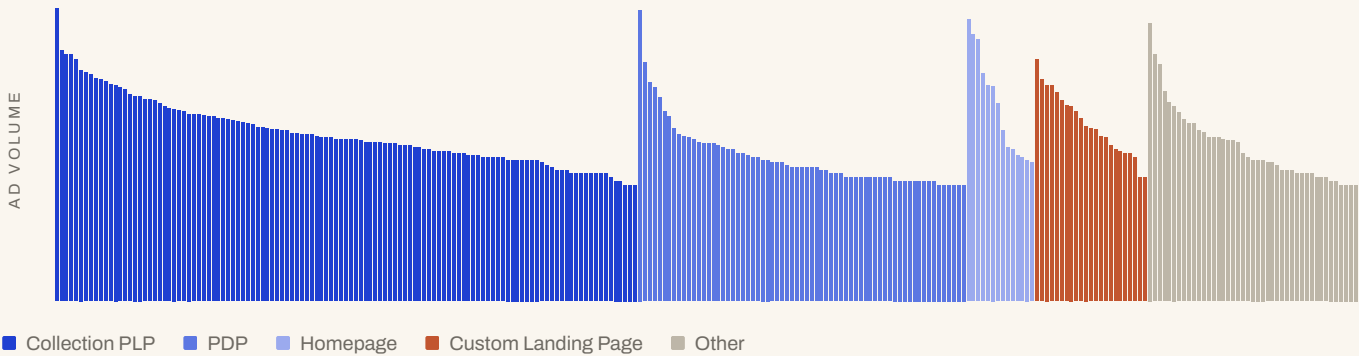


Where 12,000 DTC Ads Actually Send You

Every landing page behind the paid social of 20 direct-to-consumer brands, classified and counted. What the biggest advertisers in apparel, footwear, CPG, outdoor, sleep and eyewear use as a destination, how long they keep it, and the six patterns worth stealing.



11,999

live ads analyzed

266

landing pages classified

20

brands

6

axes of classification

Allbirds · Alo Yoga · Away · Bombas · Casper · Fabletics · Gymshark · Liquid Death · MANSCAPED · Poppi · Purple · Quince · Rothys · SKIMS · Solo Stove · The Ridge · True Classic · Vuori · Warby Parker · YETI

Curtis Howland

How this was built

Ad-library data tells you what creative a brand is running. It rarely tells you what that creative is *for*. The destination does.

This report takes the landing page report for 20 DTC advertisers over a rolling 30-day window, filters to any page carrying **10 or more live ads**, and classifies every surviving URL across six independent axes. The 10-ad floor removes one-off tests and retargeting stragglers so that what remains is deliberate: pages a brand chose to put real creative volume behind.

01 Structural type What the page literally is. Homepage, collection PLP, PDP, custom landing page, quiz, configurator, store locator, marketplace handoff, coded page.	02 Merchandising role The job it does. New arrivals, bestsellers, seasonal edit, collab, hero product, sale, bundle, advertorial, problem-aware capture.
03 Audience Explicit gender or segment tokens in the URL, with single-catalog brands inheriting their default customer.	04 Geography Storefront, subdomain and locale path, so the same page across five markets is visible as one strategy.
05 Longevity Longest continuous run. Burst under 30 days, sustained 30 to 89, evergreen at 90 or more.	06 Funnel stage Discovery, consideration or conversion, derived from structure and role together.

