

CLAUDE JUST KILLED

AD AGENCIES WITH CLAUDE CODE

*250+ Audit Checks, 16 Commands, Full Ad Strategy Custom-Built for Your
Business in Minutes*

Google • Meta • YouTube • TikTok • LinkedIn • Microsoft • Apple
Competitor Intel • Creative Audits • Budget Math • PDF Reports

2026 Edition • Updated April 2026

Your Own AI Ad Agency

What if you could get a full ad strategy custom-built for your business, complete with competitor research, winning angles, creative assets, and full campaign builds across every major platform, all without hiring an agency or spending thousands on a strategist?

That is exactly what Claude Code can do right now. There is a free open-source skill called the Claude Ad Skill that turns Claude into a full advertising department. It runs 250+ audit checks across Google, Meta, YouTube, TikTok, LinkedIn, Microsoft, and Apple Ads. It scrapes your website, analyzes your competitors, builds data-backed strategies with real graphs and numbers, and even generates creative assets. The whole setup takes about 30 seconds.

WHAT YOU WILL NEED

- The Claude desktop app (free tier works, but Pro is recommended)
- Claude Code enabled (click "Code" in the bottom left of the app)
- An internet connection (Claude scrapes your site and competitors live)
- About 2 minutes of your time to answer a few business questions

WHAT THIS SKILL INCLUDES

- **16 slash commands** covering every part of your ad strategy
- **250+ audit checks** distributed across 7 ad platforms
- **Ads Health Score** on a 0-100 scale with letter grades (A through F)
- **6 parallel subagents** that run analysis concurrently for speed
- **25 reference files** with benchmarks and industry guidance
- **12 industry templates** for strategic planning
- **4 creative generation agents** for AI-powered ad suggestions
- **Privacy-first:** everything runs locally on your machine

Setup: Install in 30 Seconds

Three steps. No coding. No API keys. No monthly fees.

1. Copy the GitHub URL

Head to Google and search for "Claude ad skill" or go directly to the repo below. The skill is open source and free. Copy the URL from your browser.

```
https://github.com/AgriciDaniel/claude-ads
```

2. Open Claude Code and Install

Open the Claude desktop app. In the bottom left, make sure you select "Code" mode. This is important because skills only work inside Claude Code. Paste the GitHub URL into the chat and tell Claude to install it.

```
Install this skill
```

3. Verify and Run

Type **/ads** and press enter. You should see Claude start asking you about your business. It will want your website URL, your niche, your target audience, and any competitors you know about. Be specific. The more detail you give, the sharper everything else becomes.

PRO TIP: FRONT-LOAD YOUR CONTEXT

Before running any command, paste your website URL and a 2-3 sentence summary of what makes your business different. Also mention your budget range and which platforms you are currently running ads on (or want to). Claude uses all of this to tailor every audit, strategy, and creative it builds.

Platform Audit Commands

These are the deep-dive commands. Each one runs a full audit on a specific ad platform with dozens of checks. Claude will score your setup, flag problems, and tell you exactly what to fix. If you are running ads on any of these platforms, start here.

/ads audit

This is the big one. It runs a full multi-platform audit across every platform you are active on, all at the same time. Claude spins up 6 parallel subagents to analyze everything concurrently, so you get a complete picture fast. Use this when you want the full overview and do not want to run each platform separately.

PRO TIP

Run this first if you are on more than one platform. It saves you from running 6 individual commands. You get one unified Ads Health Score at the end.

/ads google

Deep analysis of your Google Ads account. This covers Search, Performance Max, Display, YouTube, and Demand Gen campaigns. Claude runs 80 individual checks on your account structure, bidding strategies, keyword targeting, ad copy, extensions, negative keywords, and more. 80 checks is more than most agency audits include.

PRO TIP

Export your Google Ads data as a CSV or paste your campaign summary into the chat before running this. The more raw data Claude has, the more specific the recommendations.

/ads meta

Full audit of your Meta Ads (Facebook and Instagram). Covers standard campaigns, Advantage+ Shopping, audience targeting, creative quality, and pixel setup. Claude runs 50 checks and flags everything from audience overlap to creative fatigue to budget misallocation.

PRO TIP

If you are running Advantage+ campaigns, mention that upfront. The audit handles those differently than standard campaigns.

