

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

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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.

Name the problem

People buy relief faster than they buy features.

- ☐ **"Still [frustrating thing] every [time period]?"**
→ Example: Still rewriting the same product description every week? Pick a problem they would complain about out loud.
- ☐ **"The real reason your [thing] is [bad result]."**
→ Promises a diagnosis. You must deliver one specific reason in the next line.
- ☐ **"[Bad result] is not your fault. [Cause] is."**
→ Removes blame and opens the door. Works well for skincare, finance and software.
- ☐ **"You do not need [expensive thing]. You need [simple thing]."**
→ Reframes the purchase. Good when competitors sell a bigger, pricier version.
- ☐ **"Stop [common habit]. Do this instead."**
→ Direct and slightly bossy. Test it against a softer version; it polarises.

Lead with proof

A specific number or a real person is worth more than any adjective.

- ☐ "[Number] [customers or orders] later, here is what we learned."
→ Shows scale without bragging. Use your own real figures only.
- ☐ "[Customer first name] [did result] in [time]."
→ Testimonial as headline. Get the customer's permission and keep their words.
- ☐ "Rated [score] by [number] customers."
→ Simple and strong for retargeting. Weak for cold audiences who do not know you yet.
- ☐ "We tested [thing] for [time]. Here are the results."
→ Curiosity plus credibility. The results must be in the ad, not only behind the click.
- ☐ "Before: [state]. After: [state]."
→ The oldest hook in advertising because it works. Show it visually as well as in text.

Make them curious

Open a loop the ad closes. Never open one it does not.

- ☐ **"The [product] mistake almost everyone makes."**
→ Strong for education-led brands. Name the mistake in the second line.
- ☐ **"I wish someone told me this before I [action]."**
→ Founder or customer voice. Works best in video, spoken to camera.
- ☐ **"[Number] things nobody tells you about [topic]."**
→ List hooks lift watch time on Reels and Stories. Keep the list short.
- ☐ **"Why do [experts or competitors] [surprising action]?"**
→ Insider angle. Only use it if you can answer it honestly.
- ☐ **"This [ordinary object] changed how we [do something]."**
→ Pairs a mundane visual with a big claim. Make the claim believable.

Show the offer

For warm audiences, the offer is the hook. Do not bury it.

- ☐ **"[Offer] until [date]. Then it is gone."**
 - Real deadlines only. Retargeting and email lists respond best.
- ☐ **"Your first [product] for [price]."**
 - Lowers the entry cost. Check the margin with your break-even ROAS first.
- ☐ **"Free [shipping or gift] on every order this week."**
 - Free delivery is the most common reason a cart gets finished. Test it in retargeting.
- ☐ **"Try it for [time]. Keep it only if [condition]."**
 - Removes risk. Make sure your returns process can handle it.
- ☐ **"[Product] + [product] = [saving]."**
 - Bundles raise order value. Show both products in the visual.

Native and pattern-break

Ads that look like posts get watched like posts.

- ☐ **"Okay, I need to talk about [topic]."**
 - Spoken to camera, phone-shot. Feels like a friend, not a brand.
- ☐ **"POV: you just [moment the product solves]."**
 - Social-native format for Reels. Best for under-35 audiences.
- ☐ **"Replying to [common question]."**
 - Turns a real comment or FAQ into an ad. Proof that people care.
- ☐ **"Do not buy [category] until you see this."**
 - A strong stop. Must be followed by a genuinely useful comparison.
- ☐ **"We almost did not launch this."**
 - Behind-the-scenes honesty. Works for small brands with a real founder story.

How to test them

Pick three hooks from different sections, keep the same visual and offer, and run them as separate ads in one ad set for a week. Judge them on hook rate (3-second video views divided by impressions) and click-through rate first, cost per purchase second. Keep the winner, then test three new hooks against it. Every week, never more than three at once.

If you would rather have someone write, test and scale the creative for you, we run Meta ads for brands across Europe. Book a free 30 minutes at mintagency.eu/contact.

Book a free 30 minutes

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