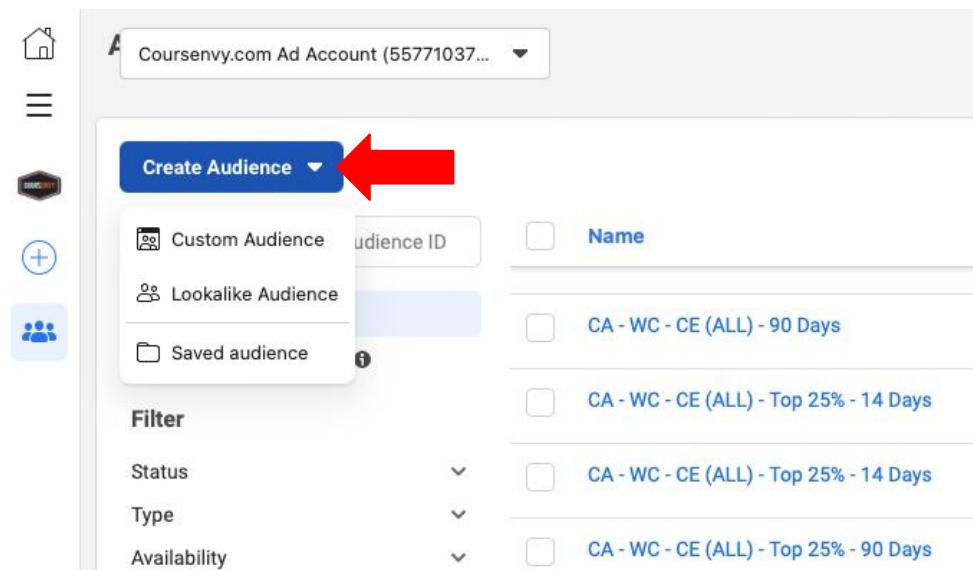


# Facebook Audiences

# Creating an Audience on Facebook

Facebook Audiences enable you to target people who have engaged with your content, website, or app in the past (Custom Audience). You can also find audiences similar to yours (Lookalike Audience). You can also save time targeting your known audiences quickly (Saved Audience).

- Custom Audience
- Lookalike Audience
- Saved Audience

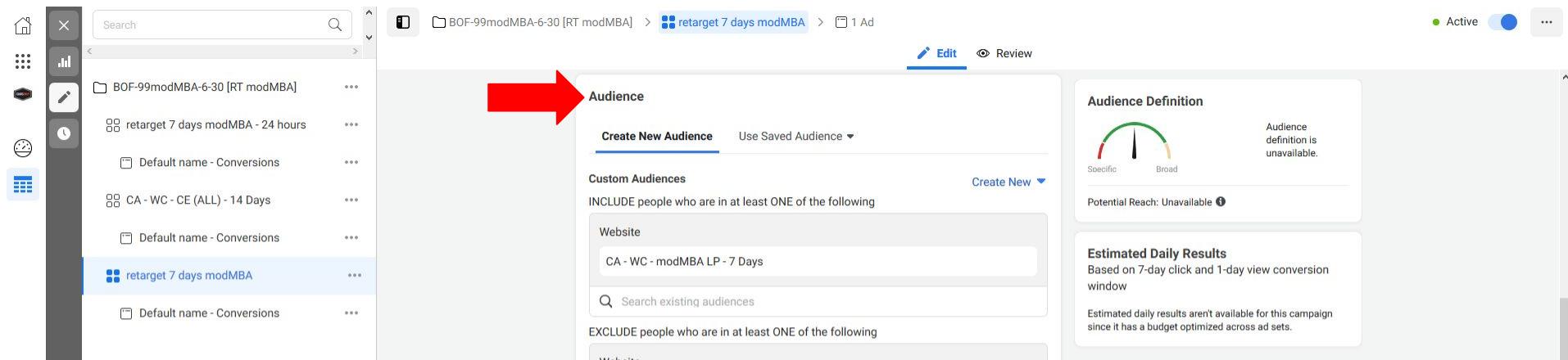


The screenshot shows the Facebook Audience Insights interface. At the top, there is a dropdown menu showing 'Coursenvy.com Ad Account (55771037...)' with a downward arrow. Below this is a blue button labeled 'Create Audience' with a downward arrow, which is highlighted with a thick red arrow. To the left of the main interface are five icons: a house (Home), three horizontal lines (Menu), a gear (Settings), a plus sign (Add), and a group of people (Audience). The main area has three tabs: 'Custom Audience' (selected), 'Lookalike Audience', and 'Saved audience'. Below these tabs is a 'Filter' section with dropdown menus for 'Status', 'Type', and 'Availability'. To the right of the tabs are several checkbox options, each preceded by a blue link: 'Name', 'CA - WC - CE (ALL) - 90 Days', 'CA - WC - CE (ALL) - Top 25% - 14 Days', 'CA - WC - CE (ALL) - Top 25% - 14 Days', 'CA - WC - CE (ALL) - Top 25% - 90 Days', and 'CA - WC - CE (ALL) - Top 25% - 90 Days'.

# Creating a Custom Audience

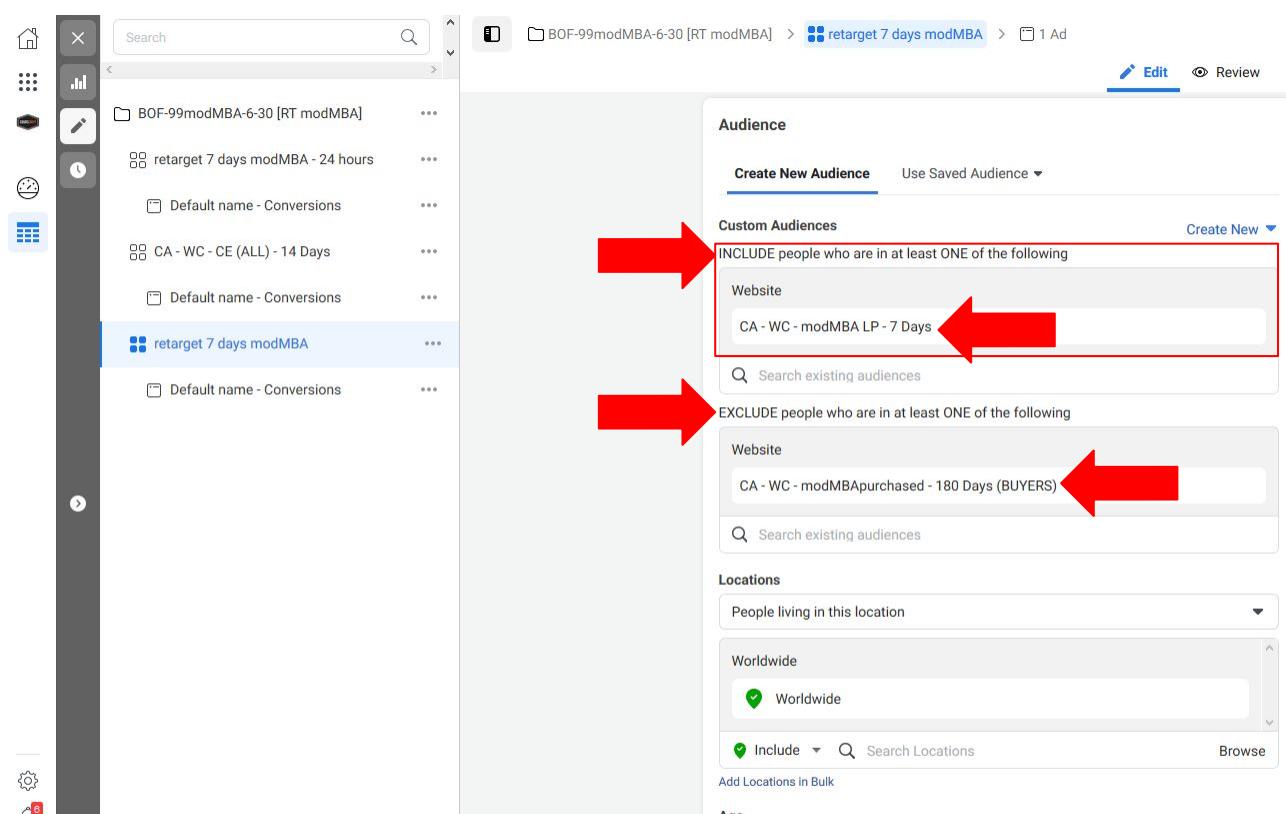
Custom Audiences can help you reach people that already know your brand via ads on Facebook!

- You can use sources like customer email lists, website or app traffic, or engagement on FB/IG to create Custom Audiences of people who have interacted with your brand.
- Custom Audiences are a really powerful way to target the **RIGHT** people for your ads.
- It's easy to create your own Custom Audiences on Facebook, and then target them via the Custom Audiences option under the **AD SET** level > **AUDIENCE** of any ad campaign.



The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with various icons and a search bar. The main area shows a campaign structure: BOF-99modMBA-6-30 [RT modMBA] > retarget 7 days modMBA > 1 Ad. A red arrow points to the 'Edit' button for the ad. The 'Audience' tab is selected, showing the 'Create New Audience' button and a dropdown for 'Use Saved Audience'. Below this, there's a section for 'Custom Audiences' with a 'Create New' button. The 'INCLUDE' section lists 'Website' with the entry 'CA - WC - modMBA LP - 7 Days'. The 'EXCLUDE' section is empty. To the right, there's an 'Audience Definition' section with a 'Specific' to 'Broad' slider and a note that 'Audience definition is unavailable'. Below it is an 'Estimated Daily Results' section with a note that 'Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets'. The top right of the interface shows 'Active' and a toggle switch.

# Targeting a Custom Audience



For example, in this campaign I have selected to **INCLUDE** the Custom Audience: **CA - WC - modMBA LP - 7 Days**

This is short for:  
**“Custom Audience - Website Clicks - modMBA Landing Page Traffic - Past 7 Days”**

And I will **EXCLUDE** past buyers via the Custom Audience:  
**CA - WC - modMBA purchased - 180 Days**

# Custom Audience + Detailed Targeting

In addition to targeting a specific Custom Audience, I can also narrow the targeting within this Custom Audience by setting the location, age, gender, Detailed Targeting, etc.

View the **Estimated Audience Size** in the right sidebar on the AD SET level.

The screenshot shows the Facebook Ads Manager interface. On the left, a sidebar has icons for campaigns, ad sets, ads, and metrics. The main area shows a campaign named 'New Sales Campaign' with an ad set named 'New Sales Ad Set'. A red arrow points to the 'New Sales Ad Set' button. The 'Edit' button is also highlighted with a red arrow. The 'Audience' section shows targeting options: 'Create new audience' (selected), 'Use saved audience', 'Custom audiences' (with a search bar), 'Exclude', 'Locations' (United States), 'Age' (18-34), 'Gender' (All, Men selected), and 'Detailed targeting' (with an 'Udemy (education)' interest). A red arrow points to the 'Search existing audiences' search bar. Another red arrow points to the 'Age' dropdown. A third red arrow points to the 'Gender' radio buttons. On the right, a sidebar titled 'Audience definition' shows a 'Specific' to 'Broad' slider set to 'Fairly broad'. The 'Estimated audience size' is listed as '667,800 - 785,600'. A note says 'Estimates may vary significantly over time based on your targeting selections and available data'. The 'Estimated daily results' section is shown below.

# Custom Audience Size

---

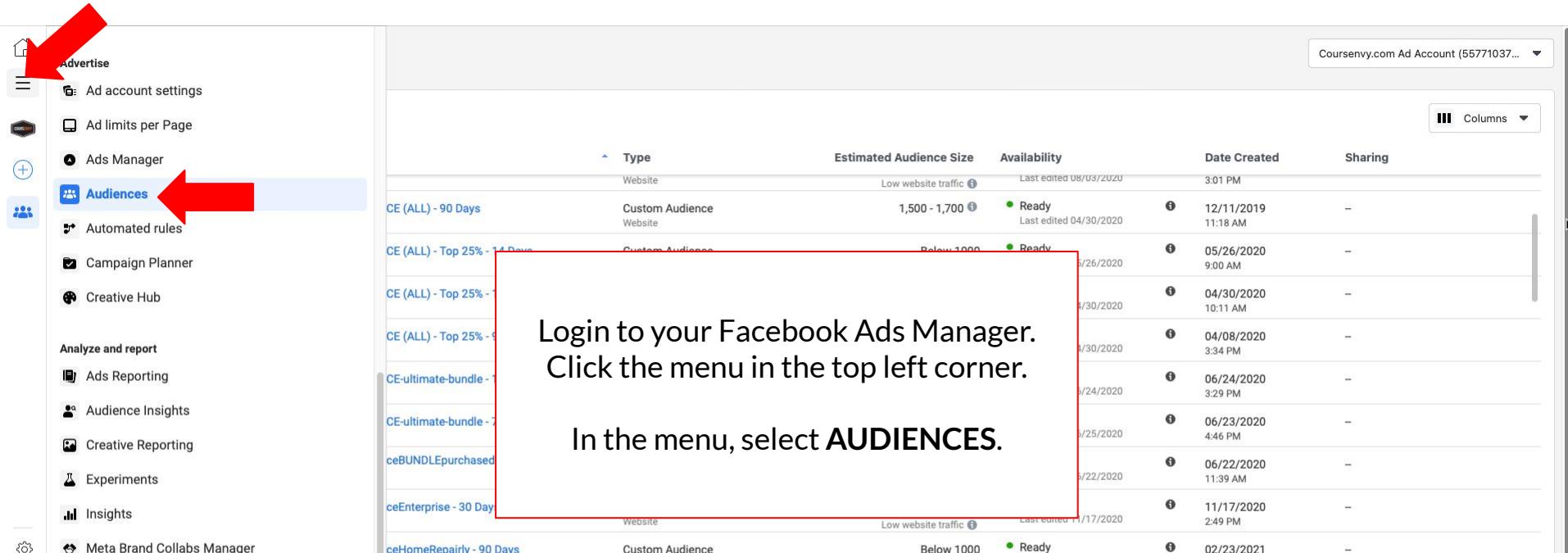
- While you can start targeting a Custom Audience immediately after creation, you should wait until you have several hundred people in your Custom Audience from your website (that has the Facebook Pixel installed) before you target the Custom Audience in a Facebook ad.
- The Facebook Pixel, Custom Audiences, and Facebook Ads work best with an audience size of at least 1,000 users.

**EXAMPLE:** Create a Traffic Facebook ad targeting a broad interest of 1,000,000+ users. Once this ad gets 1000 link clicks, then you can create a Conversion Facebook ad retargeting this Custom Audience of warm users (people who know your brand).

<https://www.facebook.com/business/help/237515166435276>

# Navigate to Facebook Audiences

<https://business.facebook.com/adsmanager/audiences>



Advertise

Ad account settings

Ad limits per Page

Ads Manager

**Audiences** Selected

Automated rules

Campaign Planner

Creative Hub

Analyze and report

Ads Reporting

Audience Insights

Creative Reporting

Experiments

Insights

Meta Brand Collabs Manager

Coursenvy.com Ad Account (55771037...)

Columns

Type	Estimated Audience Size	Availability	Date Created	Sharing
Website	Low website traffic	Last edited 08/03/2020	3:01 PM	--
CE (ALL) - 90 Days	Custom Audience	1,500 - 1,700 Ready	12/11/2019 11:18 AM	--
CE (ALL) - Top 25% - 90 Days	Custom Audience	Below 1000 Ready	05/26/2020 9:00 AM	--
CE (ALL) - Top 25% - 90 Days	Custom Audience	Below 1000 Ready	04/30/2020 10:11 AM	--
CE (ALL) - Top 25% - 90 Days	Custom Audience	Below 1000 Ready	04/08/2020 3:34 PM	--
CE-ultimate-bundle - 7 Days	Custom Audience	Below 1000 Ready	06/24/2020 3:29 PM	--
CE-ultimate-bundle - 7 Days	Custom Audience	Below 1000 Ready	06/23/2020 4:46 PM	--
ceBUNDLEpurchased - 30 Days	Custom Audience	Below 1000 Ready	06/22/2020 11:39 AM	--
ceEnterprise - 30 Day	Website	Low website traffic	Last edited 01/17/2020	--
ceHomeRepairy - 90 Days	Custom Audience	Below 1000 Ready	11/17/2020 2:49 PM	--
ceHomeRepairy - 90 Days	Custom Audience	Below 1000 Ready	02/23/2021 11:45 AM	--

Login to your Facebook Ads Manager. Click the menu in the top left corner.

In the menu, select AUDIENCES.



## Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business. [Learn More](#)

### Custom Audiences

Connect with the people who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app.

[Create a Custom Audience](#)

### Lookalike Audiences

Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

[Create a Lookalike Audience](#)

### Saved Audience

Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads.

[Create a Saved Audience](#)

If you have not created an Audience yet, this is what your Audience page will look like.

We will first **Create a Custom Audience**.

# How to Create a Custom Audience

- Click the Create Audience button.



