

# GETTING STARTED WITH BIGSPY

An overview of BigSpy and how to apply it to find the right ads creatives and track ads.

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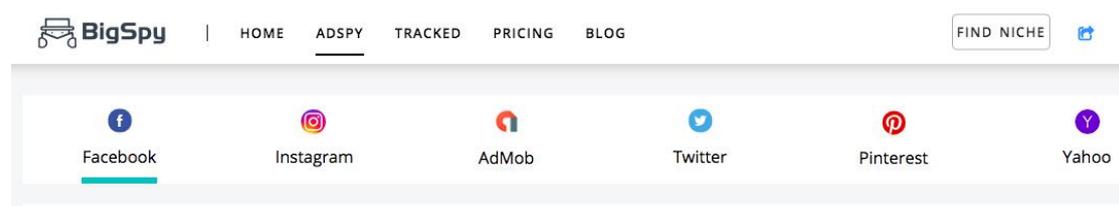
## What is BigSpy

BigSpy is an ad spy tool for people to draw creative inspirations for their new marketing campaigns. As a huge database covering more than 160,000,000 ads from over 40 countries, it typically serves with two functions, searching and tracking.

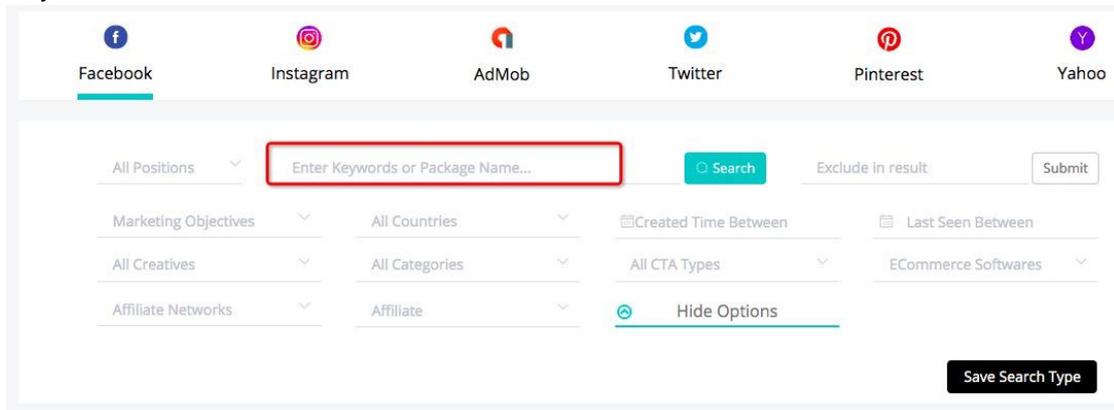
## How to find ads creatives

Method 1: search keyword+set filters

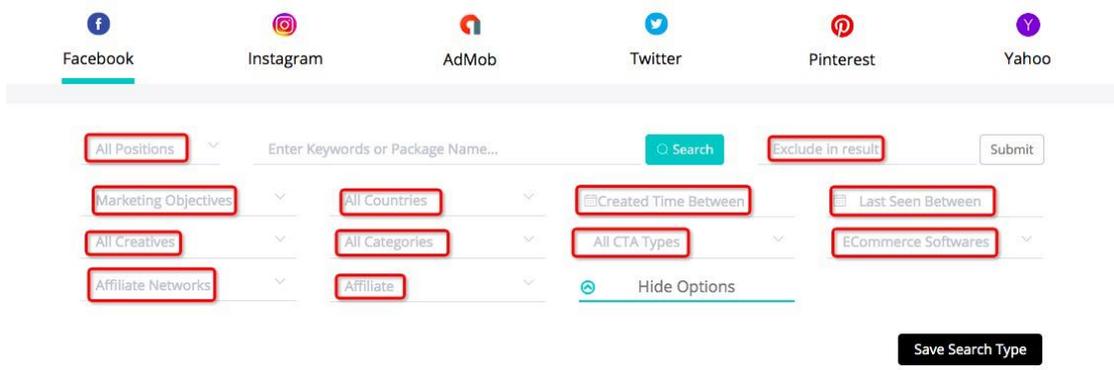
Click **ADSPY** on the navigation toolbar of the main page, then you can access to the searching page with six platform classifications (Facebook, Instagram, AdMob, Twitter, Pinterest and Yahoo)



