

SWIPE FILE · FREE RESOURCE

30 META AD HOOKS THAT STOP THE SCROLL

Thirty opening lines for Facebook and Instagram ads, sorted by the job they do, with a note on when each one works



30 Meta ad hooks swipe file

On Meta, the first line and the first second of video decide whether anyone sees the rest of your ad. Since the Andromeda update, creative also does the targeting: the words and the picture tell Meta who the ad is for. A weak hook does not just lose clicks, it sends the ad to the wrong people.

These are thirty hook patterns we use and test across our clients' accounts in e-commerce, services and B2B. Each one is a template: swap the brackets for your product, customer and number. Next to every hook is a short note on when it works and when it does not.

Use them as starting points, not as finished copy. The best hook is always the one built from a real customer's words.

What is inside

1. Call out the right person
2. Name the problem
3. Lead with proof
4. Make them curious
5. Show the offer
6. Native and pattern-break
7. How to test them

Call out the right person

Name the reader so the right people stop and the wrong ones scroll past. Both are useful.

- ☐ **"For [role] who [specific situation]."**
 - Example: For shop owners who still pack every order themselves. Works for niche products. Too broad a role and it says nothing.
- ☐ **"If you [specific behaviour], read this."**
 - Example: If you check your ad dashboard more than twice a day, read this. Behaviour beats demographics.
- ☐ **"[Number] [people like you] already switched to [solution]."**
 - Only with a real number. Social proof that is invented gets found out in the comments.
- ☐ **"Not for everyone. For [narrow group]."**
 - Exclusion makes the right person feel seen. Strong for premium products.
- ☐ **"[City or country] [role]s: [benefit]."**
 - Local call-outs still work in small markets and lower your cost per click.

PREVIEW