**Audience** Coursenvy.com Ad Account (5...)

**Create Audience** Columns

Search by name or audience ID

All Audiences

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created	Sharing
<input type="checkbox"/>	CA - WC - learnCE (ALL) - 14 Days	Custom Audience Website	Below 1000 Low website traffic	● Ready Last edited 05/15/2020	05/15/2020 3:06 PM	–
<input type="checkbox"/>	CA - WC - learnCE (ALL) - 30 Days	Custom Audience Website	1,100	● Ready Last edited 05/05/2020	05/05/2020 9:10 AM	–
<input type="checkbox"/>	CA - WC - modMBA LP - Top 10% - 30 Days	Custom Audience Website (Advanced)	Below 1000 Low website traffic	● Ready Last edited 05/04/2020	05/04/2020 12:57 PM	–
<input type="checkbox"/>	LA (US, 1%) - CA - WC - modMBA LP - Top 25% - 30 Days	Lookalike Audience CA - WC - modMBA LP - Top 25% - 30 Days	2,100,000	● Ready Last edited 05/04/2020	05/04/2020 12:07 PM	–
<input type="checkbox"/>	LA (US, 1%) - CA - WC - modMBA LP - 90 Days	Lookalike Audience CA - WC - modMBA LP - 90 Days	2,100,000	● Ready Last edited 05/04/2020	05/04/2020 11:03 AM	–
<input type="checkbox"/>	LA (US, 5%) - CA - WC - CE (ALL) - Top 25% - 90 Days	Lookalike Audience CA - WC - CE (ALL) - Top 25% - 90 Days	10,000,000	● Ready Last edited 05/04/2020	05/04/2020 9:12 AM	–
<input type="checkbox"/>	LA (US, 1%) - CL - BUYERS - altM (ALL)	Lookalike Audience Custom Audience: CL - BUYERS - alt...	2,100,000	● Ready Last edited 05/04/2020	05/04/2020 9:10 AM	–
<input type="checkbox"/>	CA - WC - CE (ALL) - 30 Days	Custom Audience Website	2,300	● Ready Last edited 05/03/2020	05/03/2020 3:02 PM	–
<input type="checkbox"/>	CA - WC - CE (ALL) - 14 Days	Custom Audience Website	1,400	● Ready Last edited 05/03/2020	05/03/2020 3:01 PM	–

**Filter**

Status ▼

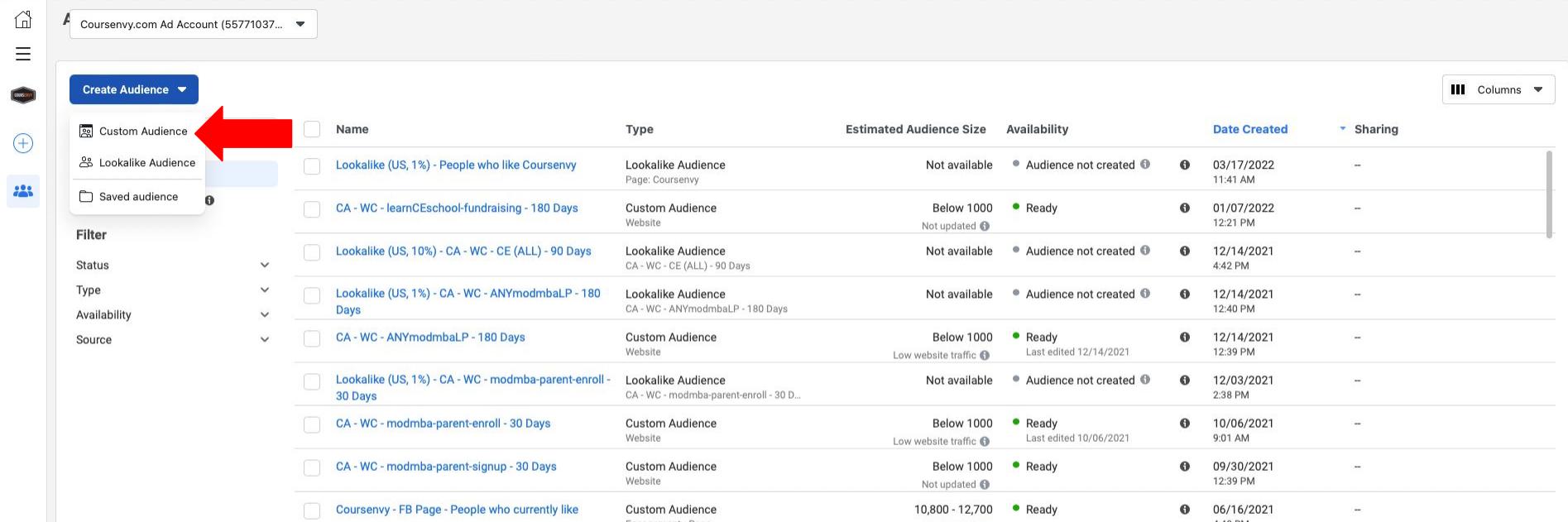
Type ▼

Availability ▼

Source ▼

# How to Create a Custom Audience

- In the dropdown menu, select Custom Audience.

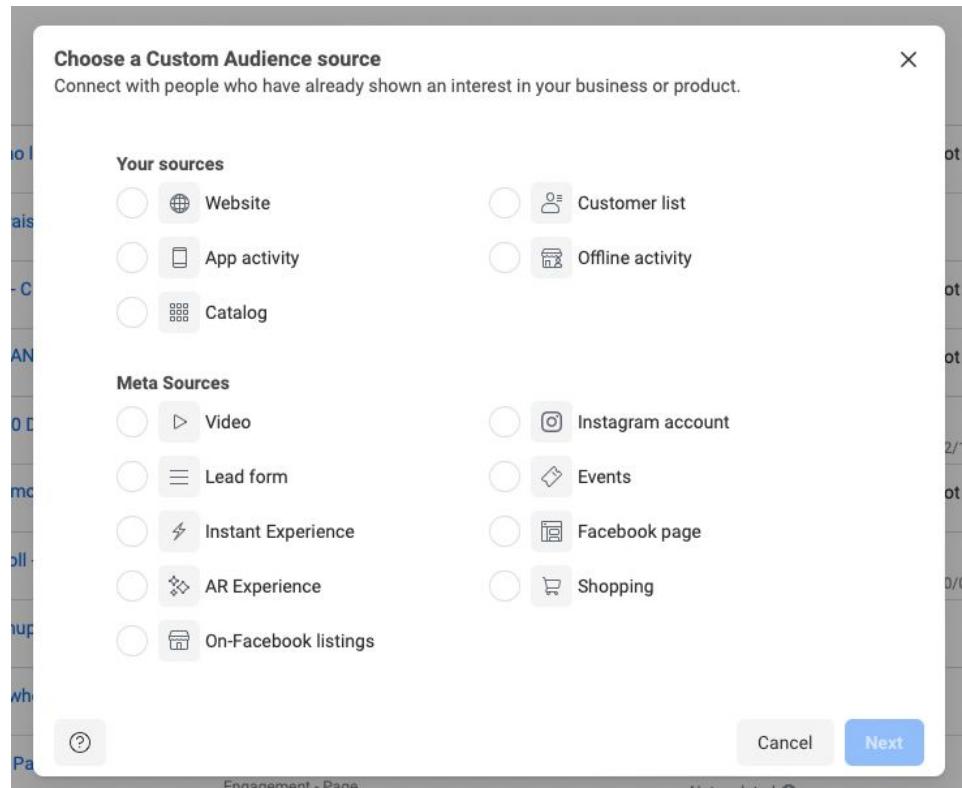


The screenshot shows the Facebook Ads Manager interface for a 'Coursenvy.com Ad Account'. The 'Create Audience' dropdown menu is open, with 'Custom Audience' highlighted. A red arrow points to this selection. The main table lists various audience types and their details, such as 'Lookalike Audience' and 'Custom Audience' entries, along with their estimated sizes, availability, and creation dates.

	Name	Type	Estimated Audience Size	Availability	Date Created	Sharing
<input type="checkbox"/>	Lookalike (US, 1%) - People who like Coursenvy	Lookalike Audience Page: Coursenvy	Not available	<span>● Audience not created</span>	03/17/2022 11:41 AM	-
<input type="checkbox"/>	CA - WC - learnCEschool-fundraising - 180 Days	Custom Audience Website	Below 1000	<span>● Ready</span>	01/07/2022 12:21 PM	-
<input type="checkbox"/>	Lookalike (US, 10%) - CA - WC - CE (ALL) - 90 Days	Lookalike Audience CA - WC - CE (ALL) - 90 Days	Not available	<span>● Audience not created</span>	12/14/2021 4:42 PM	-
<input type="checkbox"/>	Lookalike (US, 1%) - CA - WC - ANYmodmbaLP - 180 Days	Lookalike Audience CA - WC - ANYmodmbaLP - 180 Days	Not available	<span>● Audience not created</span>	12/14/2021 12:40 PM	-
<input type="checkbox"/>	CA - WC - ANYmodmbaLP - 180 Days	Custom Audience Website	Below 1000	<span>● Ready</span> Last edited 12/14/2021	12/14/2021 12:39 PM	-
<input type="checkbox"/>	Lookalike (US, 1%) - CA - WC - modmba-parent-enroll - 30 Days	Lookalike Audience CA - WC - modmba-parent-enroll - 30 D...	Not available	<span>● Audience not created</span>	12/03/2021 2:38 PM	-
<input type="checkbox"/>	CA - WC - modmba-parent-enroll - 30 Days	Custom Audience Website	Below 1000	<span>● Ready</span> Last edited 10/06/2021	10/06/2021 9:01 AM	-
<input type="checkbox"/>	CA - WC - modmba-parent-signup - 30 Days	Custom Audience Website	Below 1000	<span>● Ready</span>	09/30/2021 12:39 PM	-
<input type="checkbox"/>	Coursenvy - FB Page - People who currently like	Custom Audience Facebook Page	10,800 - 12,700	<span>● Ready</span>	06/16/2021 4:19 PM	-

# How to Create a Custom Audience

- The “Choose a Custom Audience Source” pop-up will appear.



# Custom Audiences

# Custom Audience = Warm Audience

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- Creating a Custom Audience enables you to connect with the people who have already shown an interest in your online content and were tracked by Facebook and your Facebook Pixel (so make sure your Facebook Pixel is installed on your website/app before you continue this lecture).
- These users that are familiar with your brand (i.e. they engaged with your brand in the past) are a **WARM** audience more likely to take an action (i.e. purchase, sign up, convert).
- You can create a Custom Audience from your customer email lists, website traffic, mobile app, video views, post engagement, and more!

# BEST PRACTICES: Custom Audiences

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- Whenever you create a new product, new sales page, new blog post, new lead capture page, new Facebook video, etc... immediately after, you should login to your Facebook Business Manager and create a Custom Audience for that new content!
- Even if you don't plan on retargeting these users right away, I **always** want to be building Custom Audiences for future retargeting use AND future Lookalike Audience creation. You can start retargeting these Custom Audiences with as few as ONE user in them (you just might not use all your allotted ad budget with a target audience that small).
- I want my Custom Audiences populating with users from DAY #1, so they are ready to use later on (or to never use... there is nothing wrong with creating a Custom Audience you never use, I'd rather have it built just in case!)

# Custom Audiences Retention (Total Days)

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You should create a Custom Audience at varying time durations for your most important, time sensitive pages. You want to be able to target users in the correct time frame to increase your chances for a conversion. For example, if a potential customer adds a product to their cart on my website, but doesn't complete their checkout... would you rather retarget them for the next 180 days OR for the next 7 days only? You want to target them while the product is still fresh on their mind, so an ad targeting the Custom Audience of "Add to Cart - Past 7 Days" is crucial!

Creating Custom Audiences with varying **RETENTION** enable you to reach the **WARMEST** prospects (i.e. the people who are very close to making a purchase!)

**PRO TIP:** A safe rule of thumb is creating a 7, 14, 30, 60, 90, and 180 day Custom Audience for **EVERY** audience you make.

# Custom Audiences Update Automatically

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Based on the days you select for your Custom Audiences, the audience will **ALWAYS** be updating based on the latest users every 24 hours.

**EXAMPLE:** 180 days Custom Audience = a trailing 180 days prior to TODAY

Your Custom Audience will update automatically daily as new people who fall within the rules you specified for your Custom Audience navigate to the pages on your website that have the Facebook pixel tracking them.

For example, if you set your Custom Audience to only include people who've reached the "**Add to cart**" page of your website with a Retention of 7 days, it will automatically add people who navigate there to be part of your audience based on the past 7 days (dynamically updating daily).

<https://www.facebook.com/business/help/292880337536354>



Coursenvy.com Ad Account (55771037...)

Create Audience

Search by name or audience ID

Name

All Audiences

Lookalike (US, 1%) - People who

CA - WC - learnCEschool-fundrais

Filter

Status

Type

Availability

Source

For example, let's create a Custom Audience for ALL website visitors (based on my Facebook Pixel tracking) for the past 30 days.

### Choose a Custom Audience source

Connect with people who have already shown an interest in your business or product.

#### Your sources

Website

App activity

Catalog

#### Meta Sources

Video

Lead form

Instant Experience

AR Experience

On-Facebook listings

?

?

Engagement - Page

Customer list

Offline activity

Instagram account

Events

Facebook page

Shopping

Cancel

Next

	Date Created	Sharing
Not created	03/17/2022 11:41 AM	-
Not created	01/07/2022 12:21 PM	-
Not created	12/14/2021 4:42 PM	-
Not created	12/14/2021 12:40 PM	-
Not created	12/14/2021 12:39 PM	-
Not created	12/03/2021 2:38 PM	-
Not created	10/06/2021 9:01 AM	-
Not created	09/30/2021 12:39 PM	-
Not created	06/16/2021 4:48 PM	-
Not created	06/16/2021 4:42 PM	-
Not updated	04/13/2021 9:48 AM	-
Below 1000	Ready	-
Not updated	03/31/2021 5:21 PM	-
Not available	Ready	-
Not available	Audience not created	-
Not available	03/31/2021	-

# Custom Audiences Retention

- Enter the number of days you want people to remain in your Custom Audience after meeting the website traffic criteria you specified.
- People will be removed from your audience after this time unless they meet the criteria again (i.e. days since the users last site visit).

Create a Website Custom Audience X

Include people who meet ANY of the following criteria:

**Source**  
Learn/Coursenvy.com Pixel

**Events**  
All website visitors

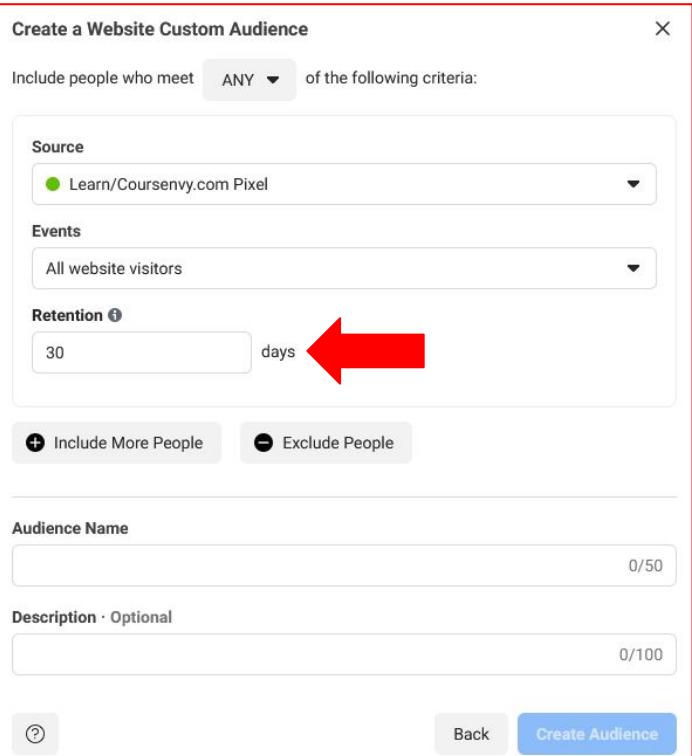
**Retention** 30 days ←

+ Include More People - Exclude People

**Audience Name**

**Description · Optional**  
 0/100

? Back Create Audience

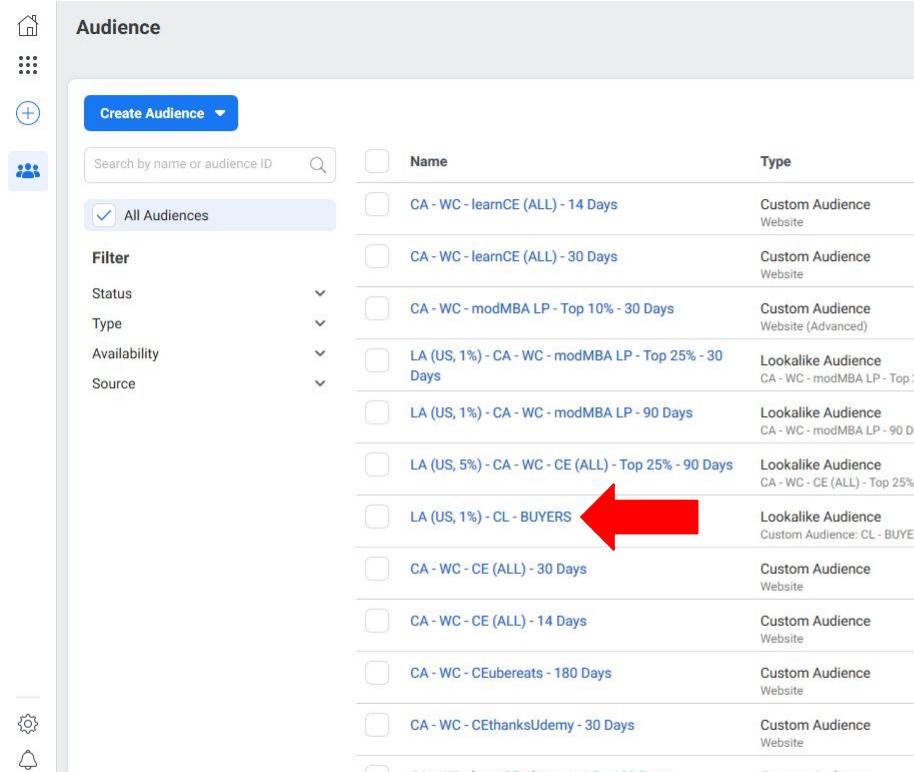


# Custom Audience Naming

Naming your Custom Audiences for easy identification is very important! You want to be able to see a Custom Audience name and know exactly what audience you are targeting when creating Facebook ads. You can name them whatever is easiest for you to remember!

Here are my acronyms:

CA = Custom Audience  
LA = Lookalike Audience  
WC = Website Clicks  
CL = Customer List



The screenshot shows the Facebook Audience Naming interface. On the left, there are navigation icons for Home, Groups, Create, and People. The main area is titled 'Audience' and features a 'Create Audience' button and a search bar. A filter section is expanded, showing 'All Audiences' selected. Below the filter are dropdowns for Status, Type, Availability, and Source. The main list displays various audience names and types. A red arrow points to the entry 'LA (US, 1%) - CL - BUYERS', which is a Lookalike Audience named 'CL - BUYERS'.

