Warby Parker's Meta ads run on *Arch Manning*, new stores and "starting at $95"

> Warby Parker has 67 ads live on Meta, all started this month. Meta shows the Arch Manning ads most: celebrity ads are 26% of creatives and 40% of the top 20. Ads for two new stores all rank in the top 20, and "Starting at $95" is the most-used line.

Warby Parker	67 live ads	38 distinct creatives	2026-10-26
Meta page: Warby Parker	we read every one	each one watched or looked at	shown in the US, Meta's own order

THE SHORT VERSION

Arch Manning leads, store openings punch above their size, and price beats discounts

67

ads live on Meta in the US, all read

Ad Library, 26 Oct 2026

40%

of Meta's top 20 are celebrity ads, mostly Arch Manning

26% of all 38 creatives

5 of 5

new-store ads sit in Meta's top 20

Wayzata and Broomfield

20

creatives carry "Starting at $95"

53% of creatives state a price

01 **A famous face does the selling**

Arch Manning fronts Meta's top three: two cuts of a golf sketch with his father, Cooper #1 #2, and his season-two spot #3. Seven creatives run under his own name as a partner.

02 **Local ads rank high**

All 5 new-store creatives sit in Meta's top 20, though they are 13% of what's live: "Need new glasses? Come see us in Wayzata." #12, "We're here, Wayzata!" #14.

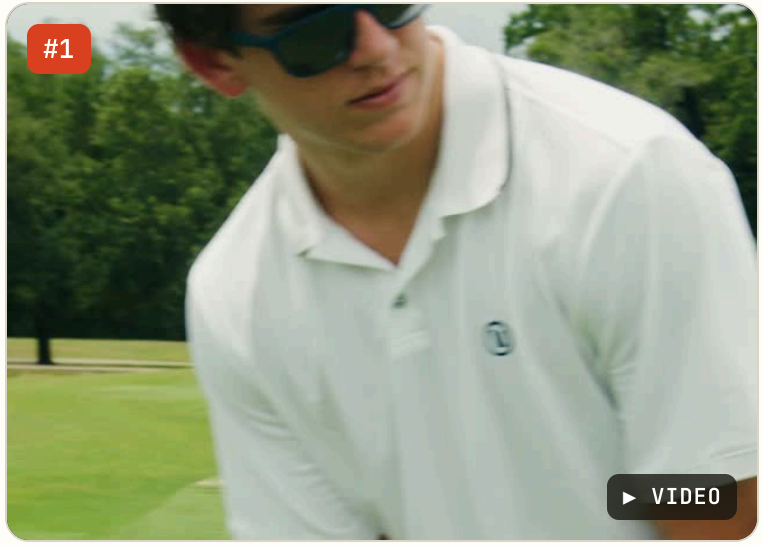
03 **A price, rarely a discount**

"Starting at $95" runs on 20 creatives #6 #15. Only 2 offer money off, both for buying more than one pair #8 #22.

Numbers count distinct creatives (copies of the same ad folded together). #n = the creative's place in Meta's order; each links to the ad in Meta's Ad Library.

THE ADS META SHOWS MOST

Meta's top three: *Arch Manning* on the golf course, twice, then in the stadium



Flexible video · running 25 days · with Arch Manning

Celebrity and athlete partnerships

> On screen: “ARCH MANNING”

