

AD INTELLIGENCE REPORT

Tide Banking

Prepared for competitive analysis

September 2026

accounting software

business insurance

savings account

118

LONGEST RUNNING AD (DAYS)

Executive Summary

9

ACTIVE ADS

9PROVEN
WINNERS**118**LONGEST RUN
(DAYS)**87**MEDIAN RUN
(DAYS)

Strategic Verdict

Tide Banking demonstrates exceptional ad longevity with a 100% proven winner rate. Their top-performing creative has maintained traction for 118 days, significantly above typical industry benchmarks. The high median run of 87 days indicates consistent creative quality rather than outlier performance. This advertiser prioritizes message stability over rapid iteration, suggesting confidence in their value proposition and audience targeting.

What This Means For You

- Tide's "company registration + banking bundle" messaging resonates strongly—consider similar integration angles
- Their £14.99 price anchor against £100 registration fees creates compelling value framing worth testing
- Accountant partnership messaging indicates B2B2C channel strategy you may want to explore
- Low variant count (1-2 per ad) suggests they optimize for proven concepts rather than broad testing

Proven Winners

118
DAYS

Start your company with Tide

Start your company and bring your business tools together in one place with Tide. Tide combines company registration, banking, payments and accounting tools.

Sign Up

2 variants

accounting software

115
DAYS

Official Registration + Pro Accounting in One App.

Every pound counts when you're starting up. Why pay £100 for registration alone when you can get your official filing, a business bank account, and 6 months of pro accounting tools for £14.99?

Sign Up

2 variants

accounting software

88
DAYS

Accountants: your time is your most valuable asset

Partner with Tide to recommend company registration and banking to your clients.

Learn More

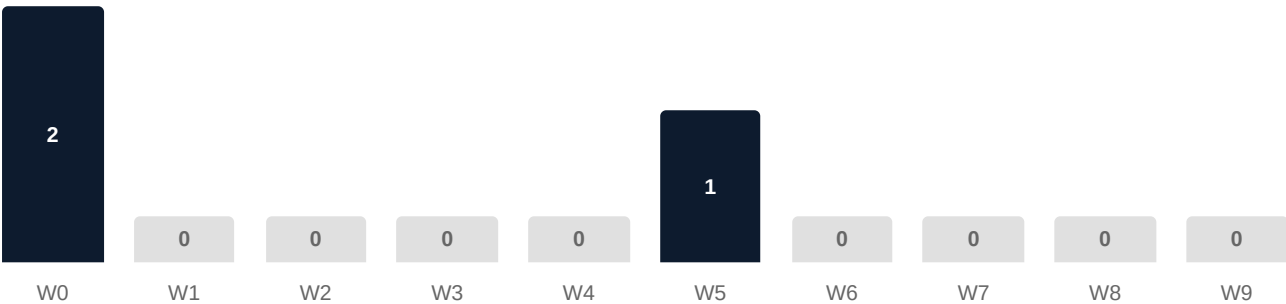
1 variant

accounting software

All three top ads focus on the accounting software sector, emphasizing bundled value propositions and professional partnerships.

Launch Cadence & Platform Mix

Weekly Launch Cadence



Heavy front-loading with 2 launches in week 0, followed by a single addition in week 5. Indicates "set and monitor" strategy rather than continuous iteration.

Platform Distribution



Full coverage on core Meta platforms (Facebook, Instagram, Audience Network) with slightly reduced presence on Messenger and Threads.

Industry Benchmark & Methodology

Industry Benchmark Data

Comparative analysis against sector averages will be included in the full report.
Contact orders@ad-site.info to unlock benchmark insights.

Methodology

Data Collection: Ad creatives and metadata are collected via Meta Ad Library API, capturing all active advertisements for the specified advertiser across Facebook, Instagram, Messenger, Audience Network, and Threads platforms.

Proven Winners: Ads are classified as "proven" when they maintain active status for 14+ consecutive days, indicating sustained investment and performance.

Run Duration: Calculated from first observed date to current date or last seen date. Longest and median run metrics exclude ads under 7 days.

Platform Mix: Represents placement distribution as declared in Meta Ad Library; actual impression distribution may vary.

Cadence Analysis: Weekly bucketing based on ad start dates over the trailing 10-week observation window.

Limitations: This report reflects publicly available ad library data and does not include spend estimates, audience targeting details, or performance metrics not disclosed by Meta.