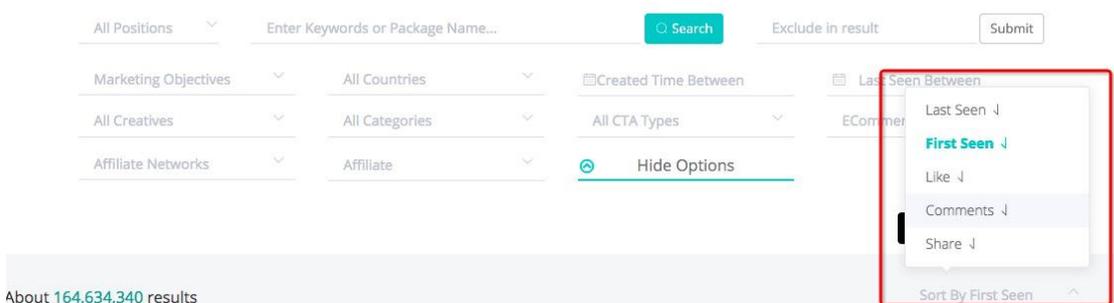
If you are interested in a specific product or advertiser, start by searching the keyword.



You can filter the results by *Positions, Marketing Objectives, Countries, Created Time, Last Seen Time, Creative Types, Categories, CTA Types, ECommerce Softwares*. As well you can filter by setting *Affiliate Networks*, and enter the exact affiliate id and offer id in *Affiliate* field. To exclude some keywords, it can be put in *Exclude as result* to reach an exact result.

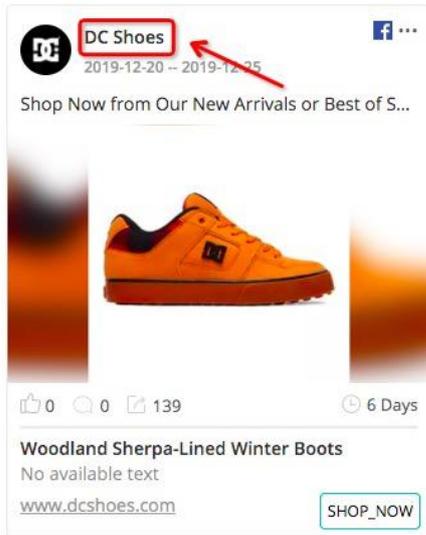


Remember that you can also sort the results by *Last Seen, First Seen, Like, Comment* and *Share*.



After clicking *Search* and getting the results, you can click the title of ads, and

find the original ads on the platform.



Once you have found successful ads, click the ad creatives, then you can obtain the information like the *Period, Performance and the Trend in the Last 7 days or 30 days*. Click the *Download* button, then you can download the creatives.

Ad Creative

DC Shoes

Shop Now from Our New Arrivals or Best of Snow for Your Favorite Style of Shoes, Boots, Apparel & Mo... [Seen More](#)

BigSpy

Ad Details

Period: 2019-12-20 -- 2019-12-25

Performance: 0 likes, 0 comments, 139 shares, 6 Days

Creative: Carousel [Download](#)

[Last 7 days](#) [Last 30 days](#)

Track

Get detailed performance after tracking it

Detailed Insight >>

For more details, you can click *Detailed insight* to access landing pages for the

**Landing Pages**

Final URL

[https://www.dcsboes.com/maswell-wnt-winterized-leather-shoes-191282642306.html?istCompanyId=dd670c62-044e-4234-b9d3-f9458a4cc673&istFeedId=b08971e6-2550-4998-8fee-049b877108a2&istItemId=iwlmmirx&istBid=tztx&camp=sm\\_dc\\_us-en\\_e\\_facebook\\_dpa\\_soclnk&utm\\_source=facebook&utm\\_medium=social&utm\\_campaign=dpa&fbclid=IwAR2bK11eqyR0kRHA3YqaviBMNmVjL2WCnQvovImGnxpQm2\\_G8ms0xb8WQM](https://www.dcsboes.com/maswell-wnt-winterized-leather-shoes-191282642306.html?istCompanyId=dd670c62-044e-4234-b9d3-f9458a4cc673&istFeedId=b08971e6-2550-4998-8fee-049b877108a2&istItemId=iwlmmirx&istBid=tztx&camp=sm_dc_us-en_e_facebook_dpa_soclnk&utm_source=facebook&utm_medium=social&utm_campaign=dpa&fbclid=IwAR2bK11eqyR0kRHA3YqaviBMNmVjL2WCnQvovImGnxpQm2_G8ms0xb8WQM)

Outgoings Link

URL: [https://www.dcsboes.com/es/maswell-wnt-zapatillas-de-invierno-encuero-para-hombre-191282642306.html?fbclid=IwAR2bK11eqyR0kRHA3YqaviBMNmVjL2WCnQvovImGnxpQm2\\_G8ms044e-4234-b9d3-f9458a4cc673&istBid=tztx&utm\\_campaign=dpa&istItemId=iwlmmirx&utm\\_r2550-4998-8fee-049b877108a2&camp=sm\\_dc\\_us-en\\_e\\_facebook\\_dpa\\_soclnk&utm\\_source=facebook](https://www.dcsboes.com/es/maswell-wnt-zapatillas-de-invierno-encuero-para-hombre-191282642306.html?fbclid=IwAR2bK11eqyR0kRHA3YqaviBMNmVjL2WCnQvovImGnxpQm2_G8ms044e-4234-b9d3-f9458a4cc673&istBid=tztx&utm_campaign=dpa&istItemId=iwlmmirx&utm_r2550-4998-8fee-049b877108a2&camp=sm_dc_us-en_e_facebook_dpa_soclnk&utm_source=facebook)

Redirects

URL: <https://www.dcsboes.com/find-store>

Redirects

URL: <https://www.dcsboes.com/account>

final URL.

