

Pleo vs Spendesk, Payhawk and Moss

Competitor intelligence: paid ads, messaging, search interest and hiring - European spend management

Data collected 2026-10-28 | Sources: Google Ads Transparency Center, Meta Ad Library, LinkedIn Ad Library, TikTok Ad Library, Google Trends, company job boards

670

Pleo: ads live (30 days, all platforms)

179

Spendesk: ads live (30 days, all platforms)

620

Payhawk: ads live (30 days, all platforms)

692

Moss: ads live (30 days, all platforms)

Executive summary

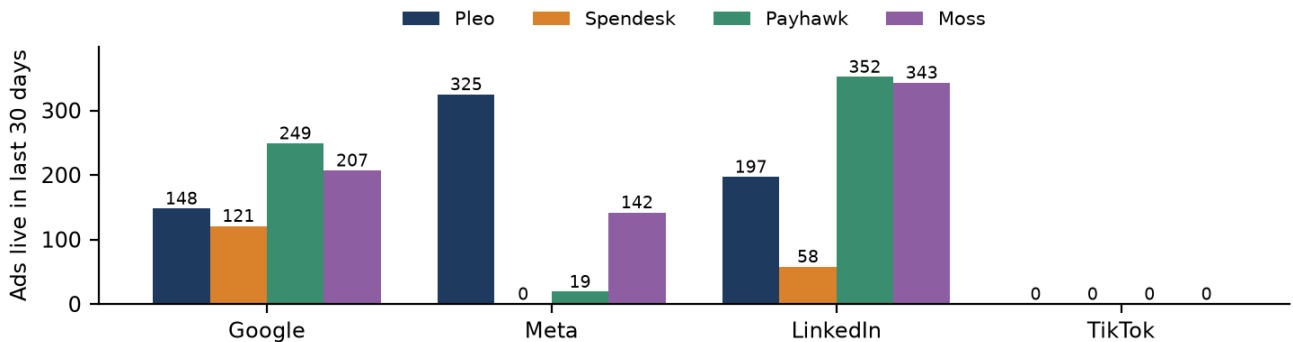
Snapshot of public ad libraries, Google Trends and job boards on 28 October 2026, read from the point of view of Pleo's marketing team. Pleo is the loudest brand on Meta and owns branded search in the UK, Denmark and Germany. But Payhawk is out-publishing everyone on Google and LinkedIn and running ads that target competitor-alternative searches, and AI has become the default message across the category.

- 1 Pleo has Meta largely to itself, so press the advantage.** Pleo runs 325 active Meta ads (72 new in 30 days) against Moss 142, Payhawk 19 and Spendesk 0. Spendesk's last Meta ads stopped in late July. Test lower-funnel offers (demo, trial) here: only 9% of Pleo's distinct messages carry a demo/trial hook, versus 16% for Moss.
- 2 Payhawk is the volume leader on Google and LinkedIn.** It has 249 live Google ads (30 new) and 352 live LinkedIn ads (88 new). LinkedIn targeting is concentrated on the UK (213 ads) and Ireland (169), and Payhawk's UK search interest is up 52% quarter-on-quarter. Pleo's UK sales hiring (AE UK/I, SDR UK & I, Sales Manager UKI) points to the same battleground, so plan UK defence now.
- 3 Defend against 'alternative' searches.** Payhawk ('Tipalti alternative...', 'Bill? Try Payhawk Instead', 'Eine echte Alternative') and Spendesk ('Die smarte Moss-Alternative') buy comparison-style Google ads. None of Pleo's readable Google ads do. Build 'Pleo vs X' pages and bid on 'Pleo alternative' and competitor-alternative terms before rivals define the comparison.
- 4 Pleo's Google creative is stale.** Only 2 of 148 live Pleo Google ads were first shown in the last 30 days, against 38 for Spendesk and 30 for Payhawk. A Google refresh carrying the current 'The story is in the numbers' and AI/MCP messaging from Meta and LinkedIn is the quickest win.
- 5 AI is now table stakes, so Pleo needs proof, not claims.** AI/agents feature in 60% of Spendesk's distinct messages (AI Connect/MCP launch in FR/DE/ES) and 47% of Payhawk's ('AI Office of the CFO'), versus 31% for Pleo. Moss avoids AI (18%) and sells outcomes such as 'faster month-end' and '10,000+ finance teams'. Pleo can differentiate with concrete AI use cases and customer numbers.