Name	Type
CA - WC - learnCE (ALL) - 14 Days	Custom Audience Website
CA - WC - learnCE (ALL) - 30 Days	Custom Audience Website
CA - WC - modMBA LP - Top 10% - 30 Days	Custom Audience Website (Advanced)
LA (US, 1%) - CA - WC - modMBA LP - Top 25% - 30 Days	Lookalike Audience CA - WC - modMBA LP - Top 25% - 30 Days
LA (US, 1%) - CA - WC - modMBA LP - 90 Days	Lookalike Audience CA - WC - modMBA LP - 90 Days
LA (US, 5%) - CA - WC - CE (ALL) - Top 25% - 90 Days	Lookalike Audience CA - WC - CE (ALL) - Top 25% - 90 Days
LA (US, 1%) - CL - BUYERS	Lookalike Audience Custom Audience: CL - BUYERS
CA - WC - CE (ALL) - 30 Days	Custom Audience Website
CA - WC - CE (ALL) - 14 Days	Custom Audience Website
CA - WC - CEubereats - 180 Days	Custom Audience Website
CA - WC - CEthanksUdemy - 30 Days	Custom Audience Website

# Custom Audiences Creation Guide

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- Website Custom Audience > All Website Visitors
- Website Custom Audience > From your events > Purchase
- Website Custom Audience > Visitors By Time Spent > Top 25%  
\*\*\*This removes users who BOUNCE from your site right away\*\*\*
- Facebook Page Custom Audience > Everyone who engaged with your Page
- Instagram Account Custom Audience > Everyone who engaged with your business
- Video Engagement Custom Audience > People who either completed or viewed at least 15 seconds of your video (ThruPlay)
- Website Custom Audience > AddToCart
- Website Custom Audience > InitiateCheckout
- Website Custom Audience > People who visited specific web pages \*\*\*Create for ALL your key pages to track, such as lead capture landing pages, sales pages, and thank you confirmation pages (both for lead capture pages and checkout confirmation pages)\*\*\*
- Customer List \*\*\*Divide lists by email subscribers and **BUYERS**\*\*\*

These are my go to audiences I create right away for all my clients. But every business is different, so create Custom Audiences that make sense for your brand!

# Custom Audiences

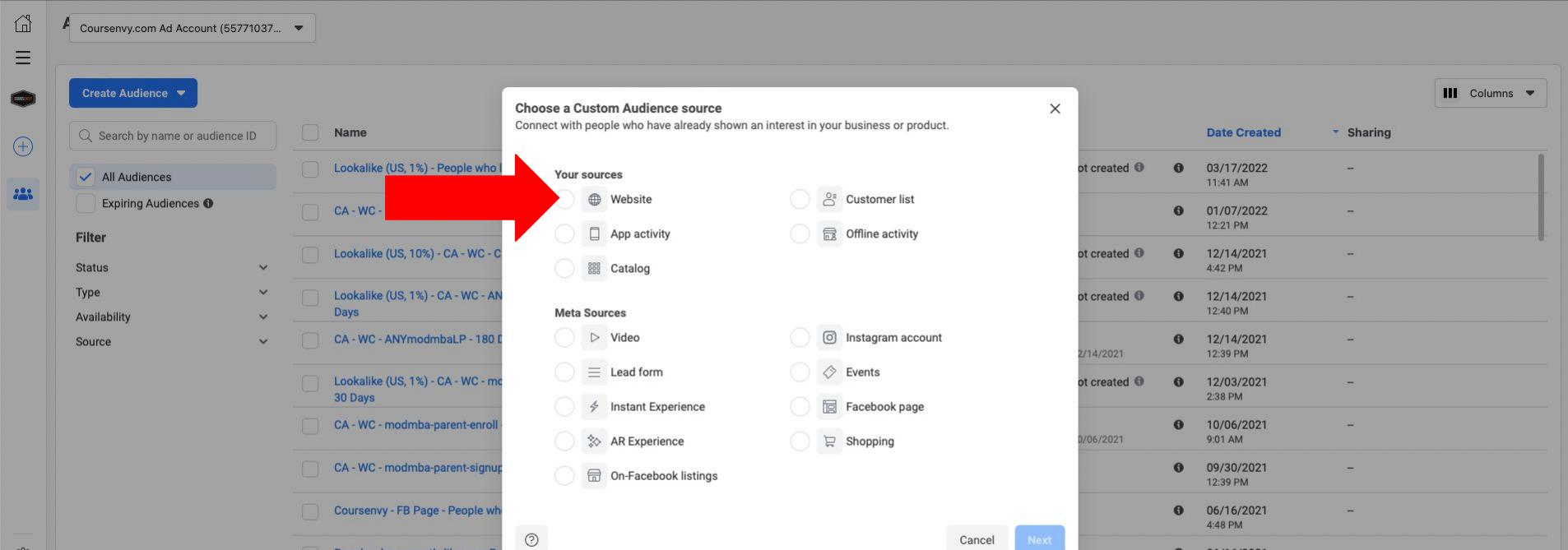
---

I get the best return on my clients ad spend with the following Custom Audiences:

- Targeting past customers for upsells or future sales by uploading a **Customer List** (names, email, and more data).
- People who visit your website by time spent TOP 25% (**Website** Custom Audiences are great for retargeting warm audiences, especially focusing on the users who are spending the most time on your site reading content, reviews, etc. that push them into the top 25%).
- People who have watched a certain percentage of my videos (**Video** Custom Audiences targeting ThruPlays and 75%+ view time are very warm audiences that convert well).
- People who have engaged with your **Facebook Page** or **Instagram Account**.

# Custom Audience → Website

➤ Let's create our first Custom Audience! In this Custom Audience pop-up select "Website".



The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with icons for home, ads, and users. The main area shows a list of existing audiences. A modal window titled "Choose a Custom Audience source" is open in the center. The modal has a sub-header "Connect with people who have already shown an interest in your business or product." It contains two sections: "Your sources" and "Meta Sources". Under "Your sources", the "Website" option is highlighted with a red arrow. Other options include "Customer list", "App activity", and "Offline activity". Under "Meta Sources", options like "Instagram account", "Events", and "Facebook page" are listed. At the bottom of the modal are "Cancel" and "Next" buttons. To the right of the modal, a table lists various audience creation logs with columns for "Date Created", "Sharing", and a "More" button.

Date Created	Sharing	More
03/17/2022 11:41 AM	-	
01/07/2022 12:21 PM	-	
12/14/2021 4:42 PM	-	
12/14/2021 12:40 PM	-	
12/14/2021 12:39 PM	-	
12/03/2021 2:38 PM	-	
10/06/2021 9:01 AM	-	
09/30/2021 12:39 PM	-	
06/16/2021 4:48 PM	-	
01/11/2021	-	

# Custom Audience → Website

## Targeting website visitors:

- Pick the type of visitor (All website visitors, or a specific page, etc.)
- Choose the audience days to track since the users last site visit (e.g. in the past 30 days)
- Name your audience.

Create a Website Custom Audience

Include people who meet ANY of the following criteria:

Source: Learn/Coursenvy.com Pixel

Events: All website visitors (Red arrow pointing here)

Retention: 30 days

Include More People  Exclude People

Audience Name:

Description · Optional:

Back Create Audience

Create a Website Custom Audience

Include people who meet ANY of the following criteria:

Source: Learn/Coursenvy.com Pixel

Events: All website visitors (Red arrow pointing here)

Search: All website visitors  
Includes people who have visited any of your websites.

Events: People who visited specific web pages  
Includes people who have visited specific websites or web pages.

Events: Visitors by time spent

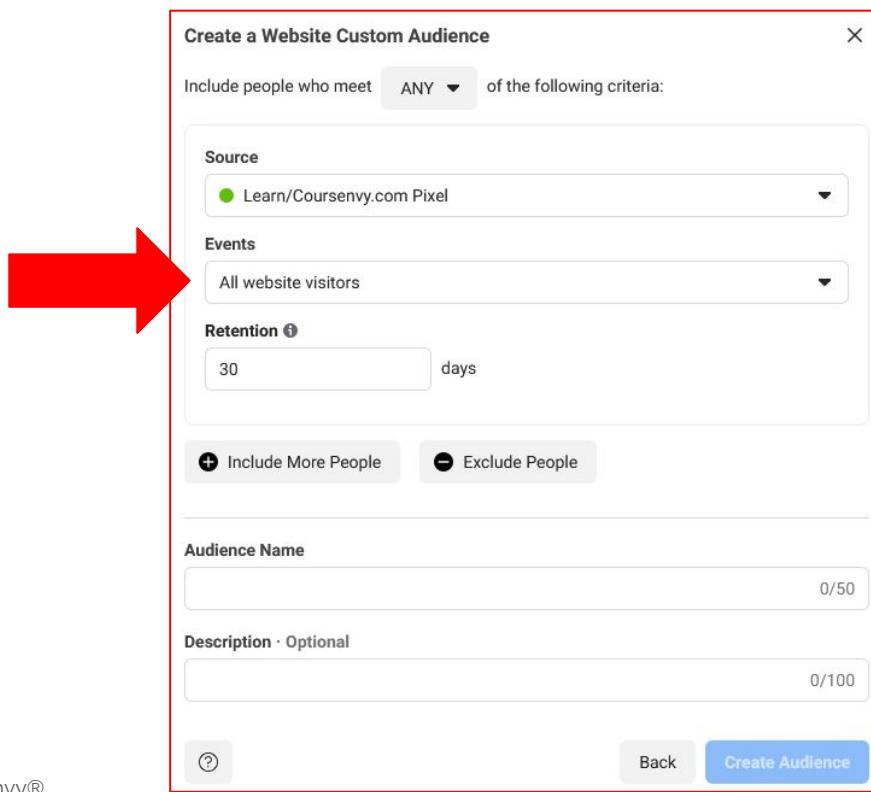
Events: From your events

- PageView
- GeneralEvent

Events: De

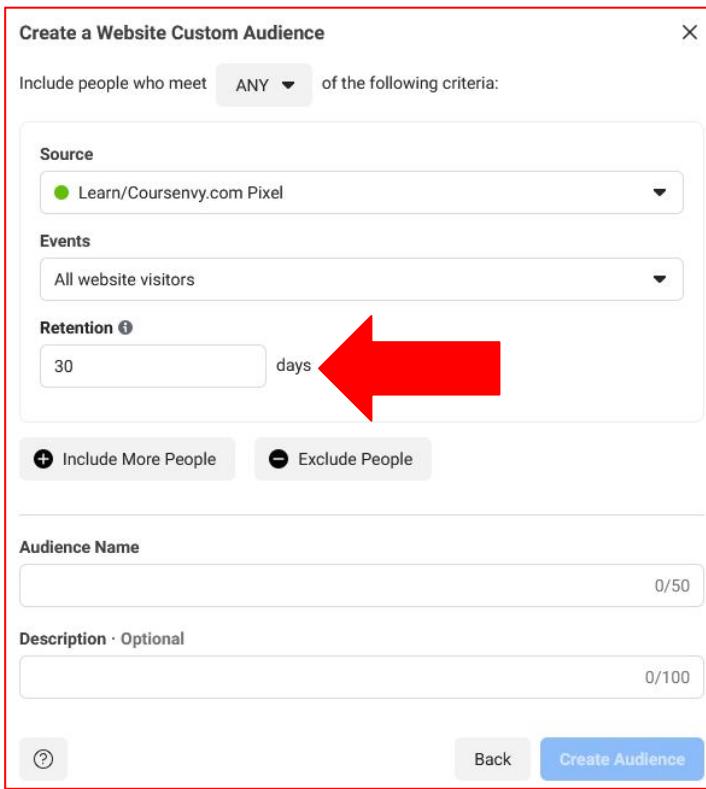
- Lead
- Search
- InitiateCheckout
- Form

# Website → All Website Visitors



- First, create your base **ALL WEBSITE VISITORS** custom audience. This is great for building an audience of warm traffic that KNOW your brand/website.
- This is also a perfect audience for creating a **Lookalike Audience** of.

# Website → All Website Visitors



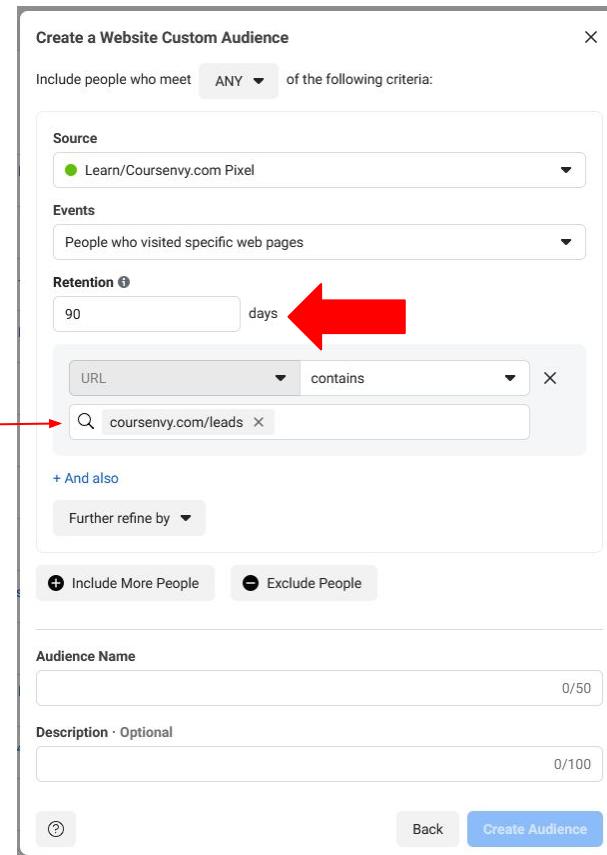
- Remember to always create a separate Custom Audience for each varying amount of days you will want to target in future ads.

**PRO TIP:** For **EVERY** Custom Audience we create, we create a separate time duration of that audience. So that is 6 separate audiences each time at 7, 14, 30, 60, 90, and 180 days.

# Website → People Who Visited Specific Web Pages

Second, create custom audiences of **People who visited specific web pages**.

My go to Custom Audience is 90 days of traffic who “subscribed or registered” to something on my site (newsletter, webinar, etc.) and then were redirected to a specific webpage (i.e. “thank you for subscribing”). This audience is **PERFECT** for retargeting with an upsale or to target with more content related to what they claimed from your site. My sales cycle (customer trust building) takes an average of 3 months, hence why I retarget this warm users for 90 days with ads).



# Should I Use Contains OR Equals?

Don't worries, we have an entire blog post on this topic! And see the examples below!

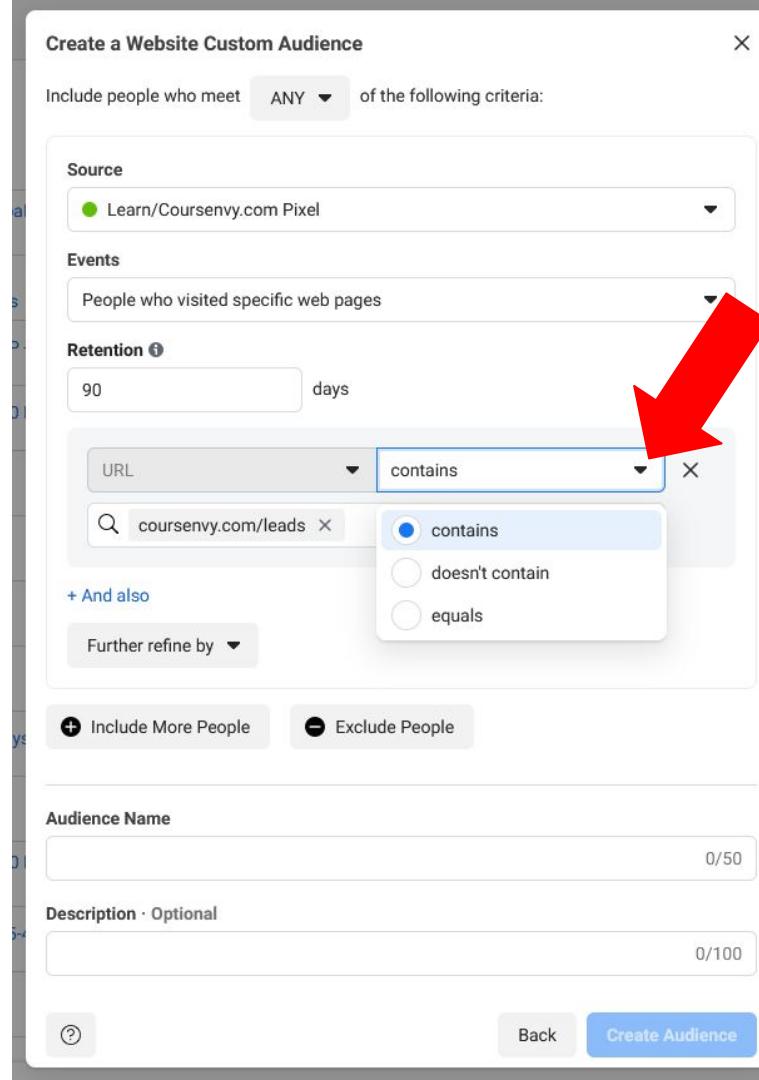
[coursenvy.com/custom-conversions-url-contains-or-url-equals](https://coursenvy.com/custom-conversions-url-contains-or-url-equals)

**Contains:** If you sell clothes on your website and want to create an audience of people who've looked at summer clothes, you could have it be made up of people who visited URLs that contain "summer". This would include URLs like `jaspers.com/clothes/summer/dresses`" and "`jaspers.com/clothes/summer/shirts`", but wouldn't include URLs like "`jaspers.com/returns`" or "`jaspers.com/clothes/winter/sweaters`".

**Doesn't contain:** If you sell tables, chairs and drawers on your website and want to target people who've visited your tables and chairs pages, you could create an audience made up of people who visited URLs on your website that don't contain "drawers". This means people who visited URLs like "`jaspers.com/drawers/large/oak`" wouldn't be included/excluded. But people who visited any other pages (the chairs and tables ones) would be.