/ads youtube

YouTube-specific ad analysis. This goes beyond what /ads google covers for video. Claude checks your Skippable in-stream ads, YouTube Shorts campaigns, and Demand Gen placements. It looks at view rates, hook quality, audience retention signals, and whether your targeting matches the content format.

PRO TIP

Paste your top 3 video ad URLs if you have them. Claude can analyze hooks, pacing, and CTA placement from the script alone.

/ads linkedin

B2B-focused audit for LinkedIn Ads. Covers Lead Gen Forms, Thought Leader Ads (TLA), Conversation Ads, and standard Sponsored Content. Claude runs 27 checks across targeting (job title stacking, company size, seniority), bid strategy, and creative format selection. If you are doing B2B lead gen, this is the one.

PRO TIP

LinkedIn CPCs are expensive. This audit is especially good at finding wasted spend on broad targeting that looks right but is not converting.

/ads tiktok

Full TikTok Ads analysis covering Creative Center trends, TikTok Shop campaigns, and Smart+ automated campaigns. Claude runs 28 checks on creative quality, hook timing, hashtag strategy, audience targeting, and whether your content actually looks native to the platform. TikTok punishes ads that look like ads, and Claude will tell you if yours do.

PRO TIP

TikTok creative burns out fast. Run this audit every 2-3 weeks to catch fatigue before your CPMs spike.

/ads microsoft

Microsoft (Bing) Ads deep analysis. This covers Copilot integration, campaign import validation (if you are mirroring from Google), audience targeting, and placement optimization. Claude runs 24 checks. Most people set up Microsoft Ads by importing from Google and never touch them again. This audit catches everything that breaks in translation.

PRO TIP

If you imported your campaigns from Google, say that. Claude will specifically check for import issues like broken extensions, missing audiences, and bid mismatches.

/ads apple

Apple Search Ads audit. Covers campaign structure, keyword bids, Custom Product Pages (CPPs), Maximize Conversions bidding, and Search tab placements. If you are running an app install campaign on the App Store, this is purpose-built for you. Claude checks your keyword strategy, bid efficiency, and whether your CPPs actually match the search intent.

Strategy and Tools

These commands go beyond auditing. They help you plan campaigns from scratch, analyze competitors, stress-test your creatives, calculate your ad math, and generate deliverables you can actually hand to a client or team.

/ads plan

This command generates a full strategic ad plan with industry-specific templates. You can specify your business type and Claude builds a tailored plan from there. Supported business types: **SaaS, ecommerce, local service, B2B enterprise, info products, mobile app, real estate, healthcare, finance, agency**, and a generic option. Each template includes platform recommendations, funnel structure, budget splits, and KPI targets based on industry benchmarks.

PRO TIP

Try: **/ads plan ecommerce** or **/ads plan saas**. The templates are already loaded with benchmark data for each industry, so you get real numbers instead of generic advice.

/ads competitor

Competitor ad intelligence across all platforms. Claude goes out and finds what your competitors are running, what angles they are using, how they are positioning themselves, and where the gaps are. You get a full breakdown showing what they are doing well, what they are doing poorly, and exactly where you can undercut them.

PRO TIP

Name 2-3 direct competitors and paste their website URLs. Claude pulls much better intel when it can actually scrape their sites.

/ads creative

Cross-platform creative quality audit and fatigue detection. This does not generate new creatives. It reviews your existing ones and tells you what is working, what is dying, and what needs to be replaced. Claude checks for visual fatigue, hook effectiveness, copy clarity, CTA strength, and format fit across every platform you are active on.

PRO TIP

Run this every 2 weeks. Creative fatigue is the number one reason CPAs spike. Catching it early saves you money.

/ads landing

Landing page quality assessment for ad campaigns. Claude reviews the page you are sending traffic to and scores it on relevance to your ad copy, load speed signals, CTA clarity, trust elements, and conversion flow. Most people optimize their ads but forget about the page. This catches that gap.

PRO TIP

Paste your landing page URL. Claude will scrape it live and compare it against the ad copy and audience you defined in /ads.

/ads budget

Budget allocation and bidding strategy review. Claude looks at how your money is distributed across platforms, campaigns, and ad sets, then tells you where you are overspending and where you are leaving results on the table. It also reviews your bidding strategies and recommends changes based on your goals and current performance.