Ad activity at a glance

Brand	Google Ads live / new	Meta live / new	LinkedIn live / new	TikTok live / new	All platforms live / new
Pleo	148 / 2	325 / 72	197 / 7	0 / 0	670 / 81
Spendesk	121 / 38	0 / 0	58 / 24	0 / 0	179 / 62
Payhawk	249 / 30	19 / 19	352 / 88	0 / 0	620 / 137
Moss	207 / 12	142 / 37	343 / n/a	0 / 0	692 / 49

Live = ad shown at least once in the 30 days to 2026-10-28 (Meta: currently active). New = first shown in that window. A '+' means the collection limit was reached, so the real number is higher. Ad counts measure activity and variety, not budget.



Google Ads

Text ads are archived as images, so readable headlines exist for only part of each brand's ads. Counts, formats and markets cover every ad. Payhawk also advertises through a partner account (SALESTUBE SP Z O O, 26 ads), and 14 Spendesk-domain ads run from a third-party account (N.Rich Technologies Oy).

Brand	Most-used headlines / messages (count)	Top landing pages (count)
Pleo 148 live / 2 new	Spend Management (1); Corporate Card (1); Expense Claim (1) Formats: TEXT (125); IMAGE (13); VIDEO (10). Markets: DE (48); GB (41); ES (37); IE (27); NL (12). Advertiser accounts: Pleo Technologies A/S (174). Ad text readable for 16 of 148 live ads (the rest are served as images/video). Published impression ranges (EU/UK, lifetime) for 41 ads: 733,000-900,000.	pleo.io (15); pleo.io/mileage/reimbursement (1)
Spendesk 121 live / 38 new	Rechnungen digital prüfen - Mehr Kontrolle für Finance (1); Gastos de empresa bajo control (1); Die smarte Moss-Alternative (1) Formats: TEXT (62); VIDEO (31); IMAGE (28). Markets: FR (49); DE (38); ES (38); AT (17); GB (17). Advertiser accounts: Spendesk (131); N.Rich Technologies Oy (14). Ad text readable for 3 of 121 live ads (the rest are served as images/video). Published impression ranges (EU/UK, lifetime) for 41 ads: 1,465,000-1,761,000.	spendesk.com (2); spendesk.com/rechnungen/freigabe (1)
Payhawk 249 live / 30 new	Bill? Try Payhawk Instead (1); Eine echte Alternative (1); Payhawk Órdenes de Compra (1) Formats: TEXT (220); IMAGE (26); VIDEO (3). Markets: ES (67); GB (64); FR (57); IE (53); DE (52). Advertiser accounts: Payhawk Limited (251); SALESTUBE SP Z O O (26). Ad text readable for 8 of 249 live ads (the rest are served as images/video). Published impression ranges (EU/UK, lifetime) for 94 ads: 863,000-1,141,000.	payhawk.com (7); payhawk.com/procurement/accountspayable (1)

Moss 207 live / 12 new	Moss: The Modern AP Solution (2); Prepaid Business Cards (1); Company Credit Cards (1) Formats: TEXT (156); IMAGE (47); VIDEO (4). Markets: DE (93); GB (84); AT (72); NL (32); BE (17). Advertiser accounts: Nufin GmbH (250); GETMOSS UK LTD. (3). Ad text readable for 3 of 207 live ads (the rest are served as images/video). Published impression ranges (EU/UK, lifetime) for 94 ads: 2,722,000-3,203,000.	getmoss.com (4)
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Meta (Facebook/Instagram)

Spendesk: no active ads. Its 80 ads started since April 2026 had all ended by 23 July 2026. Pleo: 257 of 325 active ads started in September (one campaign wave: 'The story is in the numbers', 'Finance is a craft') across English, German and Spanish; 42 link to its MCP/AI pages. Payhawk: all 19 ads started in October and send traffic to en-us landing pages. Moss: German-led and long-running (median 86 days).

