18, 2025 |
| DAYS RUNNING   | 261 days           |

Ad ID: 120232653366230498 · Creative ID: 1080360060859365  
Ad Library: <https://www.facebook.com/ads/library/?id=120232653366230498>

#17 Gradient\_Static\_M\_Animation\_Swipe

● PAUSED

Gradient\_Static\_M\_Animation\_Swipe\_03/16/26



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$32,401.26    |
| CPL            | \$32.86        |
| LEADS          | 986            |
| IMPRESSIONS    | 1,870,390      |
| REACH          | 905,307        |
| FREQUENCY      | 2.07           |
| CTR            | 0.84%          |
| CPC            | \$2.05         |
| CLICKS         | 15,801         |
| CREATED        | March 16, 2026 |
| DAYS RUNNING   | 82 days        |

Ad ID: 120241310920200498 · Creative ID: 952721734107251  
Ad Library: <https://www.facebook.com/ads/library/?id=120241310920200498>

#18 Lower-Your-Home-Insurance\_Static\_NM\_Inside\_Icon

● ACTIVE

Lower-Your-Home-Insurance\_Static\_NM\_Inside\_Icon\_05/07/26



|                |             |
|----------------|-------------|
| LIFETIME SPEND | \$30,778.97 |
| CPL            | \$14.66     |
| LEADS          | 2,099       |
| IMPRESSIONS    | 506,786     |
| REACH          | 177,492     |
| FREQUENCY      | 2.86        |
| CTR            | 2.63%       |
| CPC            | \$2.31      |
| CLICKS         | 13,351      |
| CREATED        | May 7, 2026 |
| DAYS RUNNING   | 30 days     |

Ad ID: 120243927135390498 · Creative ID: 947088691550037  
Ad Library: <https://www.facebook.com/ads/library/?id=120243927135390498>

#19 Lower-Your-Home-Insurance\_Static\_NM\_Inside\_Icon

● ACTIVE

Lower-Your-Home-Insurance\_Static\_NM\_Inside\_Icon\_05/07/26



|                |             |
|----------------|-------------|
| LIFETIME SPEND | \$29,002.89 |
| CPL            | \$21.76     |
| LEADS          | 1,333       |
| IMPRESSIONS    | 943,165     |
| REACH          | 374,535     |
| FREQUENCY      | 2.52        |
| CTR            | 1.18%       |
| CPC            | \$2.61      |
| CLICKS         | 11,097      |
| CREATED        | May 7, 2026 |
| DAYS RUNNING   | 30 days     |

Ad ID: 120243927054250498 · Creative ID: 975161791639002  
Ad Library: <https://www.facebook.com/ads/library/?id=120243927054250498>

#20

● ACTIVE

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe\_04/28/26



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$26,188.99    |
| CPL            | \$22.95        |
| LEADS          | 1,141          |
| IMPRESSIONS    | 1,250,404      |
| REACH          | 813,656        |
| FREQUENCY      | 1.54           |
| CTR            | 1.05%          |
| CPC            | \$1.99         |
| CLICKS         | 13,164         |
| CREATED        | April 28, 2026 |
| DAYS RUNNING   | 39 days        |

Ad ID: 120243521144800498 · Creative ID: 942513478762311  
Ad Library: <https://www.facebook.com/ads/library/?id=120243521144800498>

## #21 Couple-on-car\_Static\_NM\_Outside\_Couple

● PAUSED

Couple-on-car\_Static\_NM\_Outside\_Couple\_04/30/25



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$25,405.32    |
| CPL            | \$19.07        |
| LEADS          | 1,332          |
| IMPRESSIONS    | 523,759        |
| REACH          | 262,148        |
| FREQUENCY      | 2.00           |
| CTR            | 2.31%          |
| CPC            | \$2.10         |
| CLICKS         | 12,084         |
| CREATED        | April 30, 2025 |
| DAYS RUNNING   | 402 days       |

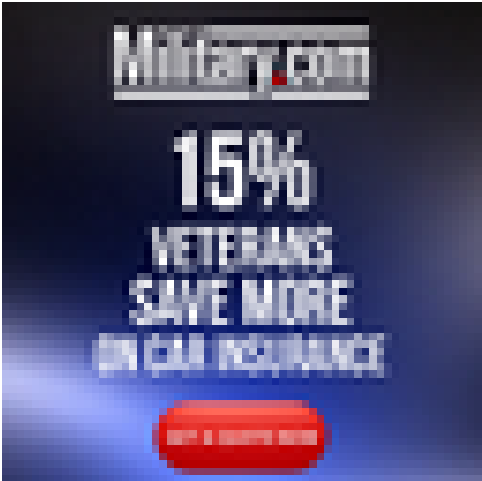
Ad ID: 120223077671980498 · Creative ID: 1221418569314976