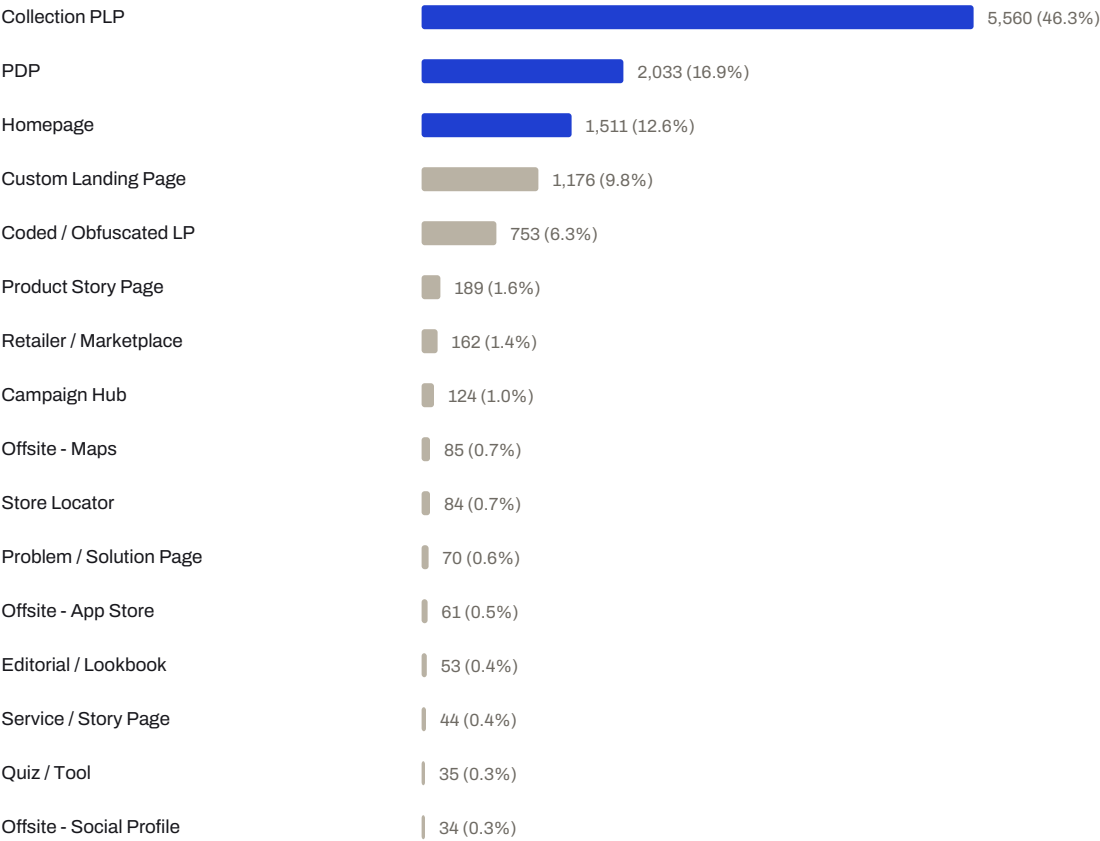
What to keep in mind

Ad count is a proxy for intent, not for spend. A brand running 500 ads to one page is telling you that page matters, but it is not telling you the budget behind it. Longest-running is a floor, not a lifespan: a page live 158 days may have been live longer than the window can see. And a 30-day snapshot catches brands mid-campaign, so a burst page is sometimes just a page that started last week.

None of that undermines the shape of the data. Across 20 brands and nearly 12,000 ads, the patterns below repeat too consistently to be timing artifacts.

The finding

Nearly half of all paid social traffic in this dataset lands on a collection page. Fewer than one ad in five lands on a product page.



Types under 34 ads omitted; full counts in the appendix.

46%
collection PLP

17%
product page

13%
homepage

This inverts what most performance teams do. The received wisdom is that paid social should shorten the path to purchase, which means a PDP, which means one product, one price, one button. The brands spending the most here have decided otherwise. They send cold traffic to a room, not to a shelf.

The logic holds up. A collection page absorbs creative variance. When you are running eighty concepts against a broad audience, you cannot know which product the viewer wants, and a PDP forces a guess. A PLP lets the ad sell the category and the page sell the item. It also means one destination can serve an entire creative slate, which is why 46% of volume fits on 119 pages while 17% needs 67.

The exception is instructive and gets its own section: brands with a catalog small enough that the collection page and the product page are effectively the same thing.

Category decides structure more than brand does

Two activewear brands make similar choices. An activewear brand and a beverage brand do not, and the gap is not about sophistication.

	PLP	PDP	HOME	CUSTOM	OTHER
Apparel / Activewear	44%	12%	17%	9%	19%
Apparel / Basics	8%	64%	22%	5%	
Apparel / Intimates	98%				
Accessories / EDC	52%			48%	
Sleep / Mattress	21%	9%	15%	14%	41%
Outdoor	84%	14%			
Footwear	87%	6%	7%		
Beverage / CPG	4%		59%		34%
Travel / Luggage	70%	20%		10%	
Apparel / Home		36%	6%		58%
Eyewear	44%	34%			22%
Personal Care	13%	56%			31%

Share of each vertical's ad volume by destination type.

Three structural regimes

Broad catalog, browse-first. Intimates runs 98% collection PLP. Footwear runs 87%. Outdoor runs 84%. When a customer has dozens of viable SKUs and the differences are colour, size and use case, the merchandised grid does the selling. SKIMS is the purest expression: nineteen of twenty qualifying destinations are collection pages, and the twentieth is a single bra PDP.

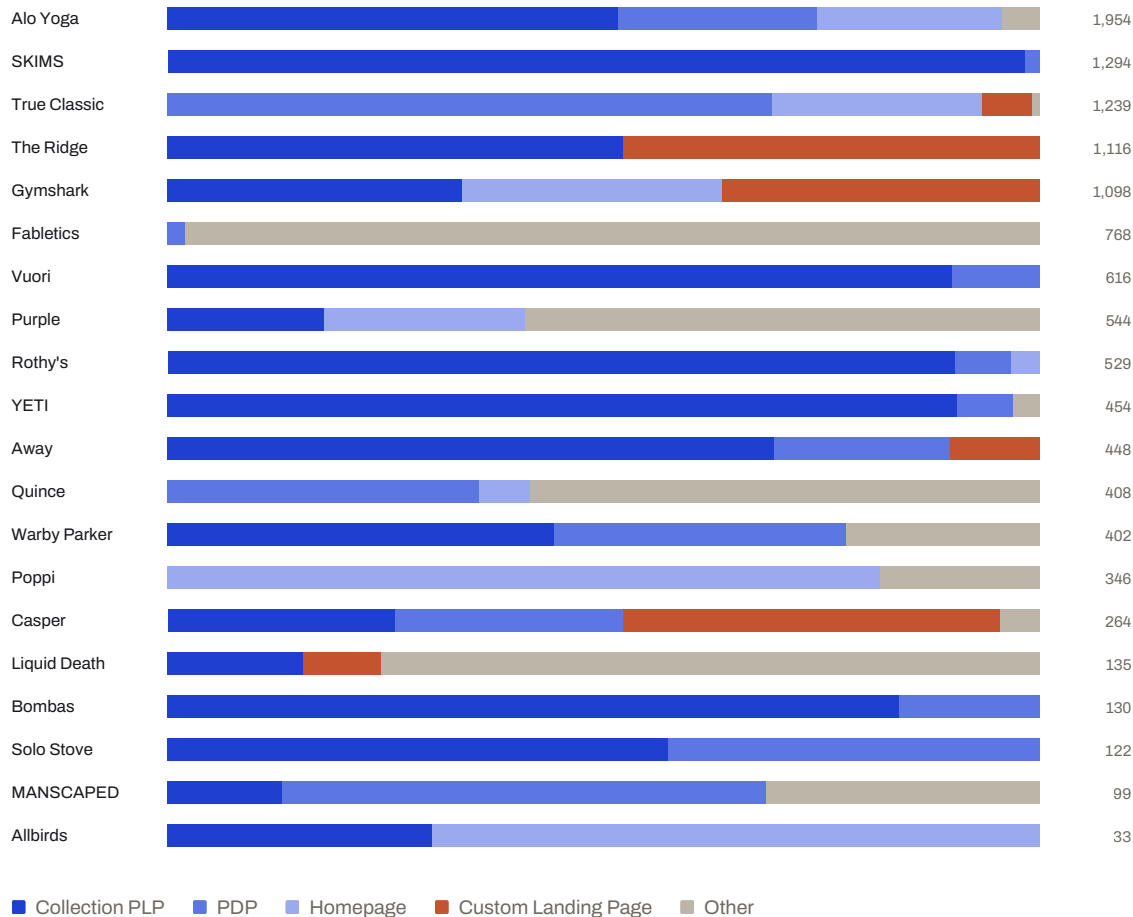
Narrow catalog, product-first. Apparel basics runs 64% PDP. True Classic sells essentially one thing in several pack sizes, so the product page *is* the category page. Their staple 6-pack alone carries 506 ads across 151 days, 41% of everything they run. Personal care behaves the same way at 56% PDP.