Brand	Most-used headlines / messages (count)	Top landing pages (count)
Pleo 325 live / 72 new	The story is in the numbers. (20); Beherrsche deine Finanzen. Mit Pleo. (16); Die Zahlen sprechen für sich. (16) Formats: DCO (191); IMAGE (78); VIDEO (56). Languages: English (88), German (87), Spanish (70), Dutch (22). CTAs: Learn more (142); Contact us (103); Sign up (80). Median days running: 43	pleo.io/en/home-s (41); pleo.io/de/home-s (40); pleo.io/de (34)
Spendesk	No ads from the brand found.	
Payhawk 19 live / 19 new	Meet the AI Office of the CFO (6); AI-powered spend management (6); Business travel, all in one place (2) Formats: IMAGE (8); DCO (7); VIDEO (4). Languages: English (19). CTAs: Learn more (10); See details (9). Median days running: 1	payhawk.com/lp-corporate-travel-management-softw... (7); payhawk.com/en-us/lp-platform/ai-agents (6); payhawk.com/en-us/lp-corporate-card-management-l... (6)
Moss 142 live / 37 new	Karten, mit denen Finance die Kontrolle behält (60); Direkte Synchronisation mit deinem Buchhaltungssystem (18); Keine Belegsuche mehr (17) Formats: DCO (110); IMAGE (30); VIDEO (2). Languages: German (112), English (22). CTAs: See details (118); Learn more (22); Send message (2). Median days running: 86	getmoss.com/de-de (114); getmoss.com/en-gb (21); getmoss.com/en-gb/lp-prepaid-business-cards (5)

LinkedIn

Payhawk sends 154 ads to one campaign page (payhawk.com/mundane) and promotes webinars (SAP S/4HANA masterclass) and a Polish market page (hej-polsko). Moss runs 297 single-image variants of one message ('Your finance team deserves a faster month-end.') plus a '£100 gift card for a demo' incentive. Spendesk is launching 'AI Connect' in four languages.

Brand	Most-used headlines / messages (count)	Top landing pages (count)
Pleo 197 live / 7 new	The story is in the numbers. (10); Die Zahlen sprechen für sich. (8); Think big. Execute precisely. (5) Formats: Single Image Ad (126); Video Ad (69); Job Ad (1). Markets: Deutschland (63); España (50); Danmark (6); United Kingdom (4); Portugal (4). Ads promoting employee posts (thought-leadership): 3. Min. impressions of live ads (LinkedIn ranges): 4,472,000	pleo.io/de/home-s (20); pleo.io/de (20); pleo.io/es (16)

Spendesk 58 live / 24 new	Spendesk AI Connect: pregunte a sus datos financieros (1); Spendesk AI Connect: Fragen Sie Ihre Finanzdaten (1); Spendesk AI Connect: ask your finance data (1) Formats: Single Image Ad (26); Video Ad (19); Carousel Ad (8). Markets: France (16); Deutschland (10); España (8). Ads promoting employee posts (thought-leadership): 1. Min. impressions of live ads (LinkedIn ranges): 740,000	spendesk.com/de/platform/ai-automation (4); spendesk.com/es/platform/ai-automation (4); spendesk.com/fr/platform/ai-automation (4)
Payhawk 352 live / 88 new	Orchestrate finance with Payhawk (52); Imagine if great minds were stuck in the mundane (19); Your finance team is built for strategy, not admin. (16) Formats: Single Image Ad (212); Video Ad (110); Carousel Ad (27). Markets: United Kingdom (213); Ireland (169); European Economic Area (61); European Union (59); France (35). Ads promoting employee posts (thought-leadership): 21. Min. impressions of live ads (LinkedIn ranges): 4,204,000	payhawk.com/mundane (154); payhawk.com/hej-polsko (14); app.livestorm.co/payhawk-limited/sap-s4hana-nati... (11)
Moss 343 live / n/a new	Your finance team deserves a faster month-end. (297); Your fastest month-end starts here. (4); Your spend data, ready to answer. (3) Formats: Single Image Ad (332); Message Ad (6); Text Ad (3). Markets: Deutschland (6); Österreich (5); Afrika (1). Ads promoting employee posts (thought-leadership): 9. Min. impressions of live ads (LinkedIn ranges): 216,000	getmoss.com/de-de (5)