Ad Library: <https://www.facebook.com/ads/library/?id=120223077671980498>

#22 Gradient\_Static\_M\_Animation\_Swipe

● ACTIVE

Gradient\_Static\_M\_Animation\_Swipe\_12/15/25



|                |                   |
|----------------|-------------------|
| LIFETIME SPEND | \$21,731.46       |
| CPL            | \$11.89           |
| LEADS          | 1,827             |
| IMPRESSIONS    | 789,497           |
| REACH          | 303,135           |
| FREQUENCY      | 2.60              |
| CTR            | 1.63%             |
| CPC            | \$1.69            |
| CLICKS         | 12,854            |
| CREATED        | December 15, 2025 |
| DAYS RUNNING   | 173 days          |

Ad ID: 120237619859410498 · Creative ID: 1595844954780578  
Ad Library: <https://www.facebook.com/ads/library/?id=120237619859410498>

#23 Simplified-Camo\_Static\_M\_Animation\_Swipe

● ACTIVE

Simplified-Camo\_Static\_M\_Animation\_Swipe\_12/29/25



|                |                   |
|----------------|-------------------|
| LIFETIME SPEND | \$19,115.48       |
| CPL            | \$11.10           |
| LEADS          | 1,722             |
| IMPRESSIONS    | 428,610           |
| REACH          | 167,628           |
| FREQUENCY      | 2.56              |
| CTR            | 2.54%             |
| CPC            | \$1.75            |
| CLICKS         | 10,897            |
| CREATED        | December 29, 2025 |
| DAYS RUNNING   | 159 days          |

Ad ID: 120238193826840498 · Creative ID: 901019255726309  
Ad Library: <https://www.facebook.com/ads/library/?id=120238193826840498>

#24 Video 2\_Video\_M\_Animation\_Phone

● ACTIVE

Video 2\_Video\_M\_Animation\_Phone\_09/18/25



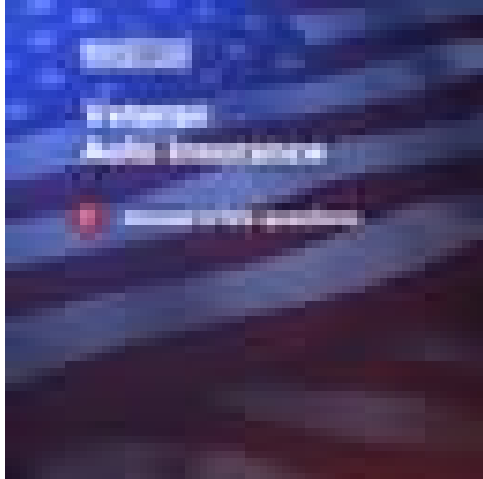
|                |                    |
|----------------|--------------------|
| LIFETIME SPEND | \$18,631.91        |
| CPL            | \$15.88            |
| LEADS          | 1,173              |
| IMPRESSIONS    | 595,430            |
| REACH          | 327,211            |
| FREQUENCY      | 1.82               |
| CTR            | 1.87%              |
| CPC            | \$1.67             |
| CLICKS         | 11,147             |
| CREATED        | September 18, 2025 |
| DAYS RUNNING   | 261 days           |

Ad ID: 120232653317800498 · Creative ID: 869543785962108  
Ad Library: <https://www.facebook.com/ads/library/?id=120232653317800498>

## #25 Veteran-VO\_Video\_M\_Animation\_Flag-Swipe

● PAUSED

Veteran-VO\_Video\_M\_Animation\_Flag-Swipe\_12/03/25



|                |               |
|----------------|---------------|
| LIFETIME SPEND | \$17,234.10   |
| CPL            | \$21.79       |
| LEADS          | 791           |
| IMPRESSIONS    | 288,363       |
| REACH          | 111,491       |
| FREQUENCY      | 2.59          |
| CTR            | 9.57%         |
| CPC            | \$0.62        |
| CLICKS         | 27,596        |
| CREATED        | March 3, 2026 |
| DAYS RUNNING   | 95 days       |