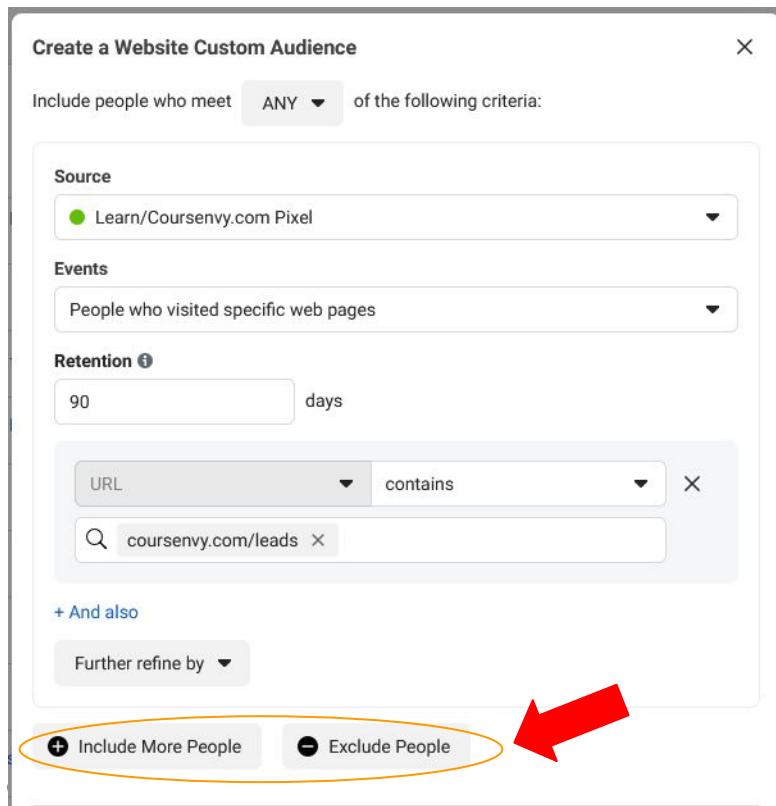
**Equals:** If you want to target ads to people who have visited a specific web page (maybe one that indicates strong intent to purchase like the confirmation page for signing up for product update emails), you could create an audience of people who've visited that specific URL. In this example, you could enter a full URL like "`jaspers.com/newsletter/signup/complete`".

<https://www.facebook.com/business/help/2539962959620307>



The screenshot shows the 'Create a Website Custom Audience' interface. At the top, it says 'Include people who meet ANY of the following criteria:'. Below that is a 'Source' section with 'Learn/Coursenvy.com Pixel' selected. The 'Events' section shows 'People who visited specific web pages'. The 'Retention' section is set to 90 days. The main query builder shows 'URL' with the operator 'contains' selected. A dropdown menu is open, showing three options: 'contains' (selected), 'doesn't contain', and 'equals'. Below the query builder are 'Include More People' and 'Exclude People' buttons. At the bottom, there are fields for 'Audience Name' (with a 0/50 character limit) and 'Description · Optional' (with a 0/100 character limit). At the very bottom are 'Back' and 'Create Audience' buttons.

# Website → People Who Visited Specific Web Pages



Create a Website Custom Audience

Include people who meet ANY of the following criteria:

**Source**  
Learn/Coursenvy.com Pixel

**Events**  
People who visited specific web pages

**Retention** 90 days

URL contains coursenvy.com/leads

+ And also

Further refine by

**+ Include More People** **- Exclude People**

Another useful audience you can create is **EXCLUDING** a specific page so you can retarget this Custom Audience until they reach that a **specific page**.

This prevents me from marketing to an audience that may have already signed up for my newsletter.

**EXAMPLE:** I could also use this technique to create an audience of people who have added an item to their cart, but exclude those that purchased. Maybe they got busy and forgot to checkout... remind them by targeting this custom audience in an ad campaign!

## EXAMPLE:

Retarget this Custom Audience of people who visited your lead capture page, but DID NOT make it to the **thank-you** page (i.e. the confirmation page for capturing the lead).

Create a Website Custom Audience

Include people who meet ANY of the following criteria:

**Source**  
Learn/Coursenvy.com Pixel

**Events**  
People who visited specific web pages

**Retention** 90 days

URL contains coursenvy.com/leads

+ And also

Further refine by

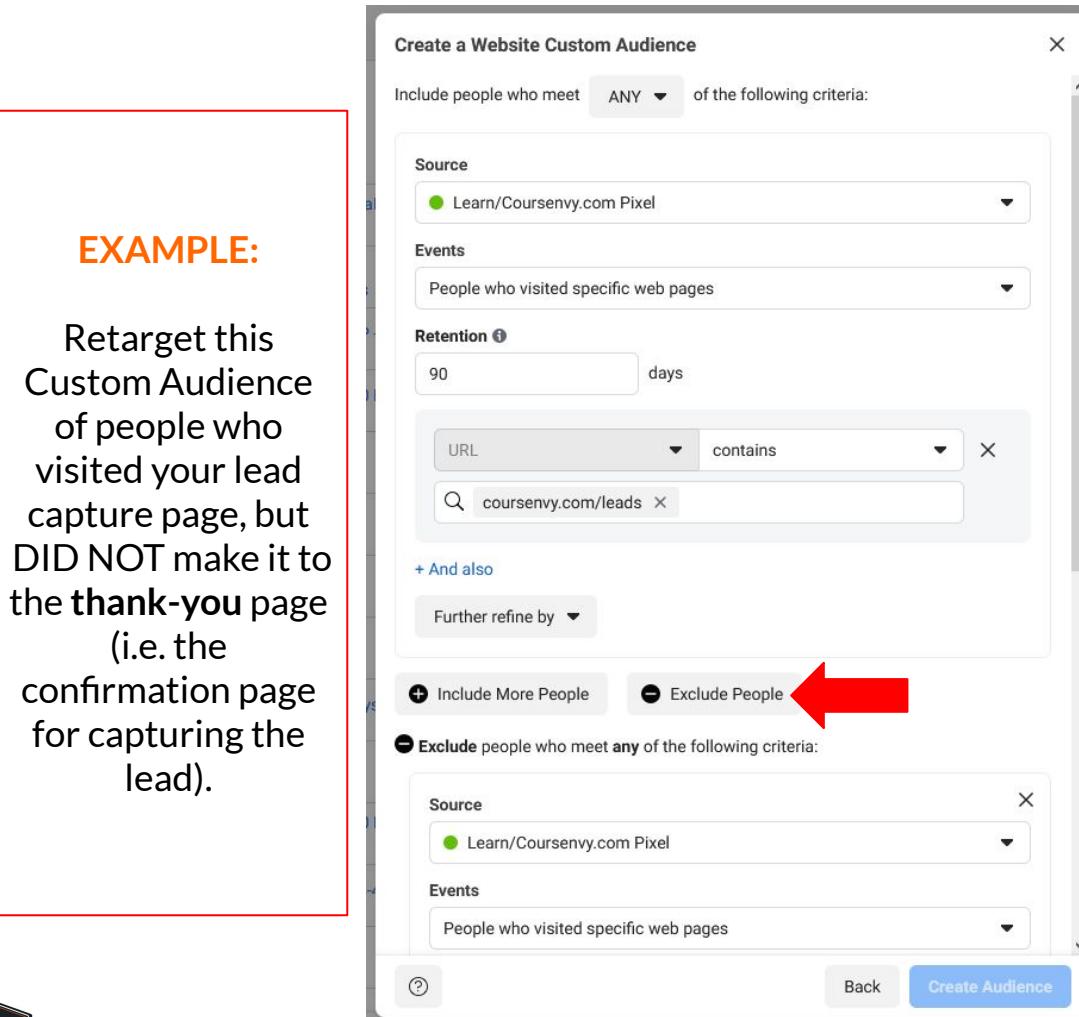
**Include More People** **Exclude People**

**Exclude** people who meet any of the following criteria:

**Source**  
Learn/Coursenvy.com Pixel

**Events**  
People who visited specific web pages

Back Create Audience



Create a Website Custom Audience

**Exclude** people who meet any of the following criteria:

**Source**  
Learn/Coursenvy.com Pixel

**Events**  
People who visited specific web pages

**Retention** 30 days

URL contains coursenvy.com/leads

+ And also

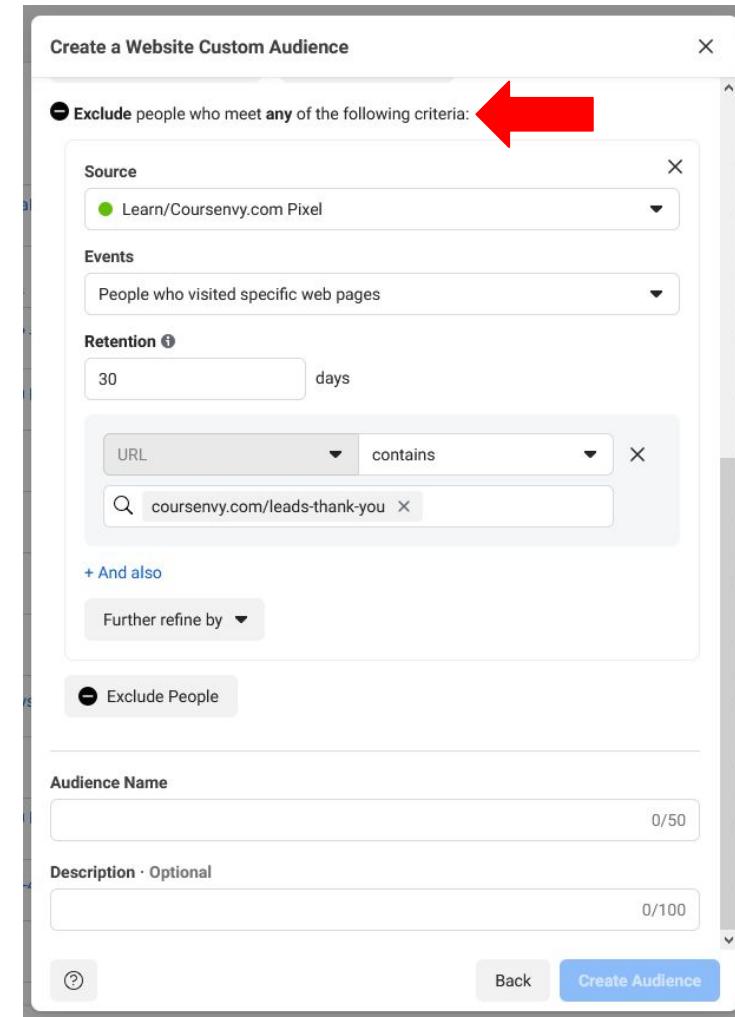
Further refine by

**Exclude People**

**Audience Name**

**Description · Optional**

Back Create Audience



Use “+ And also” to further refine your audience, such as creating an audience of users who navigated to TWO specific URLs.

Create a Website Custom Audience

Include people who meet ANY of the following criteria:

**Source**  
Learn/Coursenvy.com Pixel

**Events**  
People who visited specific web pages

**Retention** 90 days

URL contains coursenvy.com/leads

**+ And also** 

Further refine by

**Include More People** **Exclude People**

**Exclude** people who meet any of the following criteria:

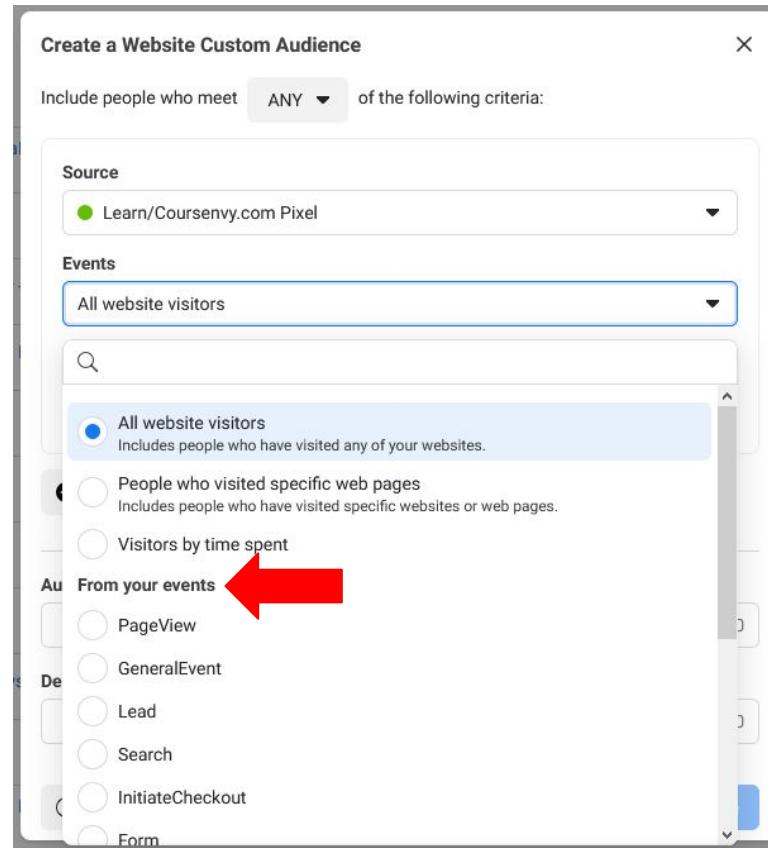
**Source**  
Learn/Coursenvy.com Pixel

**Events**  
People who visited specific web pages

Back **Create Audience**

# Custom Audience → Website → Events

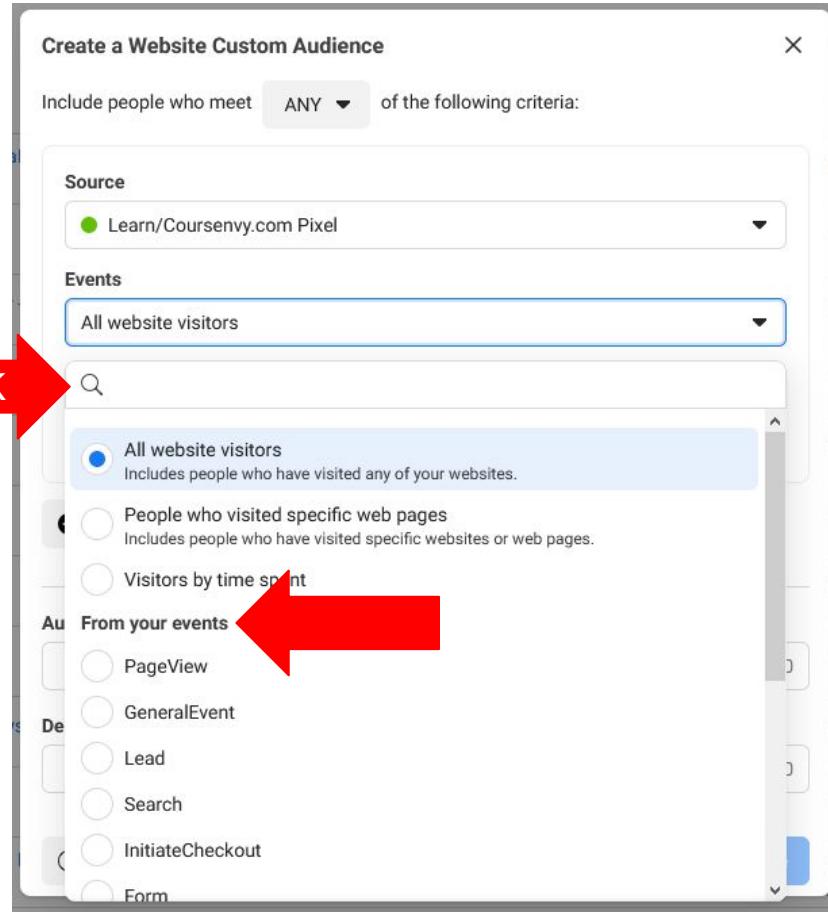
- You can also create Custom Audiences based on pixel **Events**.



You can create a Custom Audience of ANY website traffic you want, and I highly suggest you test every audience idea you have!

One of my favorites is retargeting specific EVENTS (such as PURCHASE, as I know this audience has bought already and is more willing to make future purchases!)

CLICK



Since we sell a single product (the modMBA.com), we always **EXCLUDE** this PURCHASE event Custom Audience in our Conversion Facebook ads that are seeking NEW customers so we don't waste ad spend on customers that have **already made a purchase**.

# How to Exclude a Custom Audience

The image shows the Facebook Ads Manager interface. On the left, a sidebar lists 'Ad Sets', 'New Campaign', 'New Ad Set', and 'New Ad'. The 'New Ad Set' item is selected, highlighted with a green background and a blue checkmark. A red box with a red border surrounds this section, and a red arrow points from it to the 'Audience' section on the right. Inside this red box, the text 'Create a new ad campaign and navigate to the AD SET level → Audience' is displayed. Below this, another red box with a red border surrounds the 'Exclude' button, with the text 'Click the “Exclude” button.' displayed inside.

Ad Sets Coursenvy.com Ad Account (5577103...) 1 Ad W...

New Campaign

New Ad Set

New Ad

Search and filter

+ Create Duplicate Edit A/B

Ad Set Name

New Ad Set

Results from 1 ad set

Create a new ad campaign and navigate to the AD SET level → Audience

Click the “Exclude” button.

**Audience**  
Define who you want to see your ads. [Learn More](#)

Create New Audience Use Saved Audience ▾

Custom Audiences Create New ▾

Search existing audiences

**Exclude**

Locations

Location: • United States

Age

18 65+

Gender

All genders

Detailed Targeting

Include people who match [?](#)

Add demographics, interests or behaviors

Suggestions Browse

**Exclude**

Detailed Targeting Expansion [?](#)

Reach people beyond your detailed targeting selections when it's likely to improve performance.