TikTok

None of the four brands advertises on TikTok. An unrelated advertiser account registered in France under the name 'SPENDESK' promotes e-commerce products; it was excluded. This is a brand-safety point worth monitoring for any brand.

Brand	Most-used headlines / messages (count)	Top landing pages (count)
Pleo	No ads from the brand found in the last 12 months.	
Spendesk	No ads from the brand found in the last 12 months. 67 ads from an account named 'SPENDESK' point to unrelated sites (jackt.one, palmcontroller.fr) and were excluded.	
Payhawk	No ads from the brand found in the last 12 months.	
Moss	No ads from the brand found in the last 12 months.	

Creative and messaging themes

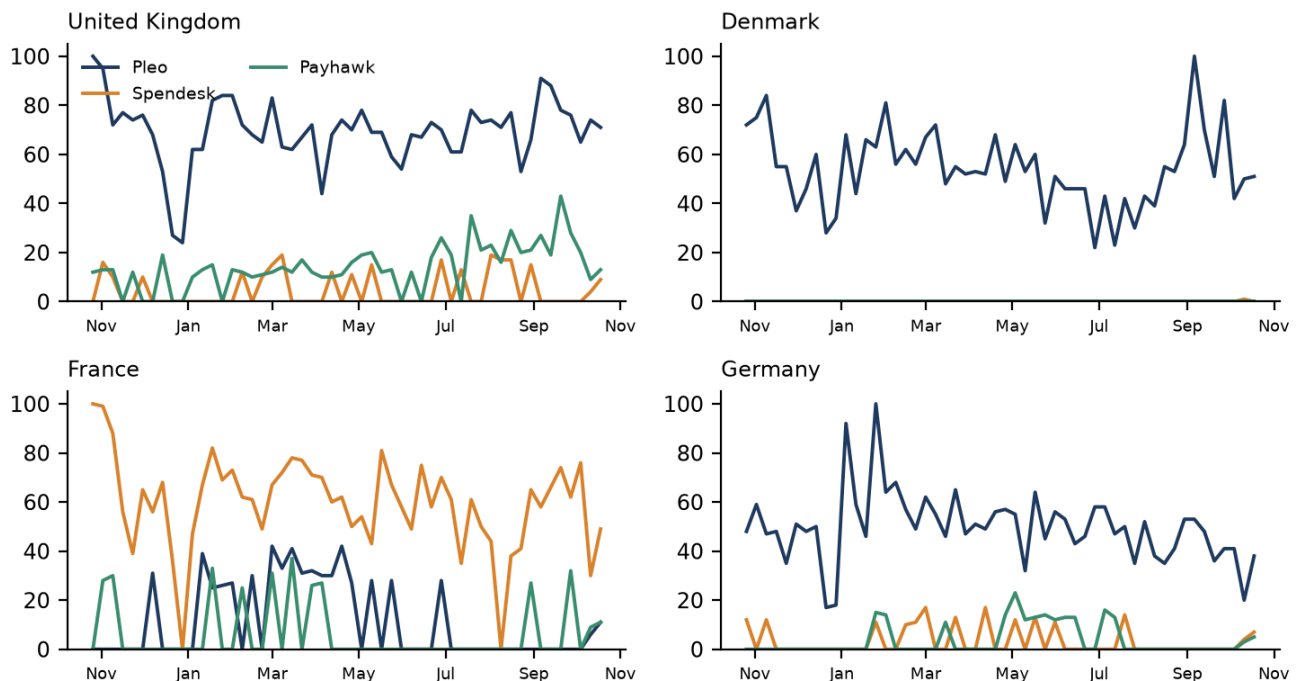
Share of each brand's distinct ad messages (all platforms, headline + ad copy, identical copies counted once) that mention each theme. Keyword-based and multilingual (EN/DE/FR/ES/DA/NL).