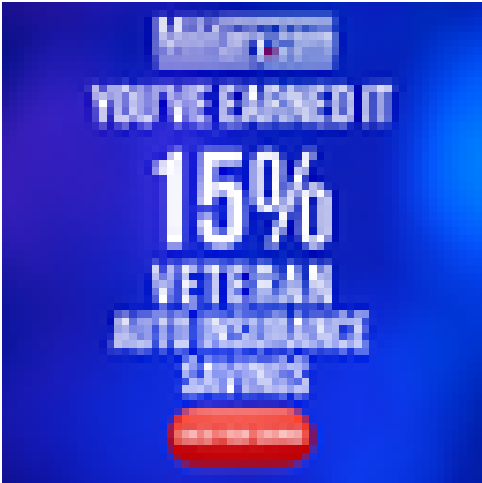
Ad ID: 120240808866130498 · Creative ID: 1302117535125753

Ad Library: <https://www.facebook.com/ads/library/?id=120240808866130498>

#26 Gradient-V3\_You-Earned-It-WO-Exclamation\_Static\_M\_● ACTIVE

Animation\_Swipe

Gradient-V3\_You-Earned-It-WO-Exclamation\_Static\_M\_Animation\_Swipe\_01/14/26



|                |                  |
|----------------|------------------|
| LIFETIME SPEND | \$16,381.80      |
| CPL            | \$10.81          |
| LEADS          | 1,516            |
| IMPRESSIONS    | 1,104,926        |
| REACH          | 473,951          |
| FREQUENCY      | 2.33             |
| CTR            | 1.01%            |
| CPC            | \$1.47           |
| CLICKS         | 11,125           |
| CREATED        | January 21, 2026 |
| DAYS RUNNING   | 136 days         |

Ad ID: 120239111322790498 · Creative ID: 1519494406849557  
Ad Library: <https://www.facebook.com/ads/library/?id=120239111322790498>

#27 Simplified-Camo\_Static\_M\_Animation\_Swipe

● ACTIVE

Simplified-Camo\_Static\_M\_Animation\_Swipe\_03/16/26



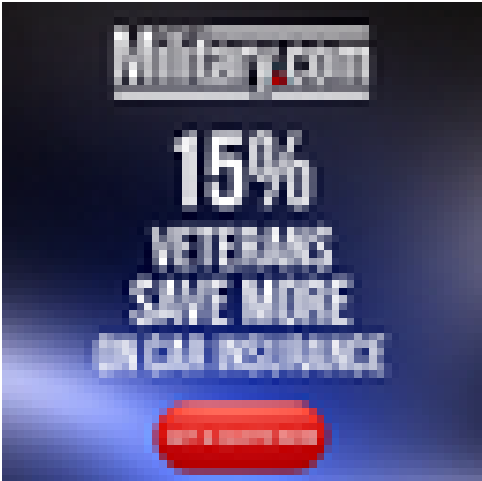
|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$15,543.73    |
| CPL            | \$29.49        |
| LEADS          | 527            |
| IMPRESSIONS    | 683,781        |
| REACH          | 394,127        |
| FREQUENCY      | 1.73           |
| CTR            | 0.84%          |
| CPC            | \$2.71         |
| CLICKS         | 5,734          |
| CREATED        | March 16, 2026 |
| DAYS RUNNING   | 82 days        |

Ad ID: 120241310920290498 · Creative ID: 1318559603508983  
Ad Library: <https://www.facebook.com/ads/library/?id=120241310920290498>

#28 Gradient\_Static\_M\_Animation\_Swipe

● ACTIVE

Gradient\_Static\_M\_Animation\_Swipe\_12/15/25

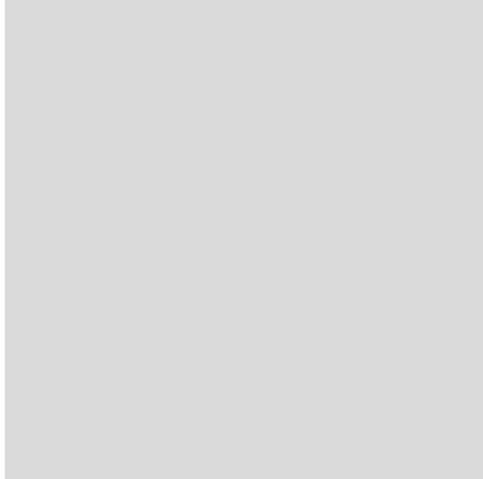


|                |                   |
|----------------|-------------------|
| LIFETIME SPEND | \$15,053.11       |
| CPL            | \$16.43           |
| LEADS          | 916               |
| IMPRESSIONS    | 593,160           |
| REACH          | 306,951           |
| FREQUENCY      | 1.93              |
| CTR            | 1.41%             |
| CPC            | \$1.80            |
| CLICKS         | 8,347             |
| CREATED        | December 15, 2025 |
| DAYS RUNNING   | 173 days          |