**Audience Definition**

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people [?](#)

**Estimated Daily Results**

Reach [?](#)  
2.3K - 6.7K

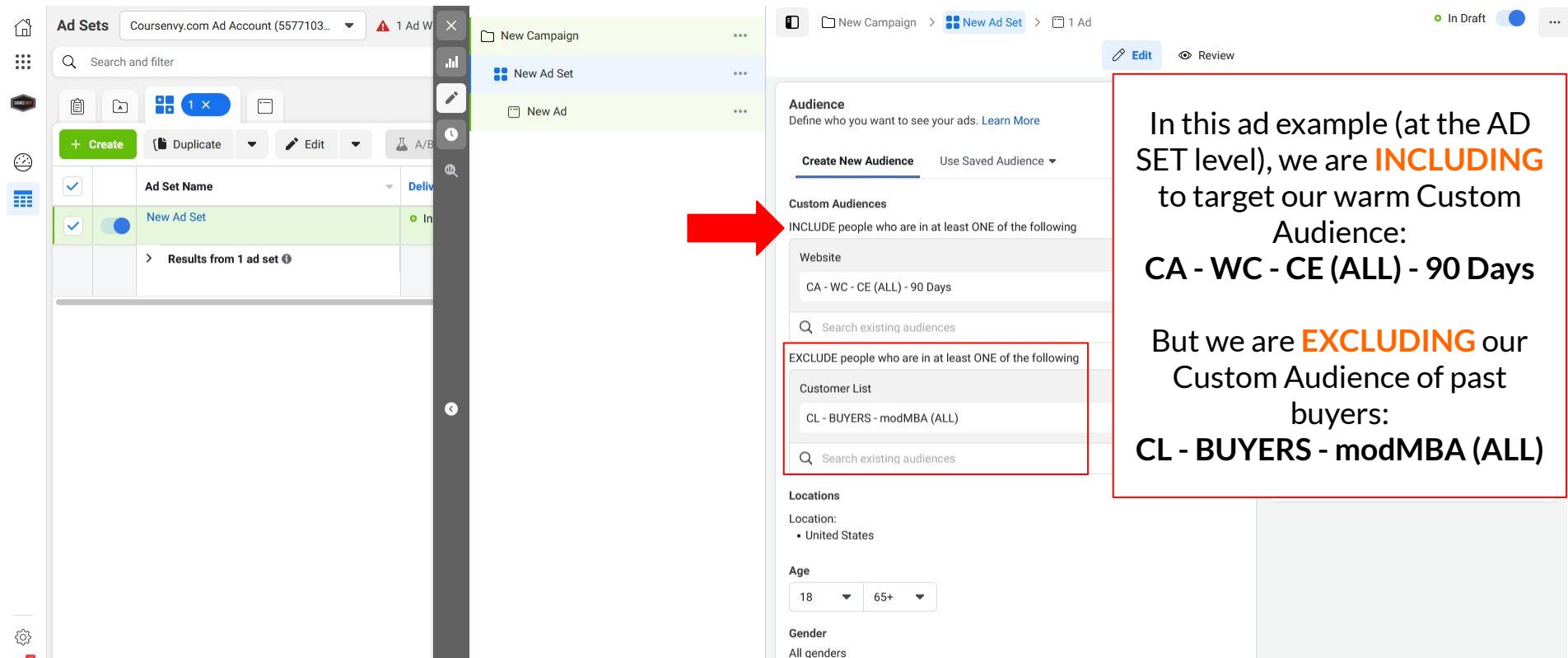
Link Clicks [?](#)  
54 - 157

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

In Draft [Edit](#) [Review](#)

# How to Exclude a Custom Audience



In this ad example (at the AD SET level), we are **INCLUDING** to target our warm Custom Audience: **CA - WC - CE (ALL) - 90 Days**

But we are **EXCLUDING** our Custom Audience of past buyers: **CL - BUYERS - modMBA (ALL)**



## Audience

Instead of creating two separate Custom Audiences to INCLUDE and EXCLUDE in your Ad Set (like on the last slide example) you can create a single Custom Audience that includes both requirements.

There is no difference, just your preference.

Create a website custom audience

Source: Learn/Coursenvy.com Pixel

Events: InitiateCheckout

Retention: 14 days

Refine by

Include more people (radio button)

Exclude people (radio button)

Exclude people who meet any of the following criteria:

Source: Learn/Coursenvy.com Pixel

Events: Purchase

Retention: 14 days

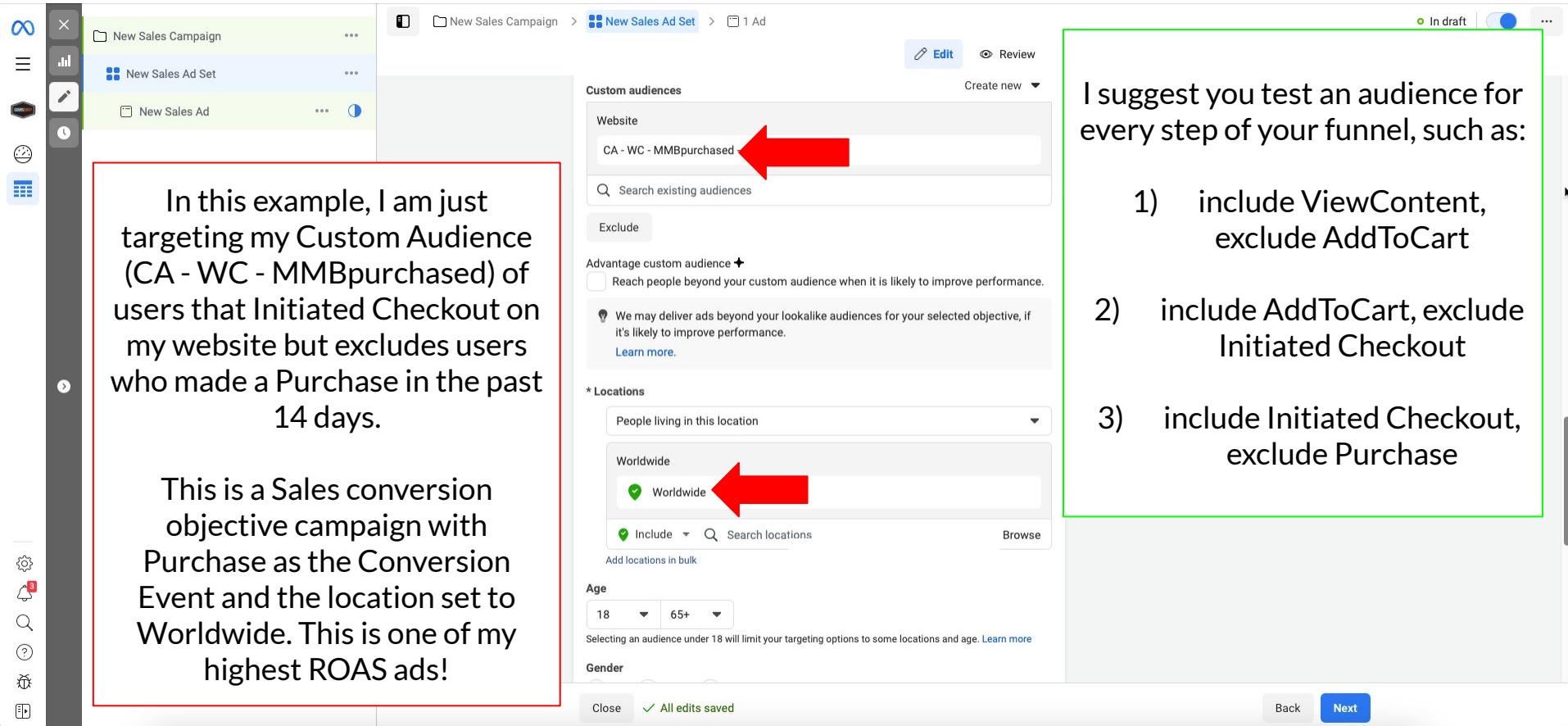
Refine by

Back Create audience

Like this screenshot example of people who Initiated Checkout on your website, but EXCLUDES people who made a Purchase.

This is a great audience to retarget with a Sales conversion campaign with the Purchase event as the conversion goal.

It is only collecting users for the last 14 days so it is very warm users, more likely to convert.



In this example, I am just targeting my Custom Audience (CA - WC - MMBpurchased) of users that Initiated Checkout on my website but excludes users who made a Purchase in the past 14 days.

This is a Sales conversion objective campaign with Purchase as the Conversion Event and the location set to Worldwide. This is one of my highest ROAS ads!

Custom audiences

Website

CA - WC - MMBpurchased

Search existing audiences

Exclude

Advantage custom audience +

Reach people beyond your custom audience when it is likely to improve performance.

We may deliver ads beyond your lookalike audiences for your selected objective, if it's likely to improve performance.

Learn more.

\* Locations

People living in this location

Worldwide

Worldwide

Include

Search locations

Browse

Add locations in bulk

Age

18 65+

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

Gender

Close All edits saved

Back Next

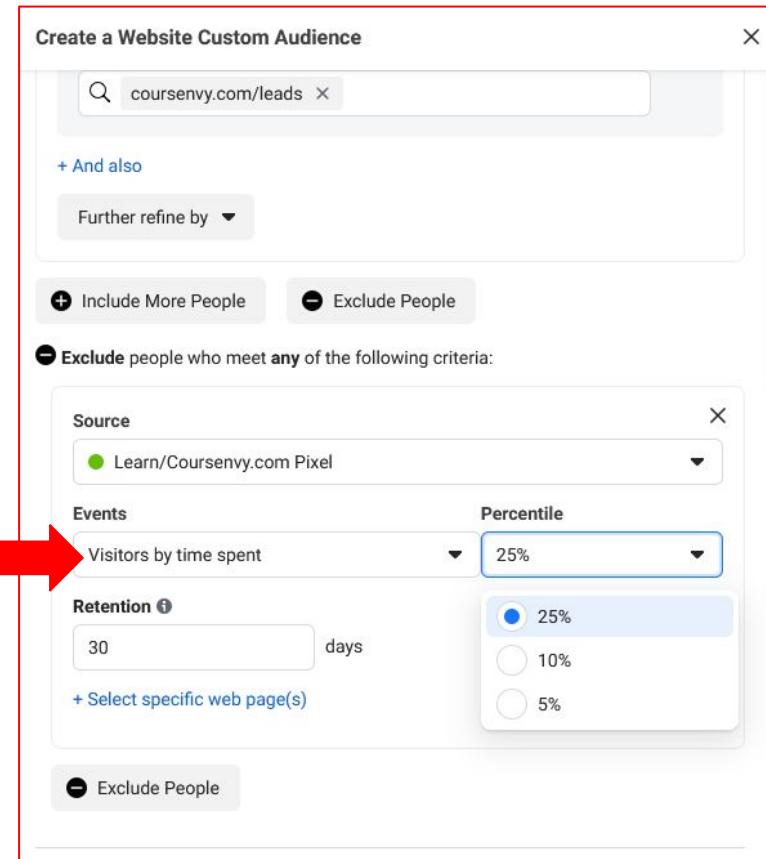
I suggest you test an audience for every step of your funnel, such as:

- 1) include ViewContent, exclude AddToCart
- 2) include AddToCart, exclude Initiated Checkout
- 3) include Initiated Checkout, exclude Purchase

# BEST PRACTICES: Website Traffic → Top 25%

Create an audience of users who spend the most time on your site.

- In the visitor type dropdown menu, select **Visitors by time spent**, then select **Top 25%**
- Think of this audience like the “80/20 rule”! This audience is typically your **BEST 25%** and the most engaged with your content (**perfect for creating Lookalike Audiences of too!**)!
- These are users that read all your blogs, read all your reviews, watch long form videos, and spend the most TIME on your website... i.e. a very **WARM** audience, ready to buy!



# BEST PRACTICES: Website Frequency

Another Website audience I see great results from is "Frequency". If a users visits a website a few times per month (greater than 3), they are a very warm audience and more willing to convert.

**Create a website custom audience**

Include Accounts Center accounts who meet Any Of the following criteria:

**Source**  
Learn/Coursenvy.com Pixel

**Events**  
PageView

**Retention**  
30 days

**Refine by** · Optional

Frequency is greater than ... 3

Further refine by

Include more people Exclude people

**Audience Name**

**Description** · Optional

**ability** Date Created Sharing

ability	Date Created	Sharing
edited 05/26/2020 9:00 AM		
ady edited 04/30/2020 10:11 AM	04/30/2020	
ady edited 04/30/2020 3:34 PM	04/08/2020	
ady edited 06/24/2020 3:29 PM	06/24/2020	
ady edited 06/25/2020 4:46 PM	06/23/2020	
ady edited 06/22/2020 11:39 AM	06/22/2020	
ady edited 11/17/2020 2:49 PM	11/17/2020	
ady edited 02/23/2021 9:13 AM	02/23/2021	
ady edited 05/12/2020 12:49 PM	02/10/2020	
ady edited 02/19/2021 12:05 PM	02/19/2021	
ady edited 05/03/2020 2:57 PM	05/03/2020	
ady edited 04/13/2021 9:48 AM	04/13/2021	
ady edited 05/15/2020		

# BEST PRACTICES: Website Aggregated Value

- Create Custom Audiences of your **VIP customers** that purchase more than one item or more than a certain dollar amount! Again click the “Refine by” link, then select the Aggregated Value you want to track for (e.g. Frequency, Minimum of, Sum of, etc.)

Create a website custom audience

Include Accounts Center accounts who meet Any Of the following criteria:

Source: Learn/Coursenvy.com Pixel

Events: Purchase

Retention: 180 days

Aggregated value · Optional: Minimum currency is greater... 100

Further refine by

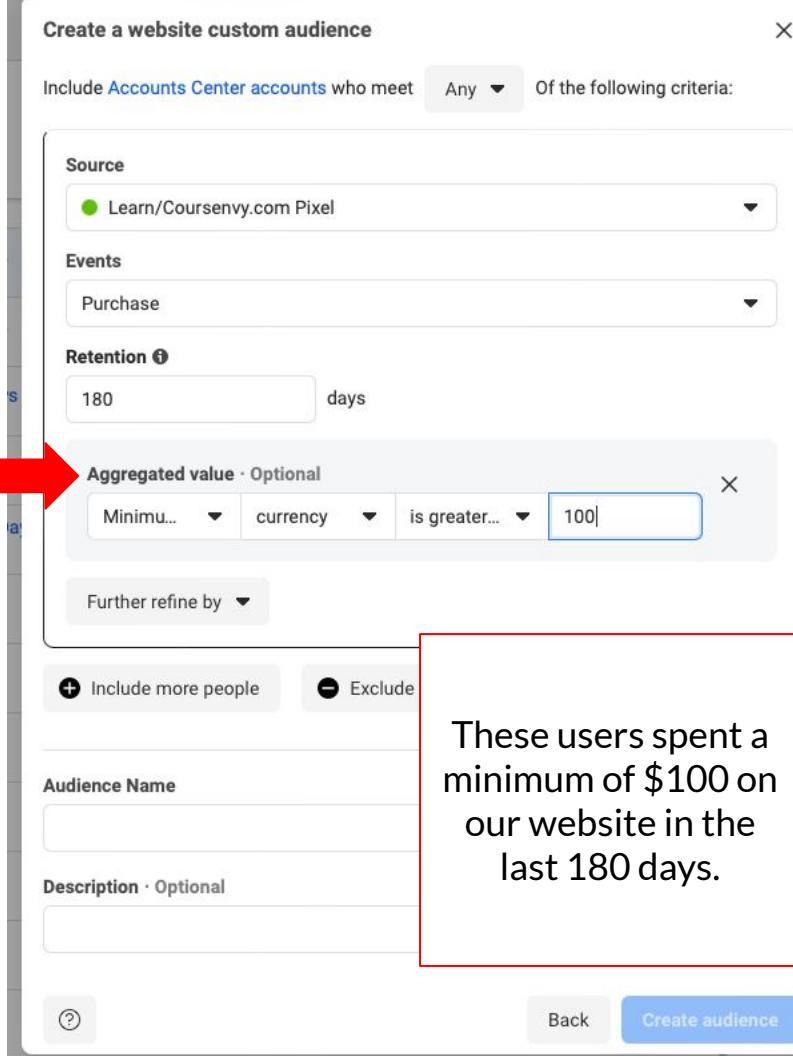
Include more people Exclude

Audience Name

Description · Optional

These users spent a minimum of \$100 on our website in the last 180 days.

Back Create audience



# BEST PRACTICES: Website Traffic

Another Website audience I love for HYPER targeted ads is the “**People who visited specific web pages**” audience.

Like this example of users who visited a specific blog post URL.

I know visitors of this blog would be interested in a specific course we sell, making this a **PERFECT** hyper targeted Custom Audience for marketing!

Create a website custom audience

Include Accounts Center accounts who meet Any of the following criteria:

Source: Learn/Coursenvy.com Pixel

Events: People who visited specific web pages

Retention: 90 days

URL: contains

+ And also

Further refine by

Include more people (radio button)

Exclude people (radio button)

Audience Name: CA - WC - ceVirtEntClub - 90 Days

Description: CA - WC - LearnCE (All) - 14 Days

0/50

Description · Optional



Coursenvy.com Ad Account (55771037...)

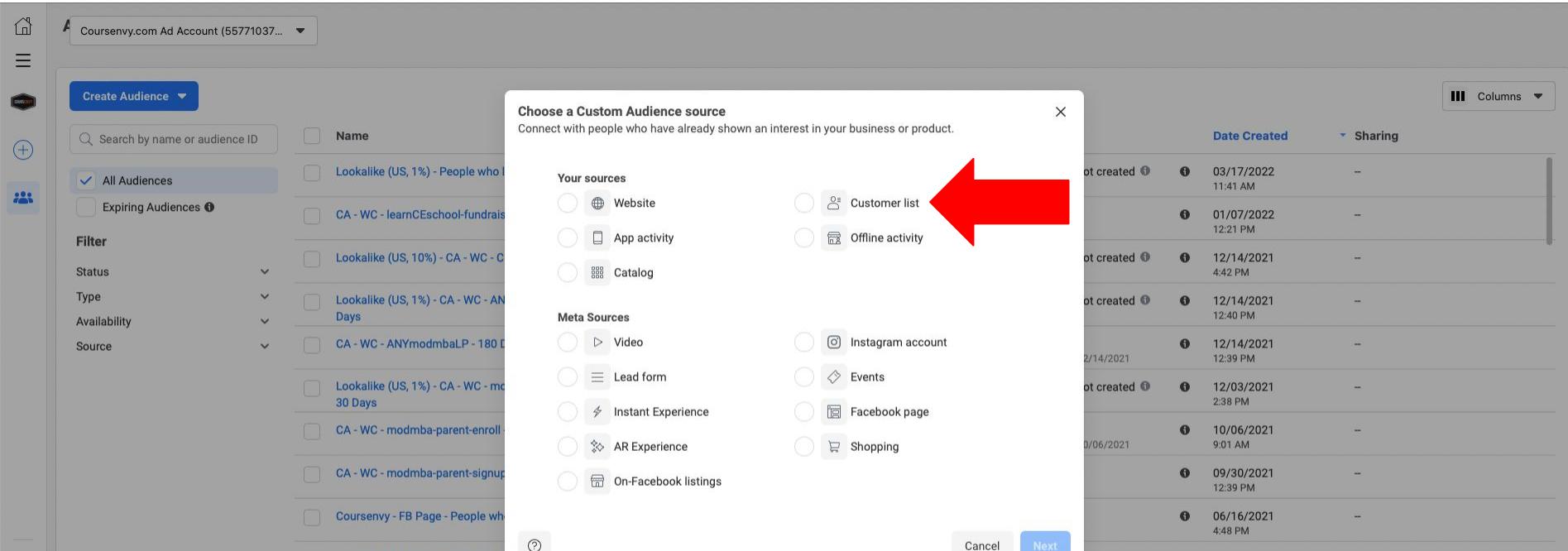
Columns

ability	Date Created	Sharing
it edited 05/26/2020	9:00 AM	-
ady	04/30/2020 10:11 AM	-
ady	04/08/2020 3:34 PM	-
ady	06/24/2020 3:29 PM	-
ady	06/23/2020 4:46 PM	-
ady	06/22/2020 11:39 AM	-
ady	11/17/2020 2:49 PM	-
ady	02/23/2021 9:13 AM	-
ady	02/10/2020 12:49 PM	-
ady	02/19/2021 12:05 PM	-
ady	05/03/2020 2:57 PM	-
ady	04/13/2021 9:48 AM	-
ady	05/15/2020	-

# Customer List

# Custom Audience → Customer List

The Customer List audience is always one of the first audiences I create for a client as this is a HOT audience that has already made a purchase OR signed up for an offer (i.e. email lead capture page).