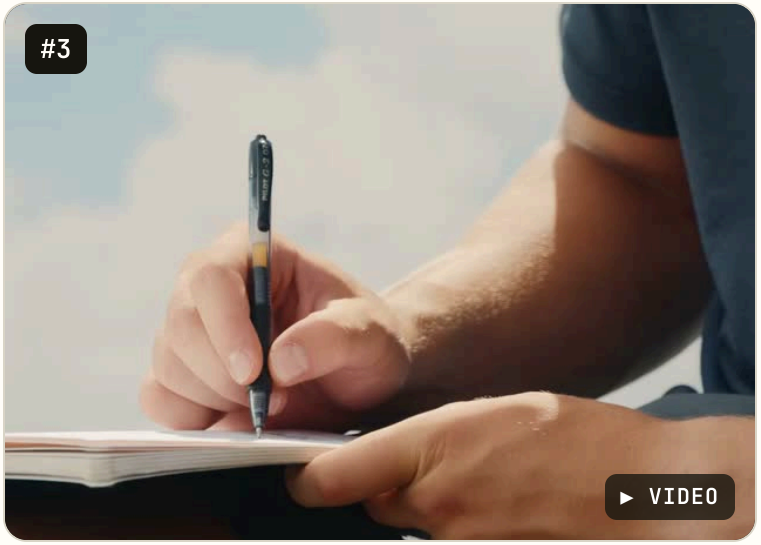
A 15-second golf sketch with Arch Manning and his father Cooper in Warby sport sunglasses. Runs under Arch's name as a partner ad.

Flexible video · running 25 days · with Arch Manning

Celebrity and athlete partnerships

> “Arch, you don't need the rangefinder. I've got my Warbys.”

A second cut of the same shoot: "I've got my Warbys" replaces the rangefinder. No price, no deal; the button says Learn more.



Flexible video · running 11 days · with Arch Manning

Celebrity and athlete partnerships

> “If a quarterback's job is to see the whole field,”

Season two of the deal with Arch: "If a quarterback's job is to see the whole field..." A question as the opening line.

Order = Meta's own order in its Ad Library for Warby Parker, shown in the US, 2026-10-26 (Meta does not publish counts). Quote = the first words heard or seen; words printed on a video are marked "On screen".

META'S NEXT SIX

The next six: *catalog shots, a creator, and Arch again*

#4

Catalog · 25 days

Celebrity and athlete partnerships

> "Arch Manning is back on Team Warby for season two —and his vision has..."

#5

Catalog · 25 days

Seasonal updates and restocks

> "It's a season of reinvention —match it with new frames."

Deal: Free shipping and free 30-day returns.

#6

Flexible video · 25 days

Creator everyday style

> "It's no secret that my favorite $95 purchase hands down are my"

Deal: Starting at $95

#7

Flexible video · 25 days

Creator everyday style

> "My go-to accessory, the Warby Parker Winston frames have become one..."

Deal: Free shipping, free returns

#8

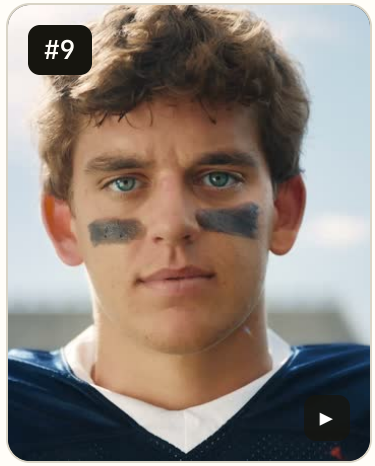
Catalog · 25 days

Multi-pair discounts and value

> "Automatically save on eyeglasses and sunglasses— no promo code needed!"

Deal: Get 15% off when you buy two (or more!)...

#9



Flexible video · 11 days

Celebrity and athlete partnerships

> On screen: "WARBY PARKER NICE TO SEE YOU, ARCH MANNING warbyparker.com"

#4 frames as catalog shots under Arch's season-two line, #5 the fall frames with free shipping and returns, #6 and #7 a creator's everyday frames, #8 15% off two pairs, #9 Arch in a short cut. Click any picture to open the ad in Meta's Ad Library.

WHAT THE ADS SAY

Celebrity and new-store ads take *13 of the top 20*; the 90s styles haven't ranked yet

Seven angles across 38 creatives. Grey = share of everything live; red = share of the 20 Meta shows most. The six 90s-style creatives mostly started in the last week.