Ad ID: 120237619803580498 · Creative ID: 1130782772329339  
Ad Library: <https://www.facebook.com/ads/library/?id=120237619803580498>

## #29 Simplified-V2-Stopwatch-In-Min\_Video\_M\_Inside\_Icon ● ACTIVE

Simplified-V2-Stopwatch-In-Min\_Video\_M\_Inside\_Icon\_01/12/26



|                |                  |
|----------------|------------------|
| LIFETIME SPEND | \$14,390.79      |
| CPL            | \$14.19          |
| LEADS          | 1,014            |
| IMPRESSIONS    | 362,336          |
| REACH          | 159,656          |
| FREQUENCY      | 2.27             |
| CTR            | 2.01%            |
| CPC            | \$1.98           |
| CLICKS         | 7,273            |
| CREATED        | January 12, 2026 |
| DAYS RUNNING   | 145 days         |

Ad ID: 120238737024700498 · Creative ID: 1314964487109970

Ad Library: <https://www.facebook.com/ads/library/?id=120238737024700498>

## #30 Odometer\_Static\_NM\_Animation\_Swipe

● ACTIVE

Odometer\_Static\_NM\_Animation\_Swipe\_05/22/26



|                |              |
|----------------|--------------|
| LIFETIME SPEND | \$14,302.04  |
| CPL            | \$21.41      |
| LEADS          | 668          |
| IMPRESSIONS    | 573,955      |
| REACH          | 400,900      |
| FREQUENCY      | 1.43         |
| CTR            | 1.05%        |
| CPC            | \$2.37       |
| CLICKS         | 6,029        |
| CREATED        | May 22, 2026 |
| DAYS RUNNING   | 15 days      |

Ad ID: 120244722060490498 · Creative ID: 2177092279793295

Ad Library: <https://www.facebook.com/ads/library/?id=120244722060490498>

## #31 Odometer\_Static\_NM\_Animation\_Swipe

● ACTIVE

Odometer\_Static\_NM\_Animation\_Swipe\_05/22/26



|                |              |
|----------------|--------------|
| LIFETIME SPEND | \$13,674.24  |
| CPL            | \$22.16      |
| LEADS          | 617          |
| IMPRESSIONS    | 664,585      |
| REACH          | 502,646      |
| FREQUENCY      | 1.32         |
| CTR            | 0.92%        |
| CPC            | \$2.23       |
| CLICKS         | 6,125        |
| CREATED        | May 22, 2026 |
| DAYS RUNNING   | 15 days      |

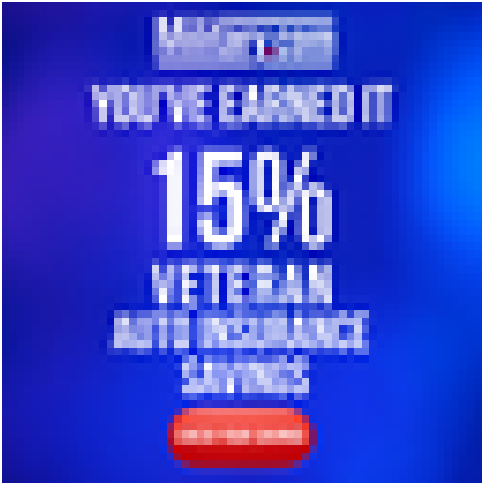
Ad ID: 120244722130130498 · Creative ID: 2242646919879744

Ad Library: <https://www.facebook.com/ads/library/?id=120244722130130498>

#32 Gradient-V3\_You-Earned-It-WO-Exclamation\_Static\_M\_● ACTIVE

Animation\_Swipe

Gradient-V3\_You-Earned-It-WO-Exclamation\_Static\_M\_Animation\_Swipe\_03/16/26



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$13,416.16    |
| CPL            | \$35.31        |
| LEADS          | 380            |
| IMPRESSIONS    | 683,419        |
| REACH          | 412,369        |
| FREQUENCY      | 1.66           |
| CTR            | 0.90%          |
| CPC            | \$2.17         |
| CLICKS         | 6,180          |
| CREATED        | March 16, 2026 |
| DAYS RUNNING   | 82 days        |