The instruction above also works for the other five platforms, except it serves fewer filters than those in facebook.

## Method 2: look at the featured ads

Featured ads are daily trending ads picked by big data and intelligence.

Click *Tracked* on the navigation toolbar of the main page, and stay at *Featured Ads*

It presents featured Facebook ads daily picked intelligence. You can view hot ads daily in the latest 30 days.

It can be shown by sorted in *Last Seen, first seen, like, comment and share.*

BigSpy | HOME ADSPY **TRACKED** PRICING BLOG FIND NICHE LINA

Featured Ads People Tracked My Tracked

Here are featured ads, daily picked by Intelligence.

Today Yesterday 7 Days 30 Days

Sort By Last Seen

- Last Seen ↓
- First Seen ↓
- Like ↓
- Comments ↓
- Share ↓

The screenshot shows three featured ads from AIS. The first ad is for 'AIS Hot Deal' with a '22,000' price tag. The second ad is for 'Google Play' with a '90%' discount. The third ad is for 'Valores poder'.

After clicking the ads, you can access the details of the ads.

Ad Creative

AIS AIS

AIS Hot Deal คู่ดีกว่านี้ไม่มีอีกแล้ว สมาร์ทโฟนราคาพิเศษ พร้อมแพ็คเกจเล่นเน็ตเร็วแรงเต็มแม็กซ์ วันนี้... [Seen More](#)



รับส่วนลดสูงสุด 22,000 บาท!

No available text

www.facebook.com

Ad Details

Period: 2019-12-10 – 2019-12-25

Performance: 12.1 K 199 445 16 Days

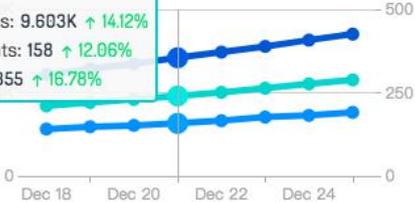
Creative: Image [Download](#)

[Last 7 days](#) [Last 30 days](#)