No transaction to send you to. Beverage runs 59% homepage and 27% marketplace handoff, because Poppi and Liquid Death mostly do not sell you the can. They send you to a homepage, to Amazon, or to a store locator at Circle K and Walgreens. Liquid Death routes 102 ads through ampd.to redirects into Amazon listings and stores pages. Poppi puts 34 ads into an Instagram profile.

The practical read. Before benchmarking your destination mix against anyone, check whether they have your catalog shape and your transaction. A twelve-SKU brand copying SKIMS' PLP strategy is copying an answer to a question it does not have.

Twenty destination fingerprints

Every brand's full destination mix on one scale. The differences are not subtle, and several are strategy stated out loud.



Each bar is 100% of that brand's ad volume. Figure at right is total ads.

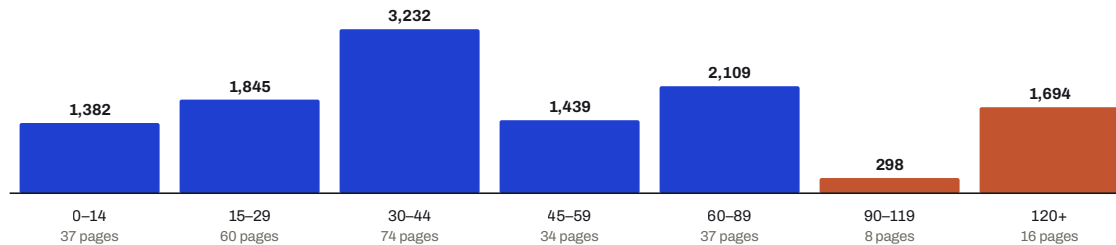
The monolith brands. SKIMS and Rothys are almost pure collection PLP. Poppi and Allbirds are almost pure homepage. In both pairs the shape comes from constraint rather than conviction: SKIMS has a browse-first catalogue, Poppi has no transaction to send you to.

The two genuine outliers. Fabletics is almost entirely grey, because eight of its nine destinations are coded routes that sit outside every standard category. The Ridge holds the only real block of clay, its custom landing pages. One brand decided its funnel should be unreadable, the other decided its funnel deserved purpose-built pages. Both are deliberate and both are rare.

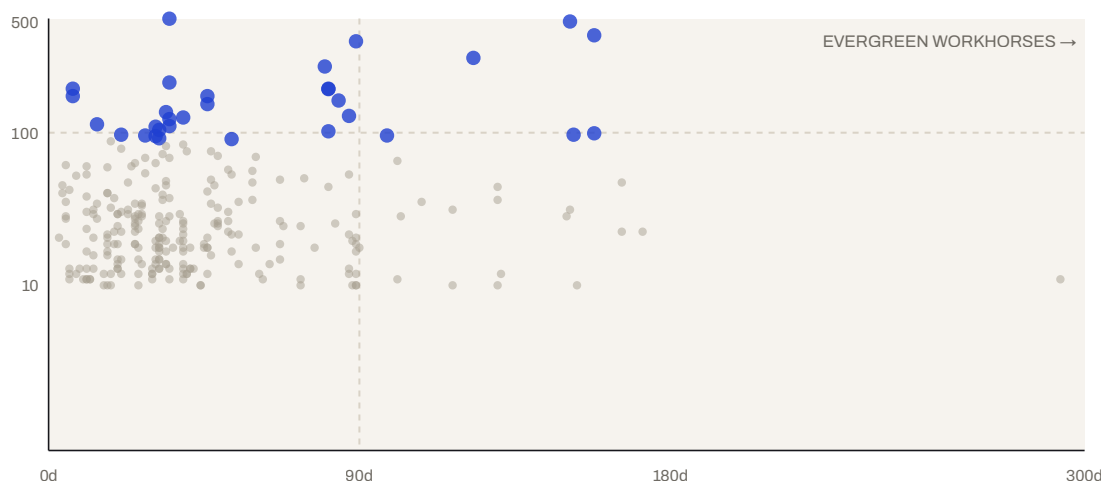
The mixed portfolios. Warby Parker, Quince and Away run four or more destination types at real volume. That is harder to maintain, and it is also the only way a brand discovers which type actually performs for it. A brand running one type has no comparison to learn from.