PRO TIP

Include your total monthly budget and how it is currently split. Claude is especially good at finding campaigns that are eating budget without delivering.

/ads math

PPC financial calculator. This is the numbers command. Claude calculates your CPA, ROAS, break-even point, budget forecasting, and LTV-to-CAC ratio. Instead of building spreadsheets, just tell Claude your numbers and it does the math for you. It also shows you what needs to change to hit your targets.

PRO TIP

Tell Claude your average order value, your target CPA, and your current conversion rate. It will map out exactly how much you need to spend to hit your revenue goals.

/ads test

A/B test design tool. Claude builds you a proper testing framework with a clear hypothesis, statistical significance requirements, sample size calculations, and estimated test duration. Stop guessing which ad is better. This command gives you the scientific structure to actually prove it.

PRO TIP

Describe what you want to test (headline A vs B, audience 1 vs 2, etc.) and Claude designs the full experiment. It even tells you how long to run it before the results are statistically valid.

/ads report

Generate a PDF audit report for client deliverables. This takes everything Claude has analyzed and packages it into a professional PDF you can send to a client, your boss, or your team. Includes the Ads Health Score, platform breakdowns, priority fixes, and strategic recommendations. If you run an agency, this command alone is worth the install.

PRO TIP

Run your audits first (/ads audit or individual platform commands), then run /ads report to compile everything into one clean document.

Recommended Workflow

You could run these commands in any order, but this sequence gives you the best results. Follow this the first time, then pick and choose based on what you need.

Step	Command	Why
1	<code>/ads</code>	Set up your business profile so Claude knows what to work with
2	<code>/ads competitor</code>	See what your competitors are doing before you plan anything
3	<code>/ads plan [type]</code>	Build your strategy based on competitor gaps and industry data
4	<code>/ads audit</code>	Audit your current setup (if you have existing campaigns)
5	<code>/ads creative</code>	Check your creatives for fatigue and quality issues
6	<code>/ads landing</code>	Make sure your landing pages match your ad messaging
7	<code>/ads budget</code>	Optimize how your money is distributed
8	<code>/ads math</code>	Run the numbers to make sure your unit economics work
9	<code>/ads test</code>	Design A/B tests for your top priorities
10	<code>/ads report</code>	Package everything into a PDF for your team or client

PRO TIP: THE AGENCY SHORTCUT

If you run a marketing agency, this workflow is a full client onboarding process. Run steps 1 through 10 for each new client and you have a complete audit, strategy, and report ready to deliver on day one. The `/ads report` command turns it all into a professional PDF.

Quick Reference: All 16 Commands

Every command in one table. Bookmark this page.

Command	What It Does
/ads	Full business briefing and strategy setup
/ads audit	Multi-platform audit with parallel subagents
/ads google	Google Ads deep analysis (80 checks)
/ads meta	Meta Ads analysis: FB, IG, Advantage+ (50 checks)
/ads youtube	YouTube Ads: Skippable, Shorts, Demand Gen
/ads linkedin	LinkedIn Ads: B2B, Lead Gen, TLA (27 checks)
/ads tiktok	TikTok Ads: Creative, Shop, Smart+ (28 checks)
/ads microsoft	Microsoft/Bing: Copilot, import validation (24 checks)
/ads apple	Apple Ads: bids, CPPs, Maximize Conversions
/ads creative	Cross-platform creative audit and fatigue detection
/ads landing	Landing page quality assessment
/ads budget	Budget allocation and bidding strategy review
/ads plan [type]	Strategic ad plan with 12 industry templates
/ads competitor	Competitor ad intelligence across all platforms
/ads math	PPC calculator: CPA, ROAS, break-even, LTV:CAC
/ads test	A/B test design with statistical framework
/ads report	Generate PDF audit report for deliverables

SUPPORTED BUSINESS TYPES FOR /ads plan

SaaS • Ecommerce • Local Service • B2B Enterprise • Info Products • Mobile App •
Real Estate • Healthcare • Finance • Agency • Generic

WANT MORE GUIDES LIKE THIS?

I drop new AI workflows, skills, and prompts in my resource hub every week. Check it out and subscribe to my newsletter at mavcpt.ai.

Your competitors are already using AI to run ads. Now you can too.