ANGLE	SHARE OF ALL 38 CREATIVES	SHARE OF META'S TOP 20	BEST EXAMPLES
Celebrity and athlete partnerships Famous athletes and creative icons wear and recommend their favorite frame styles.	26%	40%	#1 #2 #3 10 creatives · best #1
Visit our new store A new local store has opened so you can browse and try on glasses in person.	13%	25%	#12 #14 #18 5 creatives · best #12
Creator everyday style Everyday creators style their favorite frames to effortlessly match their daily outfits.	16%	15%	#6 #7 #13 6 creatives · best #6
Seasonal updates and restocks Reinvent your look with newly released seasonal designs and restocked bestsellers.	11%	10%	#5 #17 #24 4 creatives · best #5
Find your perfect match It is easy to find flattering frames that fit any face shape and style.	11%	5%	#15 #21 #31 4 creatives · best #15
Multi-pair discounts and value Save money when buying multiple pairs and enjoy high quality at low prices.	8%	5%	#8 #22 #23 3 creatives · best #8
Retro nineties nostalgia Revived minimalist and vintage eyewear favorites from the 1990s are trending again.	16%	0%	#27 #28 #30 6 creatives · best #27

Angle = the reason the ad gives to stop and buy, read from each creative's words and pictures (video ads: the video itself). Each creative sits in one angle.

THE OFFERS

Warby Parker sells on a price, *"Starting at $95"*, more than on any deal

53% of creatives state a price. Free shipping and returns appear on 6; money off appears twice, and only when buying more than one pair. Every ad goes to warbyparker.com.

EVERY DEAL, WORD FOR WORD, THE MOST-USED FIRST

THE DEAL AS WRITTEN	KIND	CREATIVES	BEST RANK
“Starting at $95”	A price shown	20	#6
“Free shipping, free returns”	Free shipping or returns	5	#7
“Free shipping and free 30-day returns.”	Free shipping or returns	1	#5
“Get 15% off when you buy two (or more!) pairs of prescription eyeglasses or sunglasses”	Percent off	1	#8
“Buy one Rx pair, get 20% off additional pairs”	Percent off	1	#22

CREATIVES CARRYING A DEAL

74%
of all 38

60%
of Meta's top 20

WHERE THE ADS SEND PEOPLE

warbyparker.com 100%

A deal = a discount, free item, free shipping, trial, bundle or a price stated in the ad. Quoted from the ad's text or what is on screen or said.

HOW THE ADS OPEN

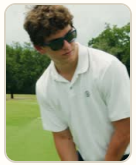
Meta's top ads open with *a famous face or a question*

all 38 · Meta's top 20

	all 38	Meta's top 20
A famous face	21%	30%
A question	16%	30%
A bold claim	16%	5%
The product up close	13%	10%
News or a trend	13%	5%
A number or price	5%	5%
Someone talking	3%	5%

A famous face opens 30% of the top 20 (21% of all), and a question 30% (16% of all): "Need new glasses?", "How would you look in these?"

THE FIRST WORDS OF THE TOP ADS



On screen: “ARCH MANNING”

#1 · famous face · Flexible video

“Arch, you don't need the rangefinder. I've got my Warbys.”

#2 · famous face · Flexible video

“If a quarterback's job is to see the whole field,”

#3 · question · Flexible video

“Arch Manning is back on Team Warby for season two—and his vision has never been clearer.”

#4 · famous face · Catalog

“It’s a season of reinvention—match it with new frames.”

#5 · product up close · Catalog

“It's no secret that my favorite $95 purchase hands down are my”

#6 · number or price · Flexible video

“My go-to accessory, the Warby Parker Winston frames have become one of the most reached-for items”

#7 · someone talking · Flexible video

“Automatically save on eyeglasses and sunglasses—no promo code needed!”