	AI / agents	Automation	Travel	Invoices / AP	Expenses / receipts	Cards	Control / visibility	Integrations / ERP	Social proof	Demo / trial
Pleo 137 messages	31%	38%	1%	6%	36%	15%	46%	14%	13%	9%
Spendesk 52 messages	60%	8%	0%	44%	50%	6%	29%	8%	17%	8%
Payhawk 174 messages	47%	35%	17%	49%	26%	5%	19%	28%	8%	5%
Moss 44 messages	18%	39%	9%	14%	50%	43%	27%	20%	43%	16%

- Spendesk is the most AI-led brand (60% of distinct messages), followed by Payhawk (47%), which also leads on invoices/AP and procurement (49%).
- Pleo leans on control/visibility ('the numbers', precision) at 46%, the highest of the four, which is a clear position worth keeping consistent across Google.
- Moss sells outcomes and proof: expenses/receipts (50%), cards (43%) and social proof (43%, '10,000+ finance teams'), with the strongest demo incentive.
- Travel is a niche angle: only Payhawk (17%) pushes travel management, which is an open lane if it matters for Pleo's roadmap.

Search interest (Google Trends)

Weekly Google search interest over the last 12 months, compared within each country (100 = the highest week of any brand in that country).



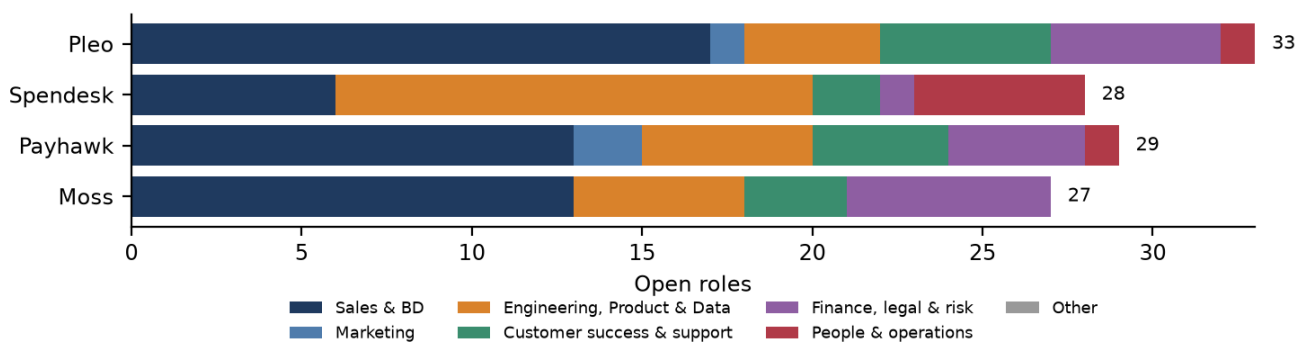
Country	Pleo	Spendesk	Payhawk
United Kingdom	69 (+9%)	5 (low volume)	14 (+52%)
Denmark	54 (+27%)	0 (low volume)	0 (low volume)
France	11 (low volume)	59 (-14%)	6 (low volume)
Germany	50 (-20%)	3 (low volume)	4 (low volume)

Cell = average weekly interest over 12 months; in brackets the change of the last 13 weeks vs the 13 weeks before. 'Low volume' = average or base below 10, too few searches for a meaningful change. The current, incomplete week is excluded.

Moss is excluded from Trends because 'moss' is a common word. Pleo dominates branded search in the UK, Denmark and Germany; Spendesk leads in France. Payhawk is the riser in the UK (+52% vs the previous quarter), while the competitors are barely searched in Denmark. Low-volume series (e.g. Payhawk in France and Germany) swing sharply week to week, so read changes there with caution.