Almost nobody builds an evergreen destination

17% of ad volume sits behind a page that has run 90 days or more. 27% is behind pages under 30 days old.



Ad volume by how long the destination has been continuously live.



Each dot is one landing page. Cobalt dots carry 90 or more ads.

The prevailing behaviour is replacement, not optimisation. Brands build a destination, run it hard for four to eight weeks, and build another. Alo Yoga's new-arrivals page carries the single largest ad load in the dataset at 527, and its longest run is 35 days, because the page is continuously repopulated rather than continuously improved.

The workhorses

Twenty-four pages out of 266 have run 90 days or longer. They are worth naming, because they are what a durable destination looks like when a brand commits to one.

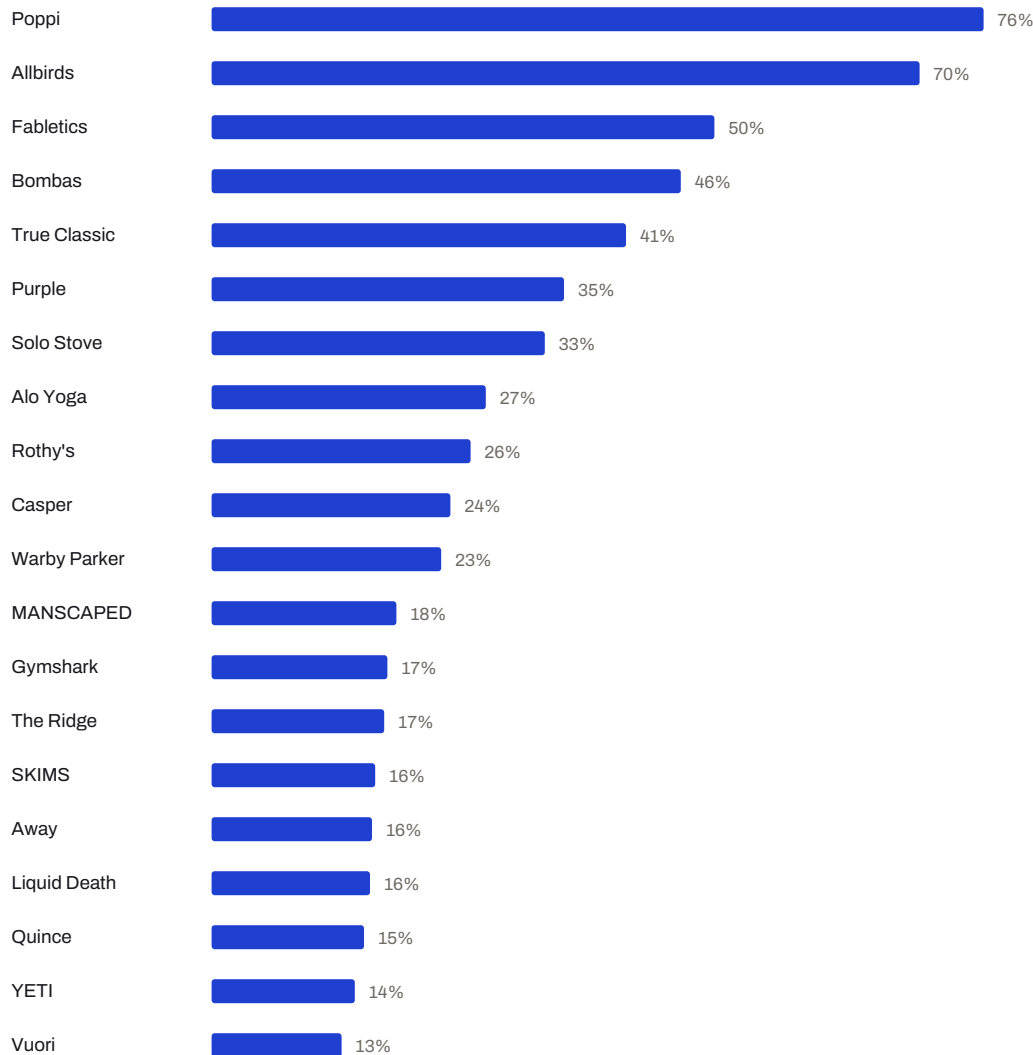
DAYS	ADS	BRAND	TYPE	PAGE
293	11	YETI	PDP	yeti.com/drinkware/straw-drinkware/21071503...
172	23	Allbirds	Homepage	allbirds.de/
166	48	True Classic	PDP	trueclassictees.com/products/active-crew-te...
166	23	True Classic	PDP	trueclassictees.com/products/short-sleeve-c...
158	414	Alo Yoga	Homepage	aloyoga.com/
158	99	Alo Yoga	Collection PLP	aloyoga.com/collections/bestsellers
153	10	YETI	Collection PLP	yeti.com/collections/trending-colors/cherry...
152	97	The Ridge	Custom Landing Page	ridge.com/pages/edc-smart-wallet-5rlp
151	32	Vuori	PDP	vuoriclothing.com/products/kore-short-black
151	506	True Classic	PDP	trueclassictees.com/products/the-staple-6-p...
150	29	Alo Yoga	PDP	aloyoga.com/products/w5604r-7-8-high-waist-...
131	12	True Classic	Custom Landing Page	trueclassictees.com/pages/clearance
130	10	Bombas	PDP	bombas.com/products/womens-performance-comp...
130	45	Vuori	Collection PLP	vuoriclothing.com/collections/villa-collect...
130	37	Vuori	Collection PLP	vuoriclothing.com/collections/mens-meta-col...
123	298	True Classic	Homepage	trueclassictees.com/
117	10	Quince	PDP	quince.com/women/lightweight-cotton-cashmer...
117	32	YETI	Collection PLP	yeti.com/collections/trending-colors/royal-...
108	36	Vuori	Collection PLP	vuoriclothing.com/collections/vuori-blissbl...
102	29	Alo Yoga	Collection PLP	aloyoga.com/collections/mens-bestsellers
101	11	Quince	PDP	quince.com/women/linen-dress
101	66	Fabletics	Coded / Obfuscated LP	fabletics.ca/dmg/455280
98	96	The Ridge	Custom Landing Page	ridge.com/pages/tech-MKBHD-6RLP
90	18	SKIMS	Collection PLP	skims-mexico.com/collections/nikeskims