LEARN\_MORE

Dec 21

- Reactions: 9.603K ↑ 14.12%
- Comments: 158 ↑ 12.06%
- Shares: 355 ↑ 16.78%

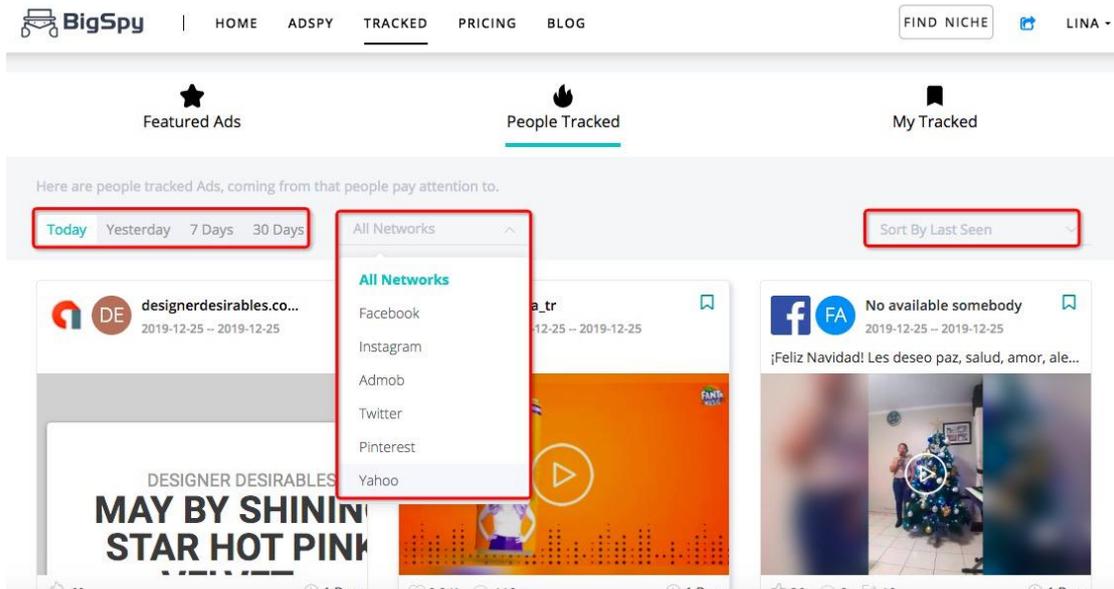


Track

### Method 3: look at people tracked ads

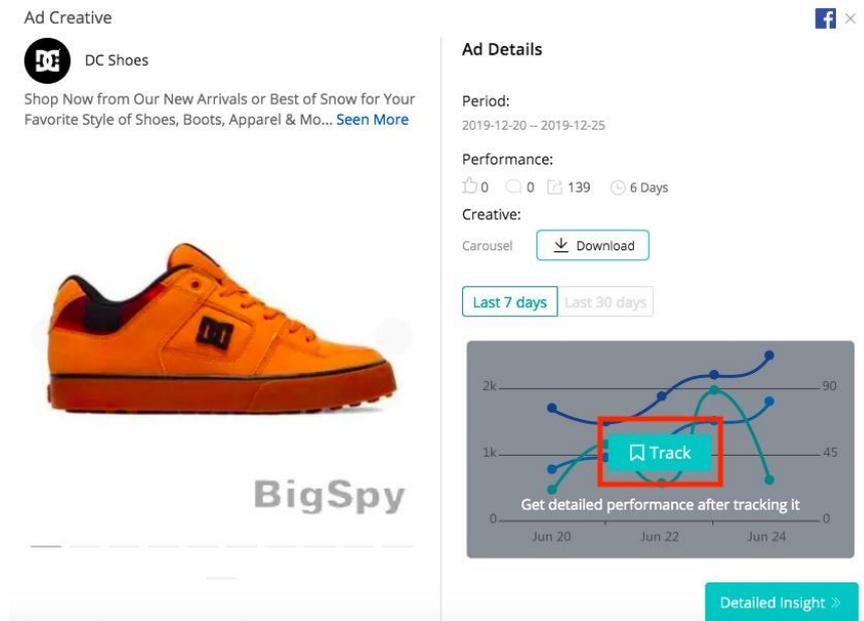
To catch the ads creatives other people pay attention to, you can check thousands of users tracked ads by clicking **Tracked** on the navigation toolbar and find **People Tracked**.

You can check by filtering the time (**Today, Yesterday, 7 Days and 30 Days**) and six platforms to reach accurate results. It also can be sorted by orders like last seen and first seen.

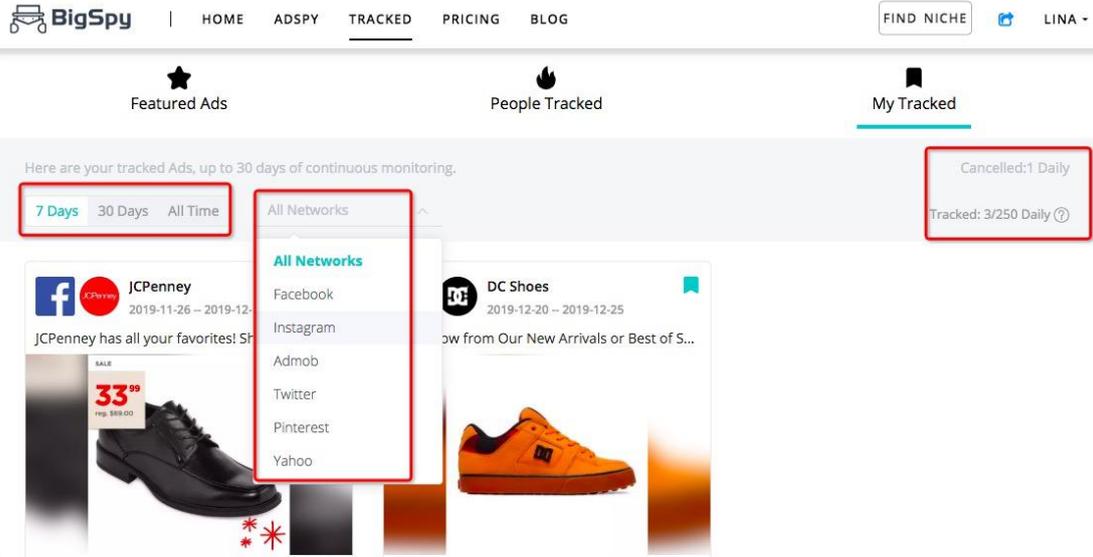


## How to track ads

When you find an interesting ad, click the **Track** button to track the performance curve or ad scheduling and obtain detailed records.



Then you can access **My Tracked** and find the ads you marked there. It can be filtered by setting the tracking time and platforms. After all the settings, it is easy to view the tracking records.



## Questions / Feedback

If you have ANY question about BigSpy, feel free to contact us by clicking the chat bubble button in the bottom right corner and we will be right there with you.