

LEADO MARKETING

Whatmpetitor report

SFD vs selected competitors

Analysis covers Meta Ads, Google Ads, and organic Facebook and Instagram for kwiecień 2026. The report is built to quickly show your company position, competitor advantages, and concrete moves to test.

ZASIĘG META

0

total ad reach

WYŚW. GOOGLE

0

estimated impressions

ZAANG. ORGANIC

0

reactions + comments

How to use this report

First read the overview and executive summary. Then go to the channels where competitors apply the most pressure. Finally choose 2-3 recommendations to implement.

Overview: paid channels

Meta reach Ads według strony



Google Ads impressions by page



Overview: organic social

Facebook engagement by page



Instagram engagement by page



Executive summary

KEY TAKEAWAY

The buyer brand has enough paid visibility to defend its position, but competitors use stronger creative variety and organic content rhythms. The biggest opportunity is to separate distribution scale from creative quality and turn the strongest competitor signals into focused tests.

Key findings

1

Wniosek

Paid reach alone does not show which creative angles are worth copying. The useful signal is which messages competitors repeat across many ads.

2

Wniosek

Organic Instagram and Facebook examples show where competitors earn attention without relying only on media spend.

3

Wniosek

Google Ads visibility should be read by format: text ads, image ads, and video ads need separate conclusions.

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Reach, ad count, publishing pace, and duration

Meta Ads: scale and pace

ZASIĘG ŁĄCZNY

0

EU reach

REKLAMY

0

visible ads

ŚR. ZASIĘG/REKL.

0

average per company

Total reach według strony

SFD

0

GymBeam

0

ESN

0

Myprotein

0

OlimpStore

0

ALLNUTRITION

0

Ad count by company

SFD

0

GymBeam

0

ESN

0

Myprotein

0

OlimpStore

0

ALLNUTRITION

0

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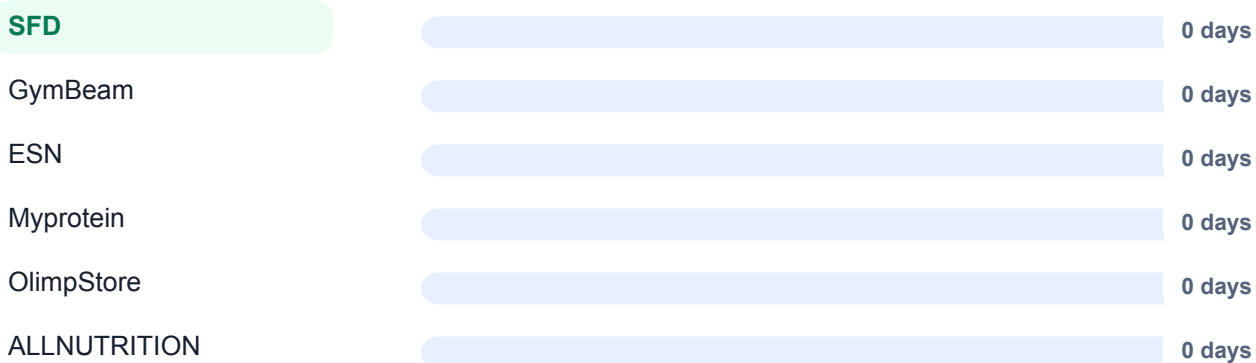
New ads, duration, reach per ad

Meta Ads: creative pace and efficiency

Average new ads per week



Average ad duration by company



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Average reach per single ad by company

Meta Ads: reach per ad

Average ad reach by company



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Platforms, locations, age, and gender by ad count

Meta Ads: targeting

Platforms by ad count: brak wystarczających danych w analizowanym oknie.

Locations by ad count: brak wystarczających danych w analizowanym oknie.

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Age, gender, and ad examples

Meta Ads: targeting cd.

Age by ad count: brak wystarczających danych w analizowanym oknie.

Gender by ad count: brak wystarczających danych w analizowanym oknie.

Example links

Brak publicznych linków przykładowych w pobranych danych.

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Impressions, ad count, pace, and duration

Google Ads: scale and pace

WYŚW. ŁĄCZNE

0

estimated impressions

REKLAMY

0

visible creatives

ŚR. WYŚW./REKL.