Ad ID: 120241310920220498 · Creative ID: 1483005656576505  
Ad Library: <https://www.facebook.com/ads/library/?id=120241310920220498>

#33 Simplified-Camo\_Static\_M\_Animation\_Swipe

● PAUSED

Simplified-Camo\_Static\_M\_Animation\_Swipe\_12/29/25



|                |               |
|----------------|---------------|
| LIFETIME SPEND | \$13,165.44   |
| CPL            | \$17.94       |
| LEADS          | 734           |
| IMPRESSIONS    | 277,848       |
| REACH          | 162,884       |
| FREQUENCY      | 1.71          |
| CTR            | 2.98%         |
| CPC            | \$1.59        |
| CLICKS         | 8,271         |
| CREATED        | March 3, 2026 |
| DAYS RUNNING   | 95 days       |

Ad ID: 120240808866190498 · Creative ID: 1310165884262873  
Ad Library: <https://www.facebook.com/ads/library/?id=120240808866190498>

#34 Blue-Camo-Vets-Save\_Static\_M\_Animation\_Swipe

● ACTIVE

Blue-Camo-Vets-Save\_Static\_M\_Animation\_Swipe\_03/16/26



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$13,027.34    |
| CPL            | \$29.81        |
| LEADS          | 437            |
| IMPRESSIONS    | 746,424        |
| REACH          | 397,336        |
| FREQUENCY      | 1.88           |
| CTR            | 0.67%          |
| CPC            | \$2.59         |
| CLICKS         | 5,038          |
| CREATED        | March 16, 2026 |
| DAYS RUNNING   | 82 days        |

Ad ID: 120241320827140498 · Creative ID: 1525630235799977  
Ad Library: <https://www.facebook.com/ads/library/?id=120241320827140498>

## #35 Simplified\_Video\_M\_Animation\_Swipe

● PAUSED

Simplified\_Video\_M\_Animation\_Swipe\_11/04/25



|                |                  |
|----------------|------------------|
| LIFETIME SPEND | \$12,672.91      |
| CPL            | \$16.81          |
| LEADS          | 754              |
| IMPRESSIONS    | 157,029          |
| REACH          | 76,137           |
| FREQUENCY      | 2.06             |
| CTR            | 4.87%            |
| CPC            | \$1.66           |
| CLICKS         | 7,641            |
| CREATED        | November 4, 2025 |
| DAYS RUNNING   | 214 days         |

Ad ID: 120235238226900498 · Creative ID: 1861717277808651

Ad Library: <https://www.facebook.com/ads/library/?id=120235238226900498>

## #36 TYFYS\_Static\_M\_Animation\_Swipe

● PAUSED

TYFYS\_Static\_M\_Animation\_Swipe\_03/24/26



|                |                |
|----------------|----------------|
| LIFETIME SPEND | \$10,441.45    |
| CPL            | \$36.13        |
| LEADS          | 289            |
| IMPRESSIONS    | 543,556        |
| REACH          | 346,884        |
| FREQUENCY      | 1.57           |
| CTR            | 0.84%          |
| CPC            | \$2.30         |
| CLICKS         | 4,544          |
| CREATED        | March 24, 2026 |
| DAYS RUNNING   | 74 days        |

Ad ID: 120241738736510498 · Creative ID: 1258144045842478

Ad Library: <https://www.facebook.com/ads/library/?id=120241738736510498>

## #37 Odometer\_Static\_NM\_Animation\_Swipe

● ACTIVE

Odometer\_Static\_NM\_Animation\_Swipe\_05/22/26



|                |              |
|----------------|--------------|
| LIFETIME SPEND | \$10,353.34  |
| CPL            | \$19.50      |
| LEADS          | 531          |
| IMPRESSIONS    | 439,312      |
| REACH          | 335,509      |
| FREQUENCY      | 1.31         |
| CTR            | 1.05%        |
| CPC            | \$2.24       |
| CLICKS         | 4,621        |
| CREATED        | May 22, 2026 |
| DAYS RUNNING   | 15 days      |