The screenshot shows the Facebook Ads Manager interface for creating a custom audience. A modal window titled 'Choose a Custom Audience source' is open, displaying various options for connecting with people who have shown interest in a business or product. The 'Customer list' option is highlighted with a large red arrow pointing to it. The modal includes sections for 'Your sources' (Website, App activity, Catalog) and 'Meta Sources' (Video, Instagram account, Lead form, Events, Instant Experience, Facebook page, AR Experience, Shopping, On-Facebook listings). The background shows a list of existing audiences with columns for 'Date Created' and 'Sharing'.

Date Created	Sharing
03/17/2022 11:41 AM	-
01/07/2022 12:21 PM	-
12/14/2021 4:42 PM	-
12/14/2021 12:40 PM	-
12/14/2021 12:39 PM	-
12/03/2021 2:38 PM	-
10/06/2021 9:01 AM	-
09/30/2021 12:39 PM	-
06/16/2021 4:48 PM	-

**Audience**

Create Audience ▼

Search by name or audience ID

All Audiences

Filter

Status

Type

Availability

Create Audience From a List

Prepare List

Select List Type

Add Customer List

Map Identifiers

Upload

Confirmation

Prepare Your Customer List

**Easily Update Customer Lists**

Now, after you create a Customer List Custom Audience, you can update it in Audience Manager by replacing your customers with a new list. This will also update any ad sets and Lookalikes that use it, and won't reset your campaign learning phase.

Update Existing Customer List Custom Audience

**How to Prepare Your Customer List** ←

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate. Before the list is sent to Facebook for your audience to be created, we use a cryptographic security method known as hashing, which turns the identifiers into randomized code and cannot be reversed. [Learn More](#)

Import from Mailchimp ▼

Download File Template ▼

See Formatting Guidelines ▼

Include at least one main identifier ?

Email Phone Number Mobile Advertiser ID Facebook App User ID Facebook Page User ID First Name Last Name

Include more identifiers ?

City State/Province Country ZIP/Postal Code Date of Birth Year of Birth Gender Age

Add value information to create a value-based lookalike ?

Customer Value

Back Next

Course envy.com Ad Account (557710375... ▼

Sharing

Columns ▼

There are 2 ways you can upload a Customer List Custom Audiences to Facebook. The first option involves you uploading a **.CSV** or **.TXT** file of customers.

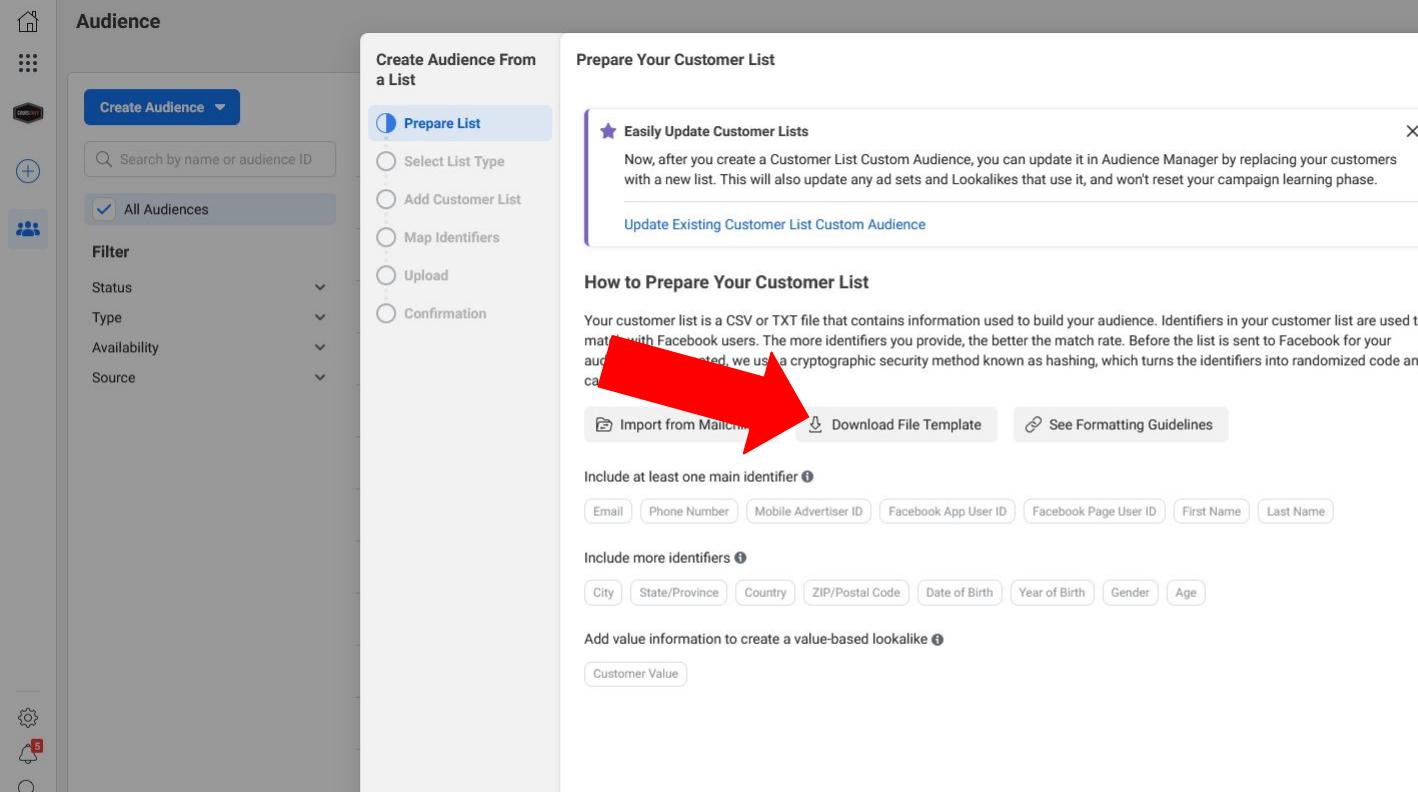
The second option is to import them directly from your Mailchimp.

COURSE ENVY

Coursenvy®

www.Coursenvy.com

# Download Customer List Template



The screenshot shows the 'Create Audience From a List' interface in Facebook Audience Manager. On the left, there's a sidebar with 'Audience' and 'Filter' sections. The 'Create Audience' dropdown is set to 'Create Audience'. The 'All Audiences' checkbox is selected. The 'Filter' section includes dropdowns for Status, Type, Availability, and Source. The main area is titled 'Prepare Your Customer List'. It features a 'Prepare List' section with radio buttons for 'Select List Type', 'Add Customer List', 'Map Identifiers', 'Upload', and 'Confirmation'. Below this is a note about easily updating customer lists and a link to 'Update Existing Customer List Custom Audience'. A large red arrow points to the 'Download File Template' button, which is highlighted in grey. Other buttons in the row include 'Import from Mailchimp' and 'See Formatting Guidelines'. Below the buttons, there are sections for 'Include at least one main identifier' (Email, Phone Number, Mobile Advertiser ID, Facebook App User ID, Facebook Page User ID, First Name, Last Name) and 'Include more identifiers' (City, State/Province, Country, ZIP/Postal Code, Date of Birth, Year of Birth, Gender, Age). At the bottom, there's a note about adding value information for lookalikes and a 'Customer Value' input field.

We typically use the .CSV option, which also enables you to keep uploading and adding to this list in the future (i.e. add future customers to this list).

Fill out the .CSV with as many customer **IDENTIFIERS** as you can (i.e. first name, email, city, birthday, etc.) because Facebook can **FIND** and **MATCH** these Facebook users more accurately, therefore building a better Custom Audience to target and create Lookalikes of.

# Customer List Template - Main Identifiers

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	email	email	email	phone	phone	phone	madid	fn	In	zip	ct	st	country	dob	doby	gen	age	uid	value
2	elizabetholsene@f	eolsen@f	1-(650)-56	1-(650)-78	1-(650)-88	aece52e7	Elizabeth	Olsen		94046	Menlo Park	CA	US	10/21/1968	1968	F	48	1234567890	20.1
3	andrewj@jamisonca	jamisonca	(1-(212) 73	1-(212) 52	1-(212) 12	BEBE52E7	Andrew	Jamison		10118	New York	NY	US	10/17/1978	1978	M	38	1443637309	1342.8
4	margaretj	johsonnm	mjohson	1-(323) 85	1-(323) 61	1-(323) 54	adbe52e7	Margaret	Johnson	90001-465	Los Angeles	CA	US	11/21/1982	1982	F	33	1234567892	600
5	johnd@fb	doej@fb.	jdoe@fb.	1-(312) 44	1-(312) 55	1-(312) 32	aebbe52e7	John	Doe	60603	Chicago	IL	US	9/1/1978	1978	M	38	1234567890	505
6	marks@fb	smithmarl	msmith@	+44 303 12	+44 871 66	+44 844 41	AEBD52E7	Mark	Smith	SW1A 1AA	London		GB	12/10/1978	1978	M	38	1443637309	3123
7	jamesm@f	mclaughli	jmclaughli	+44 20 721	+44 844 48	+44 343 22	aece52e7	James	McLaughlin	SW1A 1AA	London		GB	10/21/1956	1978	M	50	1234567892	456.9
8	paulo@f	alessandr	palessandr	+55 21 393	+55 11 309	+55 11 311	ACBE52E7	Paulo	Alessandr	01310-200	Sao Paulo		BR	12/21/1978	1976	M	40	1234567890	60
9	mariel@f	laurentm	mlaurent	+33 892 70	+33 1 53 05	+33 1 40 20	AFCE52E7	Marie	Laurent	75007	Paris		FR	10/10/1965	1978	F	51	1443637309	77
10	thomasd@f	duboist	tdubois@	+33 892 70	+33 1 49 57	+33 1 42 90	aebbe52e7	Thomas	Dubois	75007	Paris		FR	11/19/1972	1978	M	44	1234567892	590

Include at least one main identifier in this Customer List Template file; the more main identifiers the better! This increases your chance of Facebook finding your customers profile on Facebook and Instagram, so you can retarget them in future ads. The main identifiers include:

- Email, Phone Number, First Name, Last Name
- Include EVERY email and phone number record you have for your customer (up to 3), in case they use a different one for their Facebook and Instagram login.

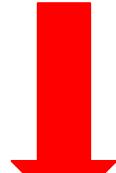
# Customer List Template - Other Identifiers

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	email	email	email	phone	phone	phone	madid	fn	In	zip	ct	st	country	dob	doby	gen	age	uid	value
2	elizabeth.olsene@f	eolsen@f	1-(650)-56 1-(650)-78 1-(650)-88	aece52e7-Elizabeth	Olsen					94046	Menlo Park	CA	US	10/21/1968	1968	F	48	1234567890	20.1
3	andrewj@jamison.com	ajamison@	1-(212) 73 1-(212) 52 1-(212) 12	BEBE52E7-Andrew	Jamison					10118	New York	NY	US	10/17/1978	1978	M	38	1443637309	1342.8
4	margaretj.johnson@mjohnson.com	mjohnson@	1-(323) 85 1-(323) 61 1-(323) 54	adbe52e7-Margaret	Johnson					90001-465	Los Angeles	CA	US	11/21/1982	1982	F	33	1234567892	600
5	johnd@fb.doe@fb.com	jdoe@fb.com	1-(312) 44 1-(312) 55 1-(312) 32	aebc52e7-John	Doe					60603	Chicago	IL	US	9/1/1978	1978	M	38	1234567890	505
6	marks@fb.smithmarl.com	msmith@	+44 303 12 +44 871 66 +44 844 41	AEBD52E7-Mark	Smith					SW1A 1AA	London		GB	12/10/1978	1978	M	38	1443637309	3123
7	jamesm@mclaughli.com	jmclaughli@	+44 20 721 +44 844 48 +44 343 22	aece52e7-James	McLaughlin					SW1A 1AA	London		GB	10/21/1956	1978	M	50	1234567892	456.9
8	paulo@fb.alexandrpalessandro.com	palessandro@	+55 21 393 +55 11 309 +55 11 311	ACBE52E7-Paulo	Alessandro					01310-200	Sao Paulo		BR	12/21/1978	1976	M	40	1234567890	60
9	mariel@fb.laurentm.com	laurentm@	+33 892 70 +33 1 53 05 +33 1 40 20	AFCE52E7-Marie	Laurent					75007	Paris		FR	10/10/1965	1978	F	51	1443637309	77
10	thomasd@fb.dubois.com	tdubois@	+33 892 70 +33 1 49 51 +33 1 42 90	aebc52e7-Thomas	Dubois					75007	Paris		FR	11/19/1972	1978	M	44	1234567892	590

Along with using at least one main identifier, use as many of these other identifiers to increase the chances of getting a better match rate (Facebook finding your customers profiles).

- City, State, Province/Country, ZIP/Postal Code, Date of Birth, Year of Birth, Gender, Age

# Customer List Template - Value



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
1	email	email	email	phone	phone	phone	madid	fn	In	zip	ct	st	country	dob	doby	gen	age	uid	value
2	elizabeth.olsene@f	eolsen@f	1-(650)-561-(650)-781-(650)-88aece52e7	Elizabeth	Olsen	94046	Menlo Park	CA	US	10/21/1968	1968	F	48	1234567890	20.1				
3	andrewj@jamison.com	ajamison@	(1-(212) 73 1-(212) 52 1-(212) 12 BEBE52E7	Andrew	Jamison	10118	New York	NY	US	10/17/1978	1978	M	38	1443637309	1342.8				
4	margaretj.johnson@mjohnson.com	mjohnson@	1-(323) 85 1-(323) 61 1-(323) 54 adbe52e7	Margaret	Johnson	90001-465	Los Angeles	CA	US	11/21/1982	1982	F	33	1234567892	600				
5	johnd@fb	doe@fb.com	1-(312) 44 1-(312) 55 1-(312) 32 aebe52e7	John	Doe	60603	Chicago	IL	US	9/1/1978	1978	M	38	1234567890	505				
6	marks@fb	smithmarl@msmith@	+44 303 12+44 871 66+44 844 41 AEBD52E7	Mark	Smith	SW1A 1AA	London		GB	12/10/1978	1978	M	38	1443637309	3123				
7	jamesm@mclaughli.com	mclaughli@	+44 20 721+44 844 48+44 343 22 aece52e7	James	McLaughli	SW1A 1AA	London		GB	10/21/1956	1978	M	50	1234567892	456.9				
8	pauloao@alessandr.com	alessandr@	+55 21 393+55 11 309+55 11 311 ACBE52E7	Paulo	Alessandr	01310-200	Sao Paulo		BR	12/21/1978	1976	M	40	1234567890	60				
9	mariel@flaurentm.com	laurentm@	(+33 892 70+33 1 53 05+33 1 40 20) AFC52E7	Marie	Laurent	75007	Paris		FR	10/10/1965	1978	F	51	1443637309	77				
10	thomasd@tdubois.com	tdubois@	+33 892 70+33 1 49 57+33 1 42 90 aebe52e7	Thomas	Dubois	75007	Paris		FR	11/19/1972	1978	M	44	1234567892	590				

- By adding a customer VALUE (i.e. total dollar amount spent on your website), you can create a **Value-Based Lookalike Audience** to find customers who are similar to your most valuable customers.

# LTV = Lifetime Value

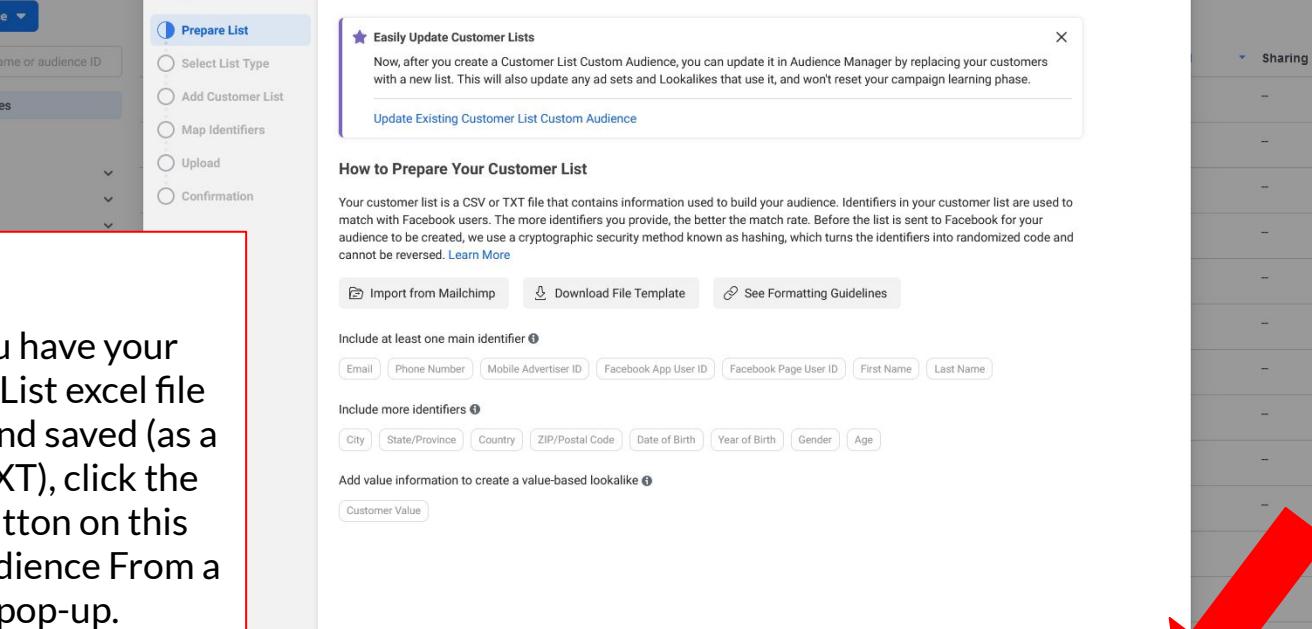
---

The main reason to create a Custom Audience Customer List with a “CUSTOMER VALUE” column, is so you can later create a Value-Based **Lookalike Audience**.