Note what dominates the list: homepages and PDPs, not campaign pages. Of the 24, only three are custom landing pages and only one is a seasonal edit. The pages that survive are the ones that do not depend on a season, which is an obvious point that almost no media plan acts on.

The compounding argument. A destination live for 150 days has absorbed roughly five creative cycles. Every one of those cycles produced learnings that stayed with the page. A destination live for 30 days absorbed one, and then the learnings were thrown out with the URL.

How much a brand bets on one page

Concentration is the clearest signal of strategy in the whole dataset, and it ranges from 76% to 13%.



Share of a brand's ad volume on its single largest destination.

High concentration is not laziness. Poppi at 76% and Allbirds at 70% are both homepage-dominant, but for opposite reasons. Poppi has no DTC transaction worth optimising, so the homepage is a brand asset and the real conversion happens in a cooler at Circle K. Allbirds has simply stopped spending: two pages cleared the 10-ad floor and 33 ads total, against Alo's 1,954. Same shape, entirely different story.

Low concentration is usually geography. Gymshark and The Ridge both sit near 17%, which reads as diversified until you collapse storefronts. Gymshark's [/pages/lift-seamless](#) campaign appears on five domains for 344 combined ads. The Ridge's [/pages/edc-smart-wallet-5rlp](#) appears on five for 395. Neither brand is spreading bets. They are running one bet in five markets.

Use it as a diagnostic. If your top destination is under 15% and you are single-market, you are probably running more pages than you can maintain. If it is over 50% and you own the transaction, you have a single point of failure.

Deep dive 01 · Fabletics hides the funnel

Eight of Fabletics' nine qualifying destinations are unreadable codes. That is 753 ads, 6.3% of this entire dataset, pointed somewhere no competitor can inspect.

fabletics.com/dmg/A39B3F 380 ads · 89d	fabletics.com/dmg/C21F15 152 ads · 46d
fabletics.com/dmg/F027E5 84 ads · 39d	fabletics.ca/dmg/455280 66 ads · 101d
fabletics.com/dmg/50978B 30 ads · 89d	fabletics.com/dmg/A5464D 18 ads · 41d
fabletics.com/products/THE-HOLD-I... 15 ads · 32d	fabletics.com/dmg/3CCEB7 13 ads · 9d

Every other brand in this report publishes its offer architecture in the URL. [/collections/skims-sale](#) tells you there is a sale. [/pages/back-to-school-mattress-sale](#) tells you the hook, the season and the category. [/dmg/A39B3F](#) tells you nothing, and it is carrying 380 ads over 89 days.

The mechanism matters less than the discipline. These are dynamic marketing gateway routes that resolve to membership offer flows, and the code is what makes them opaque. A competitor scraping the ad library learns that Fabletics runs a lot of ads and learns nothing else. Meanwhile Fabletics can read everyone.

Why this is not just paranoia

Fabletics runs a membership model where the offer is the product. The first-purchase economics depend on a specific promotional construct, and that construct is the most copyable asset they have. Obscuring the destination protects the one thing a competitor could actually lift.

Worth stealing if. Your offer, not your catalogue, is the moat. If a rival could rebuild your funnel by reading five URLs, coded routes cost you nothing and remove the map. If your advantage is product or brand, this buys you very little and makes your own reporting harder to read.

Deep dive 02 · The Ridge runs advertorials like infrastructure

533 ads across 8 custom landing pages, 48% of the brand's volume, against a 10% dataset average.