Ad ID: 120244721942420498 · Creative ID: 1291661949841906

Ad Library: <https://www.facebook.com/ads/library/?id=120244721942420498>

#38 Odometer\_Static\_NM\_Animation\_Swipe

● ACTIVE

Odometer\_Static\_NM\_Animation\_Swipe\_05/22/26



|                |              |
|----------------|--------------|
| LIFETIME SPEND | \$10,321.39  |
| CPL            | \$20.89      |
| LEADS          | 494          |
| IMPRESSIONS    | 458,849      |
| REACH          | 297,970      |
| FREQUENCY      | 1.54         |
| CTR            | 0.93%        |
| CPC            | \$2.43       |
| CLICKS         | 4,250        |
| CREATED        | May 22, 2026 |
| DAYS RUNNING   | 15 days      |

Ad ID: 120244722342160498 · Creative ID: 1675214136940742  
Ad Library: <https://www.facebook.com/ads/library/?id=120244722342160498>

#39 Simplified\_Video\_M\_Animation\_Swipe

● ACTIVE

Simplified\_Video\_M\_Animation\_Swipe\_11/04/25



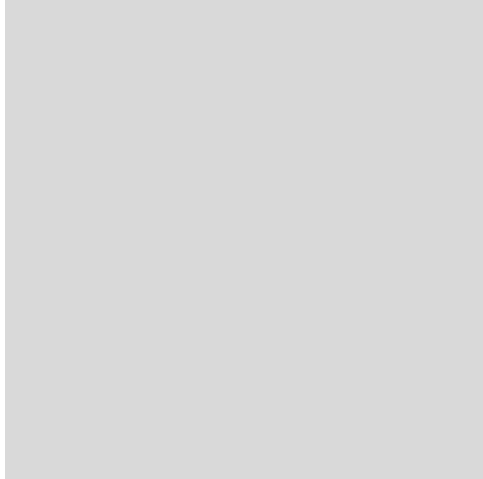
|                |                  |
|----------------|------------------|
| LIFETIME SPEND | \$10,149.38      |
| CPL            | \$15.17          |
| LEADS          | 669              |
| IMPRESSIONS    | 119,968          |
| REACH          | 58,698           |
| FREQUENCY      | 2.04             |
| CTR            | 6.33%            |
| CPC            | \$1.34           |
| CLICKS         | 7,599            |
| CREATED        | November 4, 2025 |
| DAYS RUNNING   | 214 days         |

Ad ID: 120235238095250498 · Creative ID: 1532003331437647  
Ad Library: <https://www.facebook.com/ads/library/?id=120235238095250498>

## #40 Simplified-V3-Gradiant\_Video\_M\_Inside\_Icon

● ACTIVE

Simplified-V3-Gradiant\_Video\_M\_Inside\_Icon\_01/13/26



|                |                  |
|----------------|------------------|
| LIFETIME SPEND | \$10,083.44      |
| CPL            | \$13.83          |
| LEADS          | 729              |
| IMPRESSIONS    | 253,127          |
| REACH          | 122,473          |
| FREQUENCY      | 2.07             |
| CTR            | 2.36%            |
| CPC            | \$1.69           |
| CLICKS         | 5,965            |
| CREATED        | January 13, 2026 |
| DAYS RUNNING   | 144 days         |

Ad ID: 120238780573130498 · Creative ID: 955489000385077

Ad Library: <https://www.facebook.com/ads/library/?id=120238780573130498>

#41 Video 2\_Video\_M\_Animation\_Phone

● PAUSED

Video 2\_Video\_M\_Animation\_Phone\_09/18/25



|                |               |
|----------------|---------------|
| LIFETIME SPEND | \$9,986.74    |
| CPL            | \$15.68       |
| LEADS          | 637           |
| IMPRESSIONS    | 708,841       |
| REACH          | 366,437       |
| FREQUENCY      | 1.93          |
| CTR            | 1.50%         |
| CPC            | \$0.94        |
| CLICKS         | 10,618        |
| CREATED        | March 3, 2026 |
| DAYS RUNNING   | 95 days       |

Ad ID: 120240808865670498 · Creative ID: 872954599097160  
Ad Library: <https://www.facebook.com/ads/library/?id=120240808865670498>