Facebook will use your source Custom Audience that has **LTV customer value** (i.e. “CUSTOMER VALUE” column in the customer list file) to find similar users for your Value-Based Lookalike Audience.

For my clients, I use the **sum of all purchases** (LIFETIME VALUE) by each past customer for the “CUSTOMER VALUE” column number.

# Custom Audience → Customer List



Once you have your Customer List excel file complete and saved (as a .CSV or .TXT), click the “Next” button on this “Create Audience From a List” pop-up.

**Create Audience From a List**

**Prepare List**

All Audiences

Select List Type

Add Customer List

Map Identifiers

Upload

Confirmation

**Sharing**

**How to Prepare Your Customer List**

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate. Before the list is sent to Facebook for your audience to be created, we use a cryptographic security method known as hashing, which turns the identifiers into randomized code and cannot be reversed. [Learn More](#)

Import from Mailchimp  Download File Template  See Formatting Guidelines

Include at least one main identifier ?

Email  Phone Number  Mobile Advertiser ID  Facebook App User ID  Facebook Page User ID  First Name  Last Name

Include more identifiers ?

City  State/Province  Country  ZIP/Postal Code  Date of Birth  Year of Birth  Gender  Age

Add value information to create a value-based lookalike ?

Customer Value

**Back** **Next**

Once you have your Customer List excel file complete and saved (as a .CSV or .TXT), click the “Next” button on this “Create Audience From a List” pop-up.

ck

Next

# Custom Audience → Customer List

**Audience**

Create Audience ▾

Search by name or audience ID

All Audiences

Filter

Status

Type

Availability

Source

Create Audience From a List

Prepare List

**Select List Type**

Add Customer List

Map Identifiers

Upload

Confirmation

Does Your List Include a Column For Customer Value?

Customer value is a value associated with your customers based on how much and how often they spend towards your business. Adding customer value as a column in your customer list allows you to create a value-based lookalike later on to find people similar to your most valuable customers.

email	phone	age	value

Yes  
Customer value is included in my customer list

No  
Continue with a customer list that doesn't include customer value

Sharing

Columns

Coursenvy.com Ad Account (557710375...)

If you included the **VALUE** column (for even 1 customer), select the “Yes” option and click “Next”.

# Custom Audience → Customer List

The screenshot shows the 'Audience' section of a digital marketing platform. On the left, there's a sidebar with icons for home, dashboard, and search, followed by a 'Create Audience' button and a search bar. Below these are filters for 'All Audiences' (selected), 'Status', 'Type', 'Availability', and 'Source'. The main area is titled 'Create Audience From a List' and shows the following steps:

- Prepare List
- Select List Type
- Add Customer List (selected)
- Map Identifiers
- Upload
- Confirmation

The 'Add Customer List' step contains the following instructions:

Before uploading your list, make sure you have enough identifiers in the correct format. The list needs to be in a CSV or TXT format.

[Download File Template \(.csv\)](#)

Drag and drop your file here or [Upload File](#)

**Choose Your Customer Value Column** ⓘ

Select the column in your list that represents customer value. You can get better results if you provide a varied range of customer values.

[Learn More](#)

[Select value column](#)

**Name Your Audience**

0/50 [+ Add Description](#)

**Upload your Customer List file, name it, then click the “Next” button.**

**Audience**

**Create Audience From a List**

**Map Identifiers**

Map your columns to identifiers to upload your list. Your data will be hashed before it's uploaded. [Learn More](#)

5 columns are mapped and will be uploaded. Please correct the errors before continuing.

**Email** **First Name** **Last Name** **Country** **Customer Value**

**Mapped (5)** **Action needed (12)**

Map Column to Identifier	Formatting Guidelines	Example
value	<b>Customer Value</b>	We support a numeric value, such as customer lifetime value or predictive lifetime value. 0 0.1 3 20
email darrellra knodira@ davidefi theface	<b>Email</b>	We accept email addresses in up to three separate columns. Only one email can go in each cell. All universal email formats are... Emily@example.com John@example.com Helena@example.co
fn Darrell Nodira David Tiara	<b>First Name</b>	We accept first name and first name initial, with or without accents. Initials can be provided with or without a period. John F. Emily
ln Rayford Khakimjanova Fields Carter	<b>Last Name</b>	We accept full last names with or without accents. Smith Sorensen Jacobs-Anderson
country US NL US US	<b>Country</b>	Countries must be provided as an ISO two-letter country code, even if they're all from the same country. Because we match on a global... US GB FR

If the identifier above looks incorrect, modify the delimiter. [i](#)

**Sharing**

**Preview and Map your Customer List upload. Confirm the column identifier mapping. This means matching the column name with the Facebook internal identifier. If you use the template file, these column names will match the identifiers automatically.**

**Back** **Import & Create**

Coursenvy.com Ad Account (557710375...)

Columns

**Coursenvy®**

www.Coursenvy.com

Audience

Create Audience

Search by name or audience ID

All Audiences

Filter

Status

Type

Availability

Source

Create Audience From a List

Prepare List

Select List Type

Add Customer List

Map Identifiers

Upload

Confirmation

Map Column to Identifier

Formatting Guidelines

Example

mapped (5)

Action needed (12)

email

Empty row

Do Not Upload

phone

Empty row

Do Not Upload

phone

Empty row

Do Not Upload

madid

Empty row

Do Not Upload

zip

Empty row

Do Not Upload

ct

Empty row

Do Not Upload

Map Identifiers

Map your columns to identifiers to upload your list. Your data will be hashed before it's uploaded. [Learn More](#)

5 columns are mapped and will be uploaded. Please correct the errors before continuing.

Email First Name Last Name Country Customer Value

Sharing

Columns

Make sure to check the “Action needed” tab to map any columns that had possible errors.

As you can see, these were just empty rows in my .CSV file so selecting “Do Not Upload” is fine for these columns.

Back Import & Create

Make sure to check the “Action needed” tab to map any columns that had possible errors.

As you can see, these were just empty rows in my .CSV file so selecting “Do Not Upload” is fine for these columns.

**Audience**

**Create Audience From a List**

**Map Identifiers**

Map your columns to identifiers to upload your list. Your data will be hashed before it's uploaded. [Learn More](#)

5 columns are mapped and will be uploaded. Please correct the errors before continuing.

[Email](#) [First Name](#) [Last Name](#) [Country](#) [Customer Value](#)

**Mapped (5)** ⚠ Action needed (12)

Map Column to Identifier ⓘ	Formatting Guidelines ⓘ	Example ⓘ
value	<span>Customer Value</span>	We support a numeric value, such as customer lifetime value or predictive lifetime value. 0 0.1 3 20
email darrellra knodira@ davidefi theface	<span>Email</span>	We accept email addresses in up to three separate columns. Only one email can go in each cell. All universal email formats are... Emily@example.com John@example.com Helena@example.com
fn Darrell Nodira David Tiara	<span>First Name</span>	We accept first name and first name initial, with or without accents. Initials can be provided with or without a period. John F. Emily
ln Rayford Khakimjanova Fields Carter	<span>Last Name</span>	We accept full last names with or without accents. Smith Sorensen Jacobs-Anderson
country US NL US US	<span>Country</span>	Countries must be provided as an ISO two-letter country code, even if they're all from the same country. Because we match on a global... US GB FR

If the identifier above looks incorrect, modify the delimiter. ⓘ

[Back](#) **Import & Create**

**Sharing**

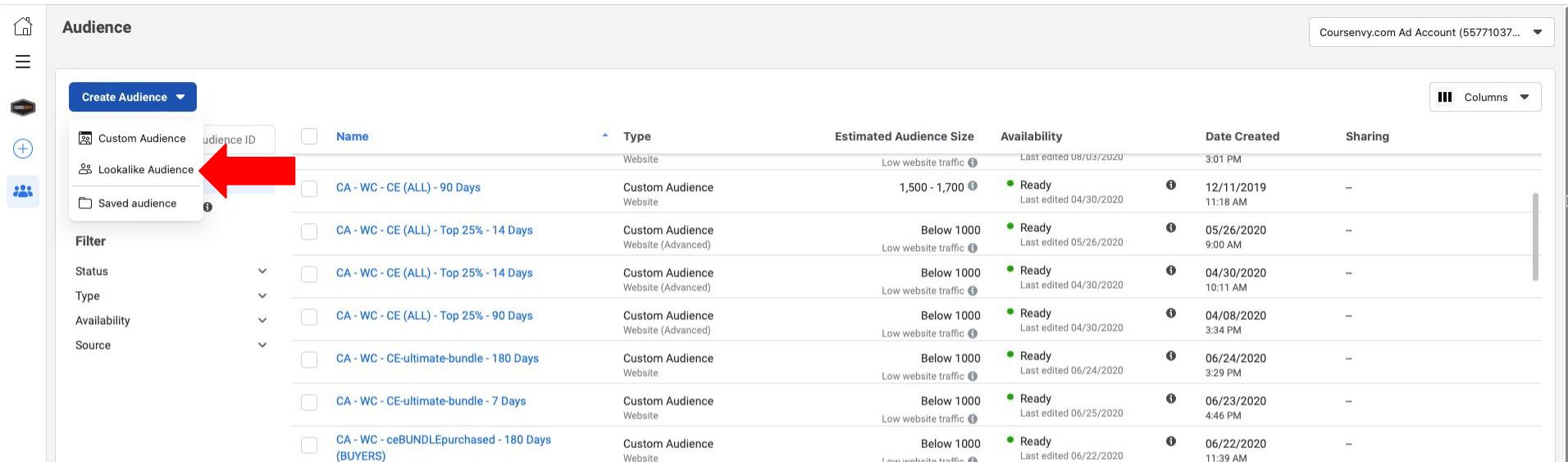
**Course envy.com Ad Account (557710375...)**

**Once ready, click the “Import & Create” button.**

[www.Course envy.com](#)

# Value-Based Lookalike Audience

- Once you have your Customer List file uploaded (which included a CUSTOMER VALUE column) and this new Custom Audience appears in your audience list, you can create a “Value-Based Lookalike Audience” of it!



The screenshot shows the Facebook Audience API interface. On the left, there's a sidebar with icons for Home, Ads, and Audience. The main area is titled 'Audience' and shows a list of audiences. A red arrow points to the 'Create Audience' button, which is highlighted in blue. The list includes:

	Name	Type	Estimated Audience Size	Availability	Date Created	Sharing
<input type="checkbox"/>	CA - WC - CE (ALL) - 90 Days	Custom Audience Website (Advanced)	1,500 - 1,700	Ready Last edited 04/30/2020	12/11/2019 11:18 AM	--
<input type="checkbox"/>	CA - WC - CE (ALL) - Top 25% - 14 Days	Custom Audience Website (Advanced)	Below 1000	Ready Last edited 05/26/2020	05/26/2020 9:00 AM	--
<input type="checkbox"/>	CA - WC - CE (ALL) - Top 25% - 14 Days	Custom Audience Website (Advanced)	Below 1000	Ready Last edited 04/30/2020	04/30/2020 10:11 AM	--
<input type="checkbox"/>	CA - WC - CE (ALL) - Top 25% - 90 Days	Custom Audience Website (Advanced)	Below 1000	Ready Last edited 04/30/2020	04/08/2020 3:34 PM	--
<input type="checkbox"/>	CA - WC - CE-ultimate-bundle - 180 Days	Custom Audience Website	Below 1000	Ready Last edited 06/24/2020	06/24/2020 3:29 PM	--
<input type="checkbox"/>	CA - WC - CE-ultimate-bundle - 7 Days	Custom Audience Website	Below 1000	Ready Last edited 06/25/2020	06/23/2020 4:46 PM	--
<input type="checkbox"/>	CA - WC - ceBUNDLeurchased - 180 Days (BUYERS)	Custom Audience Website	Below 1000	Ready Last edited 06/22/2020	06/22/2020 11:39 AM	--

# Value-Based Lookalike Audience

- Select your Lookalike Source (select the Value-Based Custom Audience).

Audience

Create Audience

Search by name or audience ID

All Audiences

Expiring Audiences

Filter

Status

Type

Availability

Source

Date Created

Sharing

Columns

Create a Lookalike Audience

Select your lookalike source

Select an existing audience or data source

Value-based sources Other sources

CL - BUYERS - modMBA (ALL)

Value-based custom audience

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

A 1% lookalike consists of the Accounts Center accounts most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

Cancel Create audience

Date Created	Sharing
08/03/2020	3:01 PM
04/30/2020	12/11/2019 11:18 AM
05/26/2020	05/26/2020 9:00 AM
04/30/2020	04/30/2020 10:11 AM
04/30/2020	04/08/2020 3:34 PM
06/24/2020	06/24/2020 3:29 PM
06/25/2020	06/23/2020 4:46 PM
06/22/2020	06/22/2020 11:39 AM
11/17/2020	11/17/2020 2:49 PM
02/23/2021	02/23/2021 9:13 AM

Once you select a Value-Based Custom Audience (for example, I selected our Customer List of BUYERS that has a CUSTOMER VALUE column), select a single Audience Location and Size (we see the best results from 1%).

Finally, click the “Create Audience” button.

Create a Lookalike Audience

Select your lookalike source

CL - BUYERS - modMBA (ALL)

Create new source ▾

Select audience location

Countries > North America

United States

Search for regions or countries  Browse

Select audience size

Number of lookalike audiences

2.8M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

A 1% lookalike consists of the Accounts Center accounts most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences

Estimated reach **2,770,000 people**

	Date Created	Sharing
108/03/2020	3:01 PM	--
104/30/2020	12/11/2019 11:18 AM	--
105/26/2020	05/26/2020 9:00 AM	--
104/30/2020	04/30/2020 10:11 AM	--
104/30/2020	04/08/2020 3:34 PM	--
106/24/2020	06/24/2020 3:29 PM	--
106/25/2020	06/23/2020 4:46 PM	--
106/22/2020	06/22/2020 11:39 AM	--
111/17/2020	11/17/2020 2:49 PM	--
102/23/2021	02/23/2021 9:13 AM	--
105/12/2020	02/10/2020 12:49 PM	--
102/19/2021	02/19/2021 12:05 PM	--
105/03/2020	05/03/2020 2:57 PM	--

# Update Customer List

- Customer Lists are constantly growing, so you want to be updating your list often!

**Audience**

Coursenvy.com Ad Account (55771037...)

**Create Audience**

Search by name or audience ID

All Audiences

Expiring Audiences

**Filter**

Status

Type

Availability

Source

<input type="checkbox"/> Name	Type	Estimated Audience Size	Availability
<input type="checkbox"/> CL - BUYERS - modMBA (ALL)	Custom Audience Customer List	Not available	Ready Last edited 04/30/2
<input type="checkbox"/> Coursenvy - FB Page - People who currently like	Custom Audience Engagement - Page	10,500 - 12,400 Not updated	Ready
<input type="checkbox"/> LA (US, 1%) - CA - WC - learnCEmodmbaBBcomp - 30 Days	Lookalike Audience CA - WC - learnCEmodmbaBBco...	Not available	Audience not creat...
<input type="checkbox"/> LA (US, 1%) - CA - WC - learnCEmodmbaBBcompAPP - 30 Days	Lookalike Audience CA - WC - learnCEmodmba...	Not available	Audience not creat...
<input type="checkbox"/> LA (US, 1%) - CL - BUYERS - altM (ALL)	Lookalike Audience Custom Audience: CL - BUY...	Not available	Audience not creat...
<input type="checkbox"/> LA (US, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUY...	Not available	Audience not creat...
<input type="checkbox"/> LA (US, 1%) - ENGpost/ad - CE FB pg - 180 Days	Lookalike Audience CA - ENGpost/ad - CE FB pg...	Not available	Audience not creat...
<input type="checkbox"/> LA (US, 1%) - V V - modMBA webinar - 75% - 90 Days	Lookalike Audience Custom Audience: V V - mo...	Not available	Audience not creat...
<input type="checkbox"/> LA (US, 1%) - WC - CE (ALL) - 90 Days	Lookalike Audience CA - WC - CE (ALL) - 90 Days	Not available	Audience not creat...

**Actions**

CL - BUYERS - modMBA (ALL)

**Summary**

**Audience Name**  
CL - BUYERS - modMBA (ALL)

**Estimated Audience Size**  
Not available

**Type**  
Custom Audience

**Created**  
4/14/20, 5:36 PM

**Last Updated**  
4/20/20, 10:24 AM

**Usage**

**History**

**Edit**

**Create Ad**

**Create Lookalike**

**Share**

**Delete**



## Audience

Create Audience ▼

Search by name or audience ID

All Audiences

Expiring Audiences ?

**Filter**

Status ▼

Type ▼

Availability ▼

Source ▼

<input type="checkbox"/> Name	Type	Estimated Audience Size	Availability
<input type="checkbox"/> CL - BUYERS - modMBA (ALL)	Custom Audience Customer List	Not available	Ready Last edited 04/30/2020
<input type="checkbox"/> Coursenvy - FB Page - People who currently like	Custom Audience Engagement - Page	10,500 - 12,400 Not updated <span>?</span>	Ready
<input type="checkbox"/> LA (US, 1%) - CA - WC - learnCEmodmbaBBcomp - 30 Days	Lookalike Audience CA - WC - learnCEmodmba...	Not available	Audience not created
<input type="checkbox"/> LA (US, 1%) - CA - WC - learnCEmodmbaBBcompAPP - 30 Days	Lookalike Audience CA - WC - learnCEmodmba...	Not available	Audience not created
<input type="checkbox"/> LA (US, 1%) - CL - BUYERS - altM (ALL)	Lookalike Audience Custom Audience: CL - BUY...	Not available	Audience not created
<input type="checkbox"/> LA (US, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUY...	Not available	Audience not created
<input type="checkbox"/> LA (US, 1%) - ENGpost/ad - CE FB pg - 180 Days	Lookalike Audience CA - ENGpost/ad - CE FB pg...	Not available	Audience not created
<input type="checkbox"/> LA (US, 1%) - V V - modMBA webinar - 75% - 90 Days	Lookalike Audience Custom Audience: V V - mo...	Not available	Audience not created
<input type="checkbox"/> LA (US, 1%) - WC - CE (ALL) - 90 Days	Lookalike Audience CA - WC - CE (ALL) - 90 Days	Not available	Audience not created
<input type="checkbox"/> LA (US, 1%) - WC - CE (ALL) - Top 25% - 90 Days	Lookalike Audience CA - WC - CE (ALL) - Top 25...	Not available	Audience not created
<input type="checkbox"/> LA (US, 1%) - WC - CEmodMBAapp - 90 Days	Lookalike Audience CA - WC - CEmodMBAapp - ...	Not available	Audience not created
<input type="checkbox"/> LA (US, 10%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUY...	Not available	Audience not created

Coursenvy.com Ad Account (55771037...)