ADS	DAYS	LANDING PAGE
110	35	eu.ridge.com/pages/edc-smart-wallet-5rlp
97	152	ridge.com/pages/edc-smart-wallet-5rlp
96	98	ridge.com/pages/tech-MKBHD-6RLP
82	34	uk.ridge.com/pages/edc-smart-wallet-5rlp
69	35	ca.ridge.com/pages/edc-smart-wallet-5rlp
37	33	au.ridge.com/pages/edc-smart-wallet-5rlp
21	3	ridge.com/pages/tech-sweeps26
21	32	ridge.com/pages/usa-250th-anniversary-capsule

Read the slugs. [edc-smart-wallet-5rlp](https://eu.ridge.com/pages/edc-smart-wallet-5rlp) and [tech-MKBHD-6RLP](https://ridge.com/pages/tech-MKBHD-6RLP) are versioned. The suffix is a build number on a recurring landing page template, which means these are not one-off campaign pages but iterations of a format the team has decided works and keeps rebuilding.

The MKBHD page is the sharpest example: a creator-specific advertorial carrying 96 ads over 98 days. Most brands treat creator content as a creative input and send the traffic to a standard PDP. The Ridge builds the creator a destination.

The geography multiplier

The same wallet advertorial runs on five storefronts: US at 97 ads and 152 days, EU 110, UK 82, CA 69, AU 37. One page, built once, versioned continuously, deployed five times. That is 395 ads on a single strategic asset, which would make it the third-largest destination in this report if storefronts were collapsed.

Worth stealing if. You have a considered purchase with a story that a PDP cannot hold, and you have more than one market. The build cost amortises across storefronts, and the version suffix is a cheap discipline that keeps a team honest about which iteration is live.

Deep dive 03 · Purple sells the problem, Casper sells the date

Same category, same month, opposite destination strategy. This is the cleanest head-to-head in the dataset.

Purple · 544 ads	Casper · 264 ads
189 purple.com/purple-grid	62 casper.com/pages/back-to-school...
125 purple.com/	50 casper.com/collections/mattress...
58 purple.com/mattresses	30 casper.com/pages/stay-cool-matt...
45 purple.com/stores/	30 casper.com/products/casper-snow...
29 purple.com/sleep-problem-soluti...	24 casper.com/products/casper-drea...
22 purple.com/mattresses/gel-flex-...	22 casper.com/pages/4th-of-july-ma...
18 purple.com/pillows	19 casper.com/collections/bundle-s...
17 purple.com/try-gelflex-grid-sto...	15 casper.com/products/casper-clou...
14 purple.com/cool	12 stores.casper.com/

Purple's largest destination is [/purple-grid](https://purple.com/purple-grid), a page about a proprietary material, carrying 189 ads over 81 days. Behind it sits a layer almost nobody else in this report runs: [/sleep-problem-solutions](https://purple.com/sleep-problem-solutions), [/mattresses-pain-relief](https://purple.com/mattresses-pain-relief), [/cool](https://purple.com/cool), [/sleep-easier-mattress](https://purple.com/sleep-easier-mattress). These are problem-aware destinations. The URL names the symptom, not the product.

Casper's largest destination is [/pages/back-to-school-mattress-sale](https://casper.com/pages/back-to-school-mattress-sale) at 62 ads and 5 days live, followed by [/pages/stay-cool-mattress-sale](https://casper.com/pages/stay-cool-mattress-sale) and [/pages/4th-of-july-mattress-sale](https://casper.com/pages/4th-of-july-mattress-sale). Three of their top six pages are calendar-pegged discount events.

What the difference costs

Purple's approach compounds. A page about back pain accrues relevance, can be tested for months, and pulls a buyer who has not yet decided a mattress is the answer. Purple's problem pages average 42 days live. Casper's sale pages have to be rebuilt every holiday, and the back-to-school page will be dead in three weeks by construction.

Casper's approach converts faster in-window and needs no education. Neither is wrong. But one brand is building assets and the other is renting attention, and the destination report makes it visible in about nine seconds.

Deep dive 04 · When the destination isn't your website

426 ads across 20 destinations point somewhere the brand does not own.

ADS	BRAND	TYPE	DESTINATION
61	Quince	Offsite - App Store	itunes.apple.com/app/id6670251421
45	Purple	Store Locator	purple.com/stores/
34	Poppi	Offsite - Social Profile	instagram.com/drinkpoppi/
30	Alo Yoga	Offsite - Maps	maps.app.goo.gl/WlnfRqBAKYdX6QvT6
28	Alo Yoga	Offsite - Maps	maps.app.goo.gl/AuzaH6bEVqT2AHPGA
27	Alo Yoga	Offsite - Maps	maps.app.goo.gl/8DHe7Lgm9EPVw34h8
21	Liquid Death	Retailer / Marketplace	ampd.to/?route=amazon.com%2FLiquid-Death-Sp...
19	Liquid Death	Retailer / Marketplace	ampd.to/?retailer=amazon&route=amazon.com%2...
18	Poppi	Retailer / Marketplace	circlek.com/store-locator
18	MANSCAPED	Retailer / Marketplace	costco.ca/w/-/locations
17	Liquid Death	Retailer / Marketplace	ampd.to/?retailer=amazon&route=amazon.com%2...
17	Purple	Store Locator	purple.com/try-gelflex-grid-store
13	Liquid Death	Retailer / Marketplace	ampd.to/?retailer=amazon&route=amazon.com%2...
13	MANSCAPED	Retailer / Marketplace	amazon.com.au/stores/page/CD4C5277-1425-45D...
12	Liquid Death	Retailer / Marketplace	ampd.to/?retailer=amazon&route=amazon.com%2...
12	Casper	Store Locator	stores.casper.com/

Three distinct plays are hiding in this table.