#42 Video 2-V2-Emojis\_Video\_M\_Animation\_Phone

● ACTIVE

Video 2-V2-Emojis\_Video\_M\_Animation\_Phone\_12/03/25



|                |               |
|----------------|---------------|
| LIFETIME SPEND | \$9,683.75    |
| CPL            | \$25.22       |
| LEADS          | 384           |
| IMPRESSIONS    | 555,112       |
| REACH          | 275,252       |
| FREQUENCY      | 2.02          |
| CTR            | 2.05%         |
| CPC            | \$0.85        |
| CLICKS         | 11,386        |
| CREATED        | March 3, 2026 |
| DAYS RUNNING   | 95 days       |

Ad ID: 120240808865900498 · Creative ID: 1519655129724898  
Ad Library: <https://www.facebook.com/ads/library/?id=120240808865900498>

#43 Simplified-Camo\_Static\_M\_Animation\_Swipe

● ACTIVE

Simplified-Camo\_Static\_M\_Animation\_Swipe\_12/23/25



|                |                   |
|----------------|-------------------|
| LIFETIME SPEND | \$9,359.03        |
| CPL            | \$12.06           |
| LEADS          | 776               |
| IMPRESSIONS    | 194,452           |
| REACH          | 114,326           |
| FREQUENCY      | 1.70              |
| CTR            | 2.58%             |
| CPC            | \$1.87            |
| CLICKS         | 5,018             |
| CREATED        | December 23, 2025 |
| DAYS RUNNING   | 165 days          |

Ad ID: 120238011433690498 · Creative ID: 589670104241370  
Ad Library: <https://www.facebook.com/ads/library/?id=120238011433690498>

#44 Simplified-Camo\_Static\_M\_Animation\_Swipe

● PAUSED

Simplified-Camo\_Static\_M\_Animation\_Swipe\_12/29/25



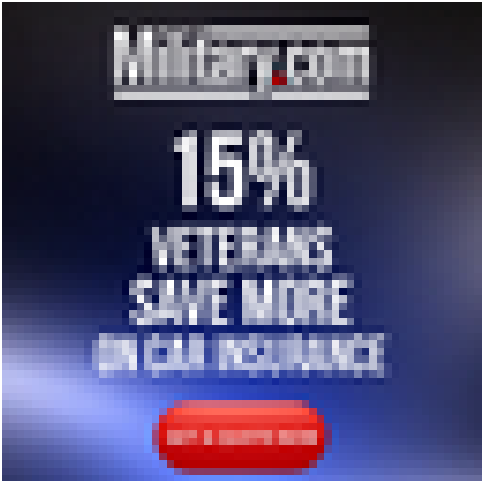
|                |               |
|----------------|---------------|
| LIFETIME SPEND | \$9,356.33    |
| CPL            | \$19.45       |
| LEADS          | 481           |
| IMPRESSIONS    | 208,653       |
| REACH          | 112,170       |
| FREQUENCY      | 1.86          |
| CTR            | 3.51%         |
| CPC            | \$1.28        |
| CLICKS         | 7,324         |
| CREATED        | March 3, 2026 |
| DAYS RUNNING   | 95 days       |

Ad ID: 120240808865440498 · Creative ID: 2212204182920263  
Ad Library: <https://www.facebook.com/ads/library/?id=120240808865440498>

#45 Gradient\_Static\_M\_Animation\_Swipe

● ACTIVE

Gradient\_Static\_M\_Animation\_Swipe\_12/12/25



|                |                   |
|----------------|-------------------|
| LIFETIME SPEND | \$9,003.10        |
| CPL            | \$11.91           |
| LEADS          | 756               |
| IMPRESSIONS    | 295,284           |
| REACH          | 184,861           |
| FREQUENCY      | 1.60              |
| CTR            | 1.77%             |
| CPC            | \$1.72            |
| CLICKS         | 5,233             |
| CREATED        | December 12, 2025 |
| DAYS RUNNING   | 176 days          |

Ad ID: 120237453322860498 · Creative ID: 876926848635371  
Ad Library: <https://www.facebook.com/ads/library/?id=120237453322860498>

#46 Video 2-V2-Emojis\_Video\_M\_Animation\_Phone

● ACTIVE

Video 2-V2-Emojis\_Video\_M\_Animation\_Phone\_12/03/25



|                |                  |
|----------------|------------------|
| LIFETIME SPEND | \$8,894.54       |
| CPL            | \$13.44          |
| LEADS          | 662              |
| IMPRESSIONS    | 598,166          |
| REACH          | 345,677          |
| FREQUENCY      | 1.73             |
| CTR            | 0.58%            |
| CPC            | \$2.55           |
| CLICKS         | 3,486            |
| CREATED        | December 3, 2025 |
| DAYS RUNNING   | 185 days         |