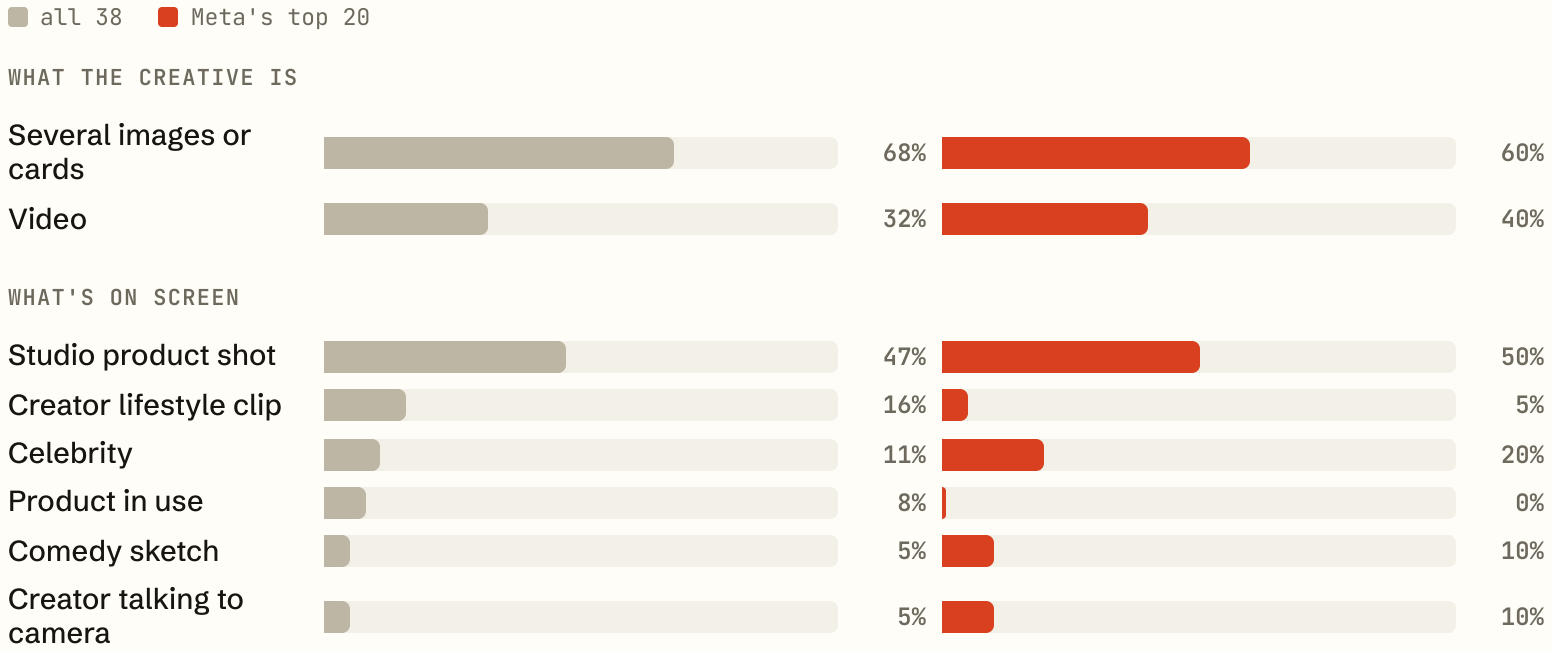
#8 · product up close · Catalog

Opening = the first thing a viewer reads or hears: a video's first spoken line, from its transcript (6 videos heard), or its on-screen words, marked "On screen"; the biggest words on an image. Someone talking counts only videos heard.

FORMATS AND FACES

Mostly product photos, but *the top ads are video* more often

Video is 32% of creatives and 40% of the top 20. Partner ads, half of them Arch Manning, are 37% of creatives and 45% of the top 20. Studio product shots are 47% of creatives and 50% of the top 20.