Marketplace handoff. Liquid Death gives up the transaction entirely, routing through ampd.to into Amazon product and stores pages. Seven variants, 102 ads, most running 88 or 89 days. MANSCAPED does the same into Amazon Australia. These brands have decided Amazon's conversion rate beats their own margin.

Drive to retail. Poppi points 18 ads at Circle K's store locator and 11 at a Walgreens brand product list. MANSCAPED points 18 at Costco Canada's locations page. Alo Yoga runs 85 ads across three Google Maps links to specific stores. For a CPG brand with distribution, the nearest cooler beats the checkout page.

Platform-native. Quince puts 61 ads into an App Store link, their single largest destination. Poppi puts 34 into an Instagram profile. Both are optimising for a second, cheaper touchpoint rather than a first, expensive conversion.

The uncomfortable question. If you have retail distribution or a marketplace presence and 100% of your paid social points at your own site, you have made a decision by default rather than by test. Four brands here send a fifth of their volume elsewhere on purpose.

The long tail nobody is running

Seven destination types appear in this dataset fewer than five times each. Scarcity is either a signal that they do not work, or that they are unexploited. Usually it is the second.

TYPE	BRANDS	ADS	EXAMPLE
Quiz / Tool	1	35	warbyparker.com/quiz/frames
Service / Story Page	1	44	warbyparker.com/intelligent-eyewear
Editorial / Lookbook	1	53	quince.com/lookbooks/styled-by-nicole-c...
Campaign Hub	1	124	quince.com/back-to-school
Channel-Specific LP	1	11	trueclassictees.com/crews-meta
Configurator	1	14	yeti.com/customize
Problem / Solution Page	1	70	purple.com/sleep-problem-solutions

Warby Parker is the only brand running a quiz. [/quiz/frames](http://warbyparker.com/quiz/frames) carries 35 ads over 47 days, and it is their second-largest destination. In a category defined by fit anxiety, a quiz converts the objection into a data capture. Nineteen other brands here, several with identical fit problems, run none.

YETI is the only brand running a configurator. [/customize](http://yeti.com/customize) at 14 ads. Personalisation is the most-cited driver of AOV in DTC decks and it appears once in twelve thousand ads.

True Classic built a page for one channel. [/crews-meta](http://trueclassictees.com/crews-meta), 11 ads, 73 days. The slug names the platform. Someone decided Meta traffic deserved a different experience than search or email, built it, and left it running for two and a half months. That is a small page with a large idea behind it.

Problem-aware pages are a Purple monopoly. Four pages, 70 ads, one brand, in a dataset spanning sleep, eyewear, personal care and footwear, all categories organised around a complaint.

The hygiene audit

Even at this spend level, tagging goes wrong in ways that are visible from outside the account.

Ads pointed at insecure URLs

ADS	BRAND	DESTINATION
61	Quince	itunes.apple.com/app/id6670251421
55	Away	awaytravel.com/collections/topside-luggage
29	Alo Yoga	aloyoga.com/collections/sunglasses
27	Warby Parker	warbyparker.com/collections/sport-2026
26	Warby Parker	warbyparker.com/sunglasses/boaz/jet-black
25	Warby Parker	warbyparker.com/sport
15	Warby Parker	warbyparker.com/collections/tratto-collection

238 ads across 4 brands point at <http://>. Every one will redirect, and every redirect is a hop that can drop parameters, lengthen load time on mobile, and occasionally break attribution. Warby Parker accounts for four of the seven.

The same page, entered twice

Away runs [collections/topside-luggage](https://awaytravel.com/collections/topside-luggage) as two separate destinations, one secure at 33 ads and one insecure at 55, with different run lengths. YETI runs [collections/trending-colors](https://yeti.com/collections/trending-colors) on the US site and [trending-colours](https://yeti.ca/collections/trending-colours) on the Canadian one, which is correct localisation but means no single report shows the campaign's true size. Warby Parker runs [/eyeglasses/lenore/sesame-tortoise](https://warbyparker.com/eyeglasses/lenore/sesame-tortoise) and the same URL with [?w=wide](https://warbyparker.com/eyeglasses/lenore/sesame-tortoise?w=wide) as separate lines.

Do this in your own account this week. Pull your landing page report, sort by ad count, and look for three things: protocol mismatches, the same slug appearing with and without parameters, and locale variants that should roll up. Most accounts find at least one. The fix is an hour of work and it makes every downstream report truer.

Six things to take into Monday

01 Audit your PLP-to-PDP ratio against your catalogue shape, not against a benchmark.

Broad catalogue with substitutable SKUs favours collection pages. Narrow catalogue where one product carries the brand favours the PDP. The 46/17 average is a description, not a target.

02 Name one destination you will still be running in six months.

Only 17% of volume here sits behind a page older than 90 days. One page you iterate for two quarters out-compounds four you build and abandon.

03 If you have more than one storefront, build the page once and deploy it everywhere.

The Ridge gets 395 ads out of one advertorial across five markets. Gymshark gets 344. The build cost is fixed and the return scales with market count.

04 Add one problem-aware destination.

Purple is running the only meaningful set of them across twenty brands. If your category has a complaint attached, a page that names the complaint reaches buyers who have not yet accepted your product is the answer.

05 Check whether the transaction should even be on your site.

Locators, marketplace handoffs and app installs carry real volume among brands with distribution. If yours all point home, confirm that is a decision.

06 Decide how much of your funnel you are comfortable publishing.

Your landing page report is as legible to competitors as theirs is to you. Fabletics decided that was unacceptable. Whether you follow or not, make it a choice.