Ad ID: 120236904697830498 · Creative ID: 2000751090481761  
Ad Library: <https://www.facebook.com/ads/library/?id=120236904697830498>

## #47 Simplified\_Static\_M\_Inside\_Icon

● ACTIVE

Simplified\_Static\_M\_Inside\_Icon\_01/12/26



|                |                  |
|----------------|------------------|
| LIFETIME SPEND | \$8,567.01       |
| CPL            | \$11.29          |
| LEADS          | 759              |
| IMPRESSIONS    | 165,277          |
| REACH          | 87,910           |
| FREQUENCY      | 1.88             |
| CTR            | 2.22%            |
| CPC            | \$2.33           |
| CLICKS         | 3,673            |
| CREATED        | January 12, 2026 |
| DAYS RUNNING   | 145 days         |

Ad ID: 120238737024670498 · Creative ID: 961462492996517  
Ad Library: <https://www.facebook.com/ads/library/?id=120238737024670498>

#48 Simplified-Camo\_Static\_M\_Animation\_Swipe

● ACTIVE

Simplified-Camo\_Static\_M\_Animation\_Swipe\_12/23/25



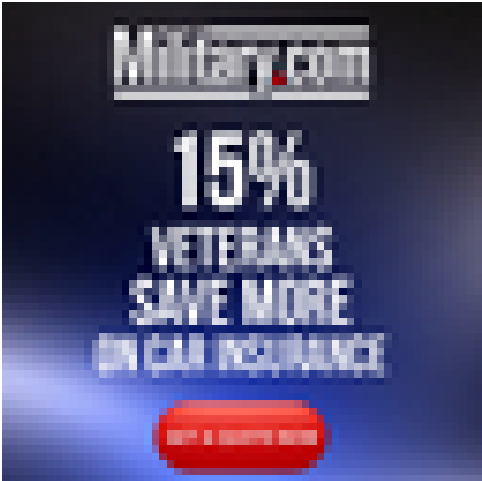
|                |                  |
|----------------|------------------|
| LIFETIME SPEND | \$8,435.06       |
| CPL            | \$14.57          |
| LEADS          | 579              |
| IMPRESSIONS    | 320,769          |
| REACH          | 200,878          |
| FREQUENCY      | 1.60             |
| CTR            | 1.63%            |
| CPC            | \$1.61           |
| CLICKS         | 5,242            |
| CREATED        | January 21, 2026 |
| DAYS RUNNING   | 136 days         |

Ad ID: 120239111322920498 · Creative ID: 589670104241370  
Ad Library: <https://www.facebook.com/ads/library/?id=120239111322920498>

#49 Gradient\_Static\_M\_Animation\_Swipe

● ACTIVE

Gradient\_Static\_M\_Animation\_Swipe\_12/15/25



|                |                   |
|----------------|-------------------|
| LIFETIME SPEND | \$8,369.08        |
| CPL            | \$12.99           |
| LEADS          | 644               |
| IMPRESSIONS    | 317,782           |
| REACH          | 184,922           |
| FREQUENCY      | 1.72              |
| CTR            | 1.67%             |
| CPC            | \$1.57            |
| CLICKS         | 5,314             |
| CREATED        | December 15, 2025 |
| DAYS RUNNING   | 173 days          |

Ad ID: 120237619859400498 · Creative ID: 1607220357135890  
Ad Library: <https://www.facebook.com/ads/library/?id=120237619859400498>

#50

● ACTIVE

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe

Lower-Your-Auto-Insurance\_Static\_NM\_Animation\_Swipe\_05/04/25



|                |             |
|----------------|-------------|
| LIFETIME SPEND | \$8,224.82  |
| CPL            | \$22.17     |
| LEADS          | 371         |
| IMPRESSIONS    | 468,065     |
| REACH          | 297,759     |
| FREQUENCY      | 1.57        |
| CTR            | 0.77%       |
| CPC            | \$2.29      |
| CLICKS         | 3,594       |
| CREATED        | May 4, 2026 |
| DAYS RUNNING   | 33 days     |

Ad ID: 120243776055800498 · Creative ID: 2012092619419956  
Ad Library: <https://www.facebook.com/ads/library/?id=120243776055800498>