37%

run with a creator or partner

top 20: 45%

32%

are video

top 20: 40%

PARTNERS WITH THE MOST CREATIVES (OF 7)

Arch Manning	7
Maddie Prior-Hull	2
claralilywest	1
Taylasnts	1

WHERE THEY RUN

Facebook 100% · Instagram 100% · Threads 100% · Whatsapp 55%

"Flexible" ads let Meta mix images, videos and lines per viewer; they are counted by what they contain. Partner = the ad runs under a creator's or partner's name with Warby Parker as the advertiser.

HOW LONG ADS RUN

Everything live started in October: *the oldest ad is 25 days old*

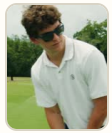
13 creatives started on 1 October, the Arch Manning golf ads among them; 9 of those are in the top 20. The store ads followed on 14 October and the next Arch cuts on 15 October.

THE 6 BIGGEST LAUNCH DAYS OF THE LIVE CREATIVES

STARTED	CREATIVES	IN META'S TOP 20
2026-10-01	13	9
2026-10-06	3	0
2026-10-14	6	5
2026-10-15	9	5
2026-10-20	3	1
2026-10-26	3	0

Oldest of the live creatives	**25 days**
Launched in the last 14 days	**22 of 38**

META'S TOP FOUR AND WHEN THEY STARTED



On screen: “ARCH MANNING”

#1 · started 2026-10-01 · Celebrity and athlete partnerships

“Arch, you don't need the rangefinder. I've got my Warbys.”

#2 · started 2026-10-01 · Celebrity and athlete partnerships

“If a quarterback's job is to see the whole field,”

#3 · started 2026-10-15 · Celebrity and athlete partnerships

“Arch Manning is back on Team Warby for season two—and his vision has…”

#4 · started 2026-10-01 · Celebrity and athlete partnerships

Days running = from the start date Meta shows to 2026-10-26. An ad still live after months is one the advertiser keeps paying for: the nearest public sign of what works.

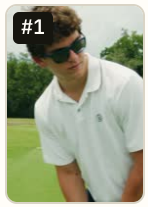
WHAT TO DO WITH THIS

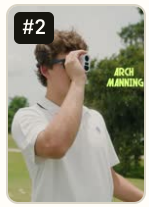
Five things to take from Warby Parker's ads

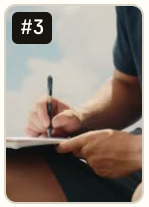
LESSON 1

Build around one famous face

Several short cuts of one shoot let Meta pick the best: the golf sketch runs as at least two ads #1 #2, the season-two shoot as four #3 #9 #10 #11.





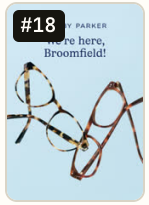


Because: celebrity ads are 26% of creatives but 40% of the top 20.

LESSON 2

Run local ads when you open

A plain card that says "We're here" or "Come see us" with the town's name, and the starting price in the ad text #12 #14 #18.



Because: all 5 new-store creatives rank in Meta's top 20.

LESSON 3

Lead with the price, not a discount

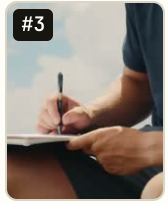
"Starting at $95" answers the first question about glasses; money off is kept for second pairs #6 #22.

Because: 20 creatives state the $95 price; 2 offer money off.

LESSON 4

Open with a question

"Need new glasses?", "How would you look in these?" and Arch's quarterback line all start with a question #3 #15.



Because: a question opens 30% of the top 20 against 16% of all creatives.

IF YOU COMPETE

Watch the 90s styles next

Six 90s-style creatives, most started in the last week, have not ranked yet #27. Re-run this report in a month to see if they climb.

Because: the 90s group is 16% of creatives and 0% of the top 20 so far.

Warby Parker's whole lineup is under four weeks old, so Meta's order is an early read. Spend and sales are private; treat each lesson as a test to run, not a sure thing.