0

average per company

Total impressions by page

SFD

0

GymBeam

0

ESN

0

Myprotein

0

OlimpStore

0

ALLNUTRITION

0

Ad count by company

SFD

0

GymBeam

0

ESN

0

Myprotein

0

OlimpStore

0

ALLNUTRITION

0

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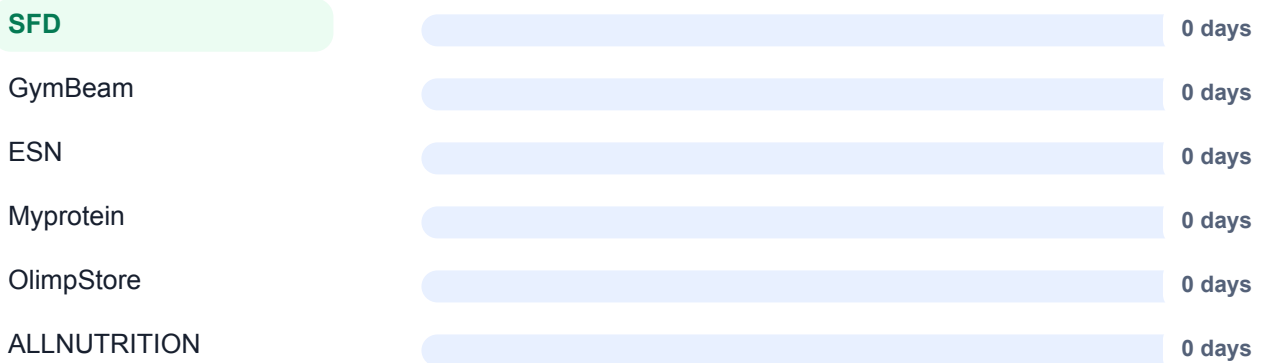
New ads, duration, formats, and impressions

Google Ads: pace and formats

Average new ads per week



Average ad duration by company



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Average impressions per creative by company

Google Ads: impressions per ad

Average ad impressions by company



Google Ads: formats and targeting

Ad format by ad count: brak wystarczających danych w analizowanym oknie.

Ad format by impressions: brak wystarczających danych w analizowanym oknie.

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Inclusion and exclusion signals visible in Transparency Center

Google Ads: targeting details

Demographics: included/excluded: brak wystarczających danych w analizowanym oknie.

Geolocation: included/excluded: brak wystarczających danych w analizowanym oknie.

Whatntextual signals: included/excluded: brak wystarczających danych w analizowanym oknie.

Customer lists: included/excluded: brak wystarczających danych w analizowanym oknie.

Topics of interest: included/excluded: brak wystarczających danych w analizowanym oknie.

Example links

Brak publicznych linków przykładowych w pobranych danych.

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Engagement, post count, followers, and engagement rate

Facebook organic

ZAANGAŻOWANIA

0

reactions + comments

POSTY

0

posty

OBSERWUJĄCY

0

if available

Łączne zaangażowania według strony

SFD	0
GymBeam	0
ESN	0
Myprotein	0
OlimpStore	0
ALLNUTRITION	0

Post count by page

SFD	0
GymBeam	0
ESN	0
Myprotein	0
OlimpStore	0
ALLNUTRITION	0

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Engagement rate is shown when follower count is available

Facebook organic: wskaźnik i typy postów

Follower count by page



Engagement rate by page



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Engagement by content type and example posts

Facebook organic: typy postów

Engagement rate by post type: brak wystarczających danych w analizowanym oknie.

Example links

Brak publicznych linków przykładowych w pobranych danych.

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Engagement, post count, followers, and engagement rate

Instagram organic

ZAANGAŻOWANIA

0

likes + comments

POSTY

0

posty

OBSERWUJĄCY

0

if available

Łączne zaangażowania według strony

SFD	0
GymBeam	0
ESN	0
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OlimpStore	0
ALLNUTRITION	0

Post count by page

SFD	0
GymBeam	0
ESN	0
Myprotein	0
OlimpStore	0
ALLNUTRITION	0

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Average engagement rate and content type performance

Instagram organic: wskaźnik i typy postów

Follower count by page



Average engagement rate by page



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Engagement by content type and example posts

Instagram organic: typy postów

Engagement rate by post type: brak wystarczających danych w analizowanym oknie.

Example links

Brak publicznych linków przykładowych w pobranych danych.

Summary and recommendations

1

Rekomendacja 1

Build three paid creative tests around the strongest repeated competitor promises: product effect, comparison, and social proof. Keep each test tied to one landing page message.

2

Rekomendacja 2

Separate Google Ads analysis by format before making budget decisions. High impression volume from image or video formats should be evaluated by hook, product framing, and offer clarity.

3

Rekomendacja 3

Use the strongest organic post formats as a brief for content production. Start with one repeatable format, publish it consistently, then promote the best performer.

Data notes

- Some public ad metrics may be unavailable or delayed by platform rules.

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Want to learn more?

This report shows the most important starting insights. In Leado Marketing, you can return to the data, filter competitor ads and posts, monitor new moves, and turn insights into briefs, campaigns, and marketing actions.

1

Whatntinuous monitoring

New competitor ads, formats, and organic activity in one place.

2

More detail

Clickable examples, metrics, targeting, test pace, and change history.

3

Implementation decisions

Insights you can turn into briefs for campaigns, creatives, or landing pages.

[Explore the tool](#)

[Contact us](#)

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If you want to discuss the report, compare the category in more detail, or build competitor monitoring for your company, contact us directly.