Hiring signals

Open roles are a leading indicator of where a company is investing: sales hires in a country usually precede a marketing push there.



Brand	Open roles (postings)	Posted in last 30d	Top functions	Top locations	Source
Pleo	33 (34)	19	Sales & BD (17); Finance, legal & risk (5); Customer success & support (5)	London (10); Lisbon (9); Copenhagen (4); Amsterdam (3); Madrid (3)	careers site (ashby job board)
Spendesk	28 (28)	9	Engineering, Product & Data (14); Sales & BD (6); People & operations (5)	Paris (13); Barcelona (10); London (5)	careers site (teamtaylor job board)
Payhawk	29 (49)	6	Sales & BD (13); Engineering, Product & Data (5); Customer success & support (4)	Sofia (15); Barcelona (8); London (6); Paris (5); Amsterdam (4)	careers site (greenhouse job board)
Moss	27 (33)	14	Sales & BD (13); Finance, legal & risk (6); Engineering, Product & Data (5)	Berlin (20); London (4); Amsterdam (3); Munich (3); Warsaw (2)	careers site (ashby job board)

- Sales dominates every hiring plan: Pleo 17 of 33 roles, Payhawk 13 of 29, Moss 13 of 27. Spendesk is the exception, with 14 of 28 roles in engineering/product/data, which is consistent with its AI product push.
- Moss is building DACH: 20 of 33 postings are in Berlin, including DACH partner managers. This matches its German-first Meta and Google activity (Google: Germany 93 ads, Austria 72).

- Pleo's openings cluster in London (10) and Lisbon (9, mainly sales development for UK/I, Nordics and German-speaking markets), plus Nordic AE/CSM roles in Copenhagen.
- Payhawk is hiring Demand Generation and Lifecycle Marketing managers across five cities, so expect its paid volume to keep growing.

Methodology and data notes

- All data was collected on 2026-10-28 from public sources. Nothing in this report is estimated or modelled unless stated.
- Google Ads: Google Ads Transparency Center, searched by website domain (pleo.io, spendesk.com, payhawk.com, getmoss.com); ads shown in the last 90 days, up to 300 per brand. Includes every advertiser account promoting the domain (e.g. resellers or agency accounts).
- Meta: Meta Ad Library, all currently active ads of each brand's Facebook page, all countries. Meta does not expose spend or reach for regular commercial ads outside the EU transparency fields.
- LinkedIn: LinkedIn Ad Library, advertiser-name search filtered to the brand's own company page, ads shown in the last 30 days (up to 400 per brand), with detail pages (run dates, impression ranges, targeted locations). LinkedIn does not publish dates for every ad, so 'new' counts only dated ads.
- TikTok: TikTok Ad Library (EU/EEA, UK, CH, TR only), last 12 months, filtered to the brand's own advertiser account(s).
- Search interest: Google Trends, past 12 months, brands compared within each country.
- Hiring: open roles from each company's public job board on the collection date (or Google Jobs when no job board is available). A role advertised in several cities counts once (postings in brackets); locations count every posting. Functions are grouped from department and title.
- Themes: keyword matching across distinct ad copies (identical copies counted once) in several languages; one copy can count towards several themes.
- TikTok: the TikTok actor run hit its time limit after collecting 242 results across the four searches. The Pleo and Spendesk searches reached the 100-result cap, but every result was checked for advertiser and landing domain.
- LinkedIn: the LinkedIn Ad Library blocked most per-ad detail pages for Moss (Cloudflare) in two separate runs, so run dates and targeting exist for only 6 of its 343 ads. Ad copy and formats are complete, and Moss's 'new in 30 days' is shown as n/a.
- Brand selection for this sample: Pleo (the Danish client brand) vs its three most direct European spend-management competitors.

Prepared by Atlas Data. Public ad-library data shows what ran, not budgets or results. Questions or a monthly tracker: [contact].