META'S TOP 24

Meta's top 24 Warby Parker creatives, in order

Celebrity an…
Flexible vid…

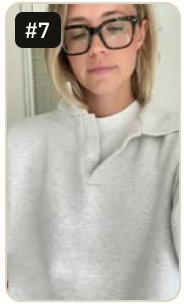
Celebrity an…
Flexible vid…

Celebrity an…
Flexible vid…

Celebrity an…
Catalog · 25d

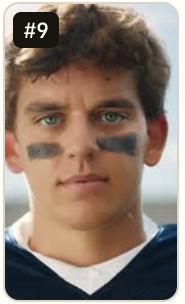
Seasonal upd…
Catalog · 25d

Creator ever…
Flexible vid…

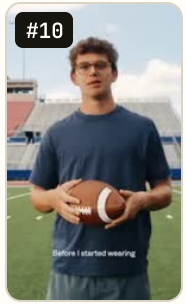


Creator ever…
Flexible vid…

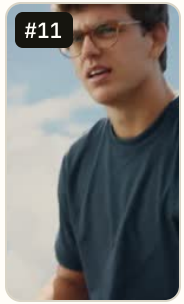
Multi-pair d…
Catalog · 25d



Celebrity an…
Flexible vid…

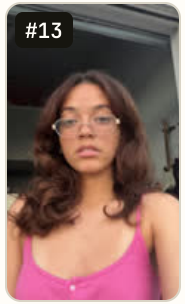


Celebrity an…
Flexible vid…

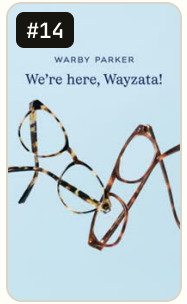


Celebrity an…
Flexible vid…

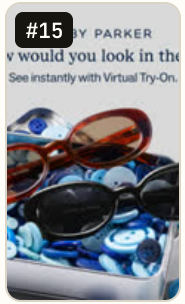
Visit our ne…
Flexible · 1…



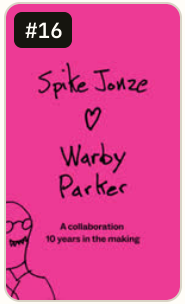
Creator ever…
Flexible · 1…



Visit our ne…
Flexible · 1…

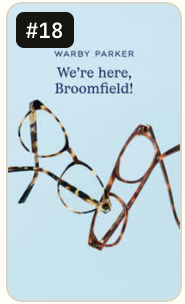


Find your pe…
Flexible · 1…

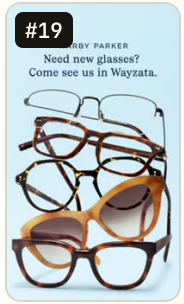


Celebrity an…
Flexible · 2…

Seasonal upd…
Flexible · 2…



Visit our ne…
Flexible · 1…



Visit our ne…
Flexible · 1…

Visit our ne…
Flexible · 1…

Find your pe…
Flexible · 1…

Multi-pair d…
Flexible · 2…

Multi-pair d…
Flexible · 1…

Seasonal upd…
Flexible · 2…

HOW WE MEASURED

Where the ads came from, what Meta's order means, and how to read it

The page. Warby Parker (Meta page 308998183837). We found it by matching the brand's handle to the page that runs the ads.

The ads. Every ad Meta's Ad Library showed as live for this page on 2026-10-26, shown in the US. Near-identical copies (same words, same picture) count as one creative: 67 ads made 38 creatives.

Meta's order. The Ad Library sorted by impressions, highest first. Meta does not publish impression counts for these ads, so #1 means "listed first", not a number of views. The order mixes how long an ad has run with how hard it is pushed.

Reading the ads. Each creative was read from its picture, its words and, for the top 12 video ads, the video itself: the angle, the deal word for word, the opening line word for word, what is on screen, and who is in it.

What we can't see. Spend, clicks, sales and audiences are private to the advertiser. Where an ad runs long or ranks high, that is a sign it is worth paying for, not proof it sells.

The evidence. Every #number links to the ad in Meta's Ad Library. Meta keeps these pages up while the ad is live and for some time after.