Appendix · Top 30 destinations

#	ADS	DAYS	BRAND	TYPE	LANDING PAGE
1	527	35	Alo Yoga	Collection PLP	aloyoga.com/collections/new-arrivals
2	506	151	True Classic	PDP	trueclassictees.com/products/the-staple-6-p...
3	414	158	Alo Yoga	Homepage	aloyoga.com/
4	380	89	Fabletics	Coded / Obfuscated LP	fabletics.com/dmg/A39B3F
5	298	123	True Classic	Homepage	trueclassictees.com/
6	263	80	Poppi	Homepage	drinkpoppi.com/
7	208	35	SKIMS	Collection PLP	skims.com/collections/lightweight-cotton
8	190	7	Gymshark	Collection PLP	gymshark.com/collections/lift-seamless
9	190	81	The Ridge	Collection PLP	ridge.com/collections/mens-rings
10	189	81	Purple	Product Story Page	purple.com/purple-grid
11	171	7	Gymshark	Custom Landing Page	uk.gymshark.com/pages/lift-seamless
12	171	46	SKIMS	Collection PLP	skims.com/collections/capris
13	160	84	Alo Yoga	PDP	aloyoga.com/products/w51432r-suit-up-trouse...
14	152	46	Fabletics	Coded / Obfuscated LP	fabletics.com/dmg/C21F15
15	135	34	Rothys's	Collection PLP	rothys.com/collections/final-few
16	128	87	SKIMS	Collection PLP	skims.com/collections/fits-everybody
17	125	39	Purple	Homepage	purple.com/
18	122	35	SKIMS	Collection PLP	skims.com/collections/nikeskims
19	113	14	Alo Yoga	Collection PLP	aloyoga.com/collections/emerald-isle
20	110	35	The Ridge	Custom Landing Page	eu.ridge.com/pages/edc-smart-wallet-5rlp
21	109	31	SKIMS	Collection PLP	skims.com/collections/loungewear
22	104	32	Rothys's	Collection PLP	rothys.com/collections/womens-new-arrivals
23	102	81	True Classic	PDP	trueclassictees.com/products/pima-cotton-bl...
24	99	158	Alo Yoga	Collection PLP	aloyoga.com/collections/bestsellers
25	97	21	The Ridge	Collection PLP	eu.ridge.com/collections/mens-rings
26	97	152	The Ridge	Custom Landing Page	ridge.com/pages/edc-smart-wallet-5rlp
27	96	28	Gymshark	Homepage	nl.gymshark.com/
28	96	98	The Ridge	Custom Landing Page	ridge.com/pages/tech-MKBHD-6RLP
29	95	31	Gymshark	Homepage	uk.gymshark.com/
30	92	32	Alo Yoga	PDP	aloyoga.com/products/w51432r-suit-up-trouse...

Appendix · Full classification counts

By structural type

Collection PLP	5,560	119
PDP	2,033	67
Homepage	1,511	14
Custom Landing Page	1,176	23
Coded / Obfuscated LP	753	8
Product Story Page	189	1
Retailer / Marketplace	162	11
Campaign Hub	124	4
Offsite - Maps	85	3
Store Locator	84	4
Problem / Solution Page	70	4
Offsite - App Store	61	1
Editorial / Lookbook	53	1
Service / Story Page	44	2
Quiz / Tool	35	1
Offsite - Social Profile	34	1
Configurator	14	1
Channel-Specific LP	11	1

By merchandising role

Evergreen Category	3,048	67
Hero Product	1,926	61
Brand / Catch-All	1,511	14
Seasonal / Themed Edit	961	27
New Arrivals / Drop	932	10
Advertorial / Campaign LP	812	13
Membership / Offer Funnel	753	8
Collab / Licensed IP	498	12
Bestsellers / Proof	321	6
Sale / Offer	317	13
Tech / Differentiator Story	189	1
Retail / Store Visit	169	7
Marketplace Handoff	162	11
Bundle / AOV	78	4
Problem-Aware Capture	70	4
App Install	61	1
Collab / Celebrity	53	1
Service / Brand Story	44	2
Lead Capture / Fit Finder	35	1
Social Follow	34	1
Personalization	14	1
Channel-Built LP	11	1

Pages replicated across storefronts

ADS	SITES	BRAND	PAGE
530	3	True Classic	/products/the-staple-6-pack
395	5	The Ridge	/pages/edc-smart-wallet-5rlp
380	5	The Ridge	/collections/mens-rings
344	5	Gymshark	/pages/lift-seamless
308	5	Gymshark	/
283	2	Poppi	/
108	2	YETI	/bags
102	7	Liquid Death	/ampd.to
88	2	Away	/collections/topside-luggage

The full dataset is yours

Every one of the 266 landing pages in this report, classified across all six axes, is available as a spreadsheet: brand, vertical, URL, ad count, share of brand volume, longest run, page type, merchandising role, audience, geography, longevity band, funnel stage and protocol.

Filter it by your category. Sort it by longevity. Find the three destination types your competitors are not running.

Download the spreadsheet

266 rows · 13 columns · CSV

WRITTEN BY

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Six years in DTC performance media. More than \$150M in Meta ad spend managed across brands in supplements, home services, apparel, pet and health.

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Data sourced from public Meta ad library reporting, 30-day window ending July 2026. Filtered to landing pages carrying 10 or more live ads. Ad counts are a proxy for creative commitment, not for media spend.