CL - BUYERS - modMBA (ALL) Actions ▾ ×

**Summary** Usage History **Edit**

**Audience Name**  
CL - BUYERS - modMBA (ALL)

**Estimated Audience Size**  
Not available

**Type**  
Custom Audience

**Created**  
4/14/20, 5:36 PM

**Last Updated**  
4/20/20, 10:24 AM

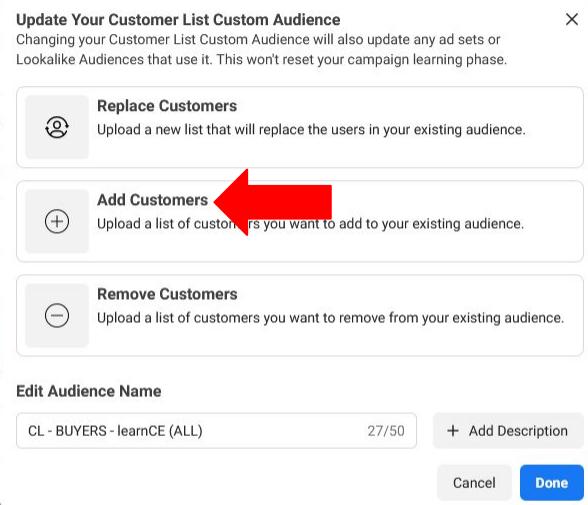
**Edit**

Click your Customer List audience name.

The audience summary menu will expand. Click the “Edit” button.

Simply upload a Customer List including the added ROWS of data (new user identifiers, new customer values, etc.) This won't affect your original upload, rather just ADD CUSTOMERS to it.

Click the "Add customers" option and upload the .CSV.



CL - BUYERS - learnCE (ALL)

Summary Usage History

Audience Name

- BUYERS - learnCE (ALL)

Create

Not available

Type

Customer Audience

Created

5/20, 12:13 PM

Last Updated

30/21, 2:54 PM

Edit

Lookalikes created from this audience

(richC, 1%) - CL - BUYERS - learnCE (ALL)

(US, 10%) - CL - BUYERS - learnCE (ALL)

(US, 5%) - CL - BUYERS - learnCE (ALL)

(US, 1%) - CL - BUYERS - learnCE (ALL)

<input type="checkbox"/> CA - WC - CEmodMBAapp - 30 Days	Lookalike Audience CA - WC - CEmodMBAapp - ...	Not available ⓘ	Audience not creat...
<input type="checkbox"/> CA - WC - modMBAfree LP - 90 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 05/12/2023
<input type="checkbox"/> CA - WC - CE (ALL) - 90 Days	Custom Audience Website	Below 1000 Not updated ⓘ	Ready

# PRO TIP: Exclude Custom Audiences

If you have a robust ecommerce website with various products and customers that would make multiple purchases, there is no need to exclude ads from past buyers as repeat customers are the goal. But if you are selling a single product or seeking lead captures via a single landing page, you will want to EXCLUDE users who have already purchased or signed up.

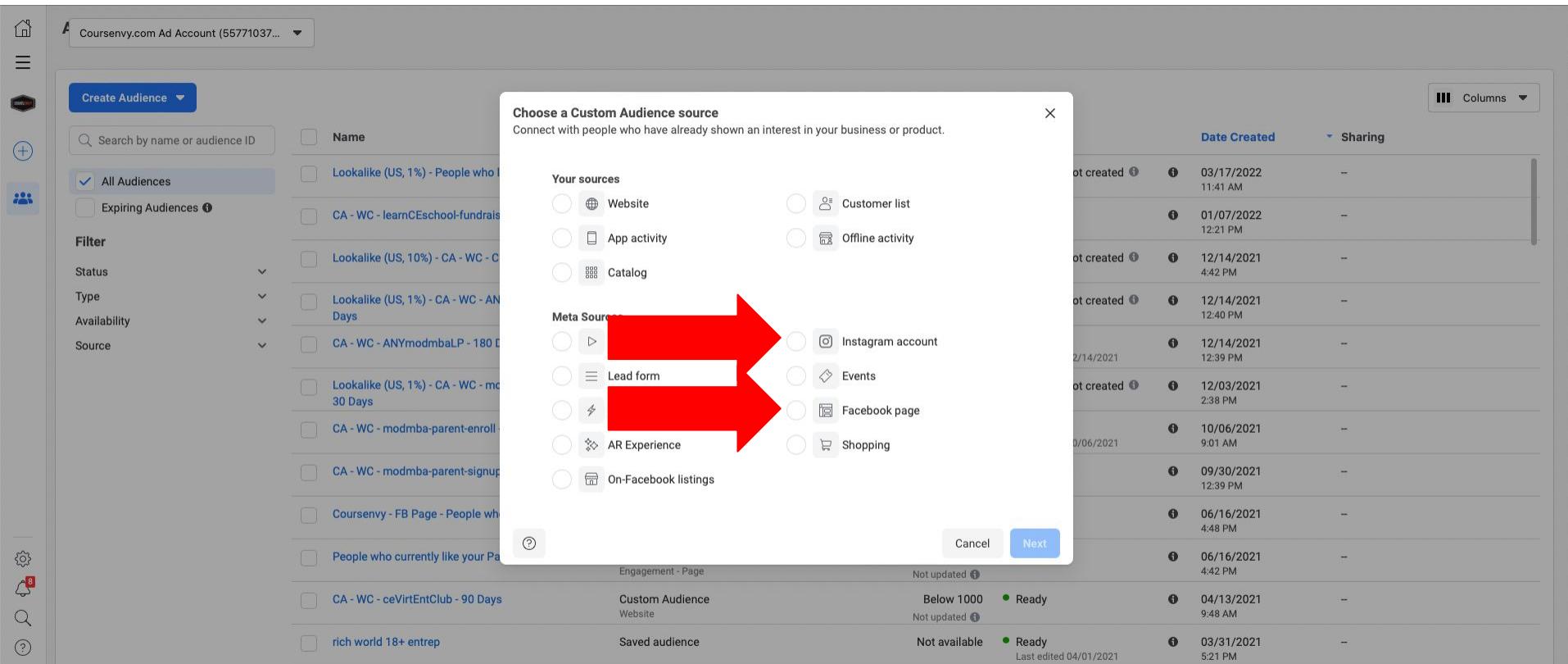
**PRO TIP:** To ensure you are excluding all the users you need to exclude (i.e. prevent wasted ad spend), I will exclude BOTH my Customer List and Website Event Custom Audiences.

- For example, to ensure I am not reaching any past customers, in my campaign (at the AD SET level, under AUDIENCE) I will exclude my “**Past Buyers Customer List**” and my “**Website Custom Audience > Purchase Event > 180 days**”

INCLUDE people who are in at least ONE of the following
Website
<b>CA - WC - learnCE (ALL) - 14 Days</b>
Add a previously created Custom or Lookalike Audience
EXCLUDE people who are in at least ONE of the following
Website
<b>CA - WC - modMBApurchased - 180 Days (BUYERS)</b>
Customer List
<b>CL - BUYERS - modMBA (ALL)</b>
Add a previously created Custom or Lookalike Audience

More  
Custom Audiences  
We Create for Clients

# Targeting People Who Engaged With Your Facebook Page or Instagram Account



The screenshot shows the Facebook Ads Manager interface with the 'Create Audience' dialog open. The dialog is titled 'Choose a Custom Audience source' and instructs the user to 'Connect with people who have already shown an interest in your business or product.' The 'Your sources' section lists 'Website', 'Customer list', 'App activity', and 'Offline activity'. The 'Meta Sources' section lists 'Instagram account', 'Events', 'Facebook page', 'Shopping', 'Lead form', 'AR Experience', and 'On-Facebook listings'. A large red arrow points to the 'Lead form' option. The background shows a list of existing audiences with columns for 'Date Created', 'Sharing', and audience details. The audience list includes entries like 'Lookalike (US, 1%) - People who liked our page', 'CA - WC - learnCEschool-fundraisers', and 'Lookalike (US, 10%) - CA - WC - CA - WC - AN 30 Days'.

**Create Audience**

Search by name or audience ID

All Audiences

Expiring Audiences

**Filter**

Status

Type

Availability

Source

Name

Lookalike (US, 1%) - People who liked our page

CA - WC - learnCEschool-fundraisers

Lookalike (US, 10%) - CA - WC - CA - WC - AN 30 Days

CA - WC - ANYmodmbaLP - 180 Days

Lookalike (US, 1%) - CA - WC - modmba-parent-enroll 30 Days

CA - WC - modmba-parent-enroll

CA - WC - modmba-parent-signup

Coursenvy - FB Page - People who liked our page

People who currently like your Page

CA - WC - ceVirtEntClub - 90 Days

rich world 18+ entrep

**Choose a Custom Audience source**

Connect with people who have already shown an interest in your business or product.

**Your sources**

Website  Customer list

App activity  Offline activity

Catalog

**Meta Sources**

Instagram account  Events

Lead form  Facebook page

AR Experience  Shopping

On-Facebook listings

Engagement - Page

Custom Audience Website

Below 1000 • Ready

Not updated • Ready

Not available • Ready

Date Created

Sharing

03/17/2022 11:41 AM

01/07/2022 12:21 PM

12/14/2021 4:42 PM

12/14/2021 12:40 PM

12/14/2021 12:39 PM

12/03/2021 2:38 PM

10/06/2021 9:01 AM

09/30/2021 12:39 PM

06/16/2021 4:48 PM

06/16/2021 4:42 PM

04/13/2021 9:48 AM

03/31/2021 5:21 PM

## Targeting People Who Engaged With Your Facebook Page or Instagram Account

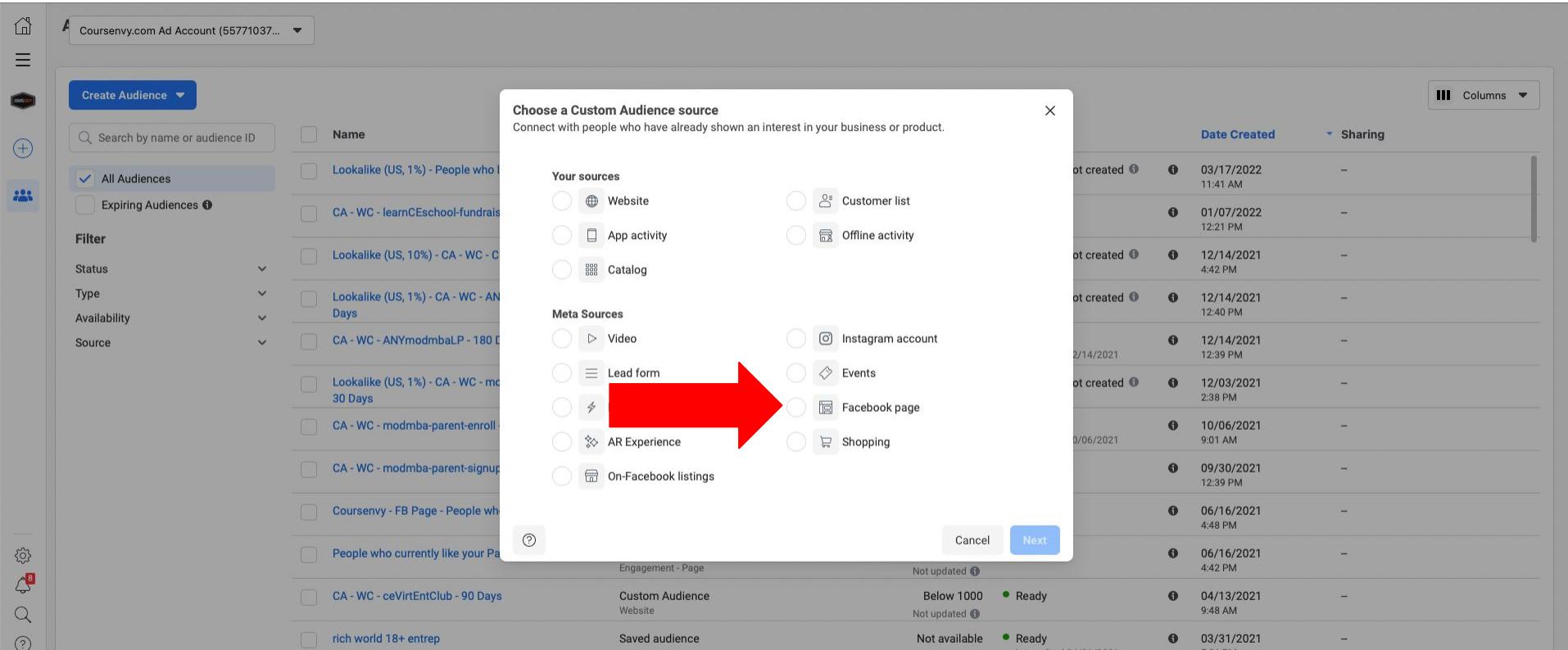
---

Retargeting your businesses Facebook Page and Instagram fans is crucial as organic reach keeps dropping (organic = people naturally seeing your pages content in their feed). Facebook wants to make more ad revenue so they keep lowering organic reach for the posts to your followers. So in order to re-engage your followers, you will need to target these Custom Audiences with ads!

My best return on ad spend is targeting these Custom Audiences with the following ad strategies:

- Increase post engagement by promoting posts to your current fans (way better than targeting a cold audience).
- Move your engaged fans through your sales funnel (i.e. drive them to your landing page, capture their email, convert them to a customer, upsell, etc.)
- Promote new services and products to create LIFETIME customers.
- Drive engaged fans from Facebook to Instagram and vice versa to grow your following on both platforms!

# Targeting People Who Engaged With Your Facebook Page



The screenshot shows the Facebook Ads Manager interface for creating a custom audience. A modal window titled "Choose a Custom Audience source" is open, prompting the user to "Connect with people who have already shown an interest in your business or product." The modal is divided into two sections: "Your sources" and "Meta Sources".

**Your sources** (radio buttons):

- Website
- Customer list
- App activity
- Offline activity
- Catalog

**Meta Sources** (radio buttons):

- Video
- Instagram account
- Lead form
- Events
- Facebook page
- AR Experience
- Shopping
- On-Facebook listings

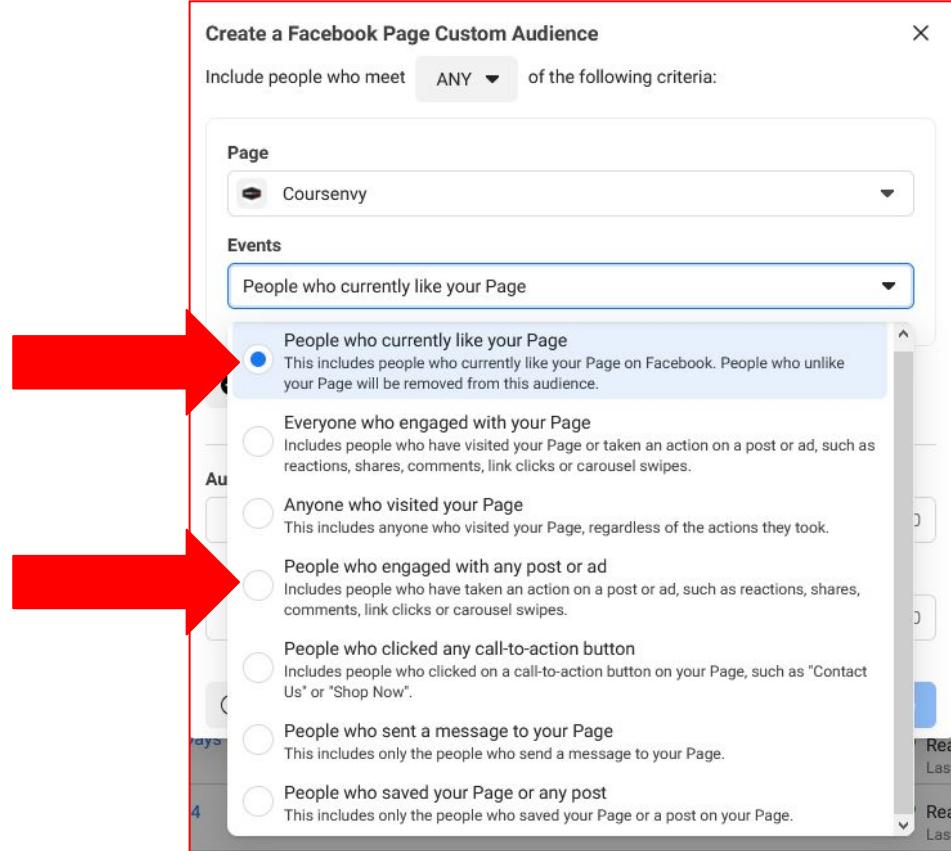
A large red arrow points to the "Facebook page" option in the "Meta Sources" list. The background of the main interface shows a list of existing audiences with columns for "Date Created", "Sharing", and audience details.

Date Created	Sharing	Audience Details
03/17/2022 11:41 AM	-	Lookalike (US, 1%) - People who...
01/07/2022 12:21 PM	-	CA - WC - learnCEschool-fundrais...
12/14/2021 4:42 PM	-	Lookalike (US, 10%) - CA - WC - C...
12/14/2021 12:40 PM	-	Lookalike (US, 1%) - CA - WC - AN...
12/14/2021 12:39 PM	-	CA - WC - ANYmodmbaLP - 180 Days
12/03/2021 2:38 PM	-	Lookalike (US, 1%) - CA - WC - m...
10/06/2021 9:01 AM	-	CA - WC - modmba-parent-enroll...
09/30/2021 12:39 PM	-	CA - WC - modmba-parent-signup...
06/16/2021 4:48 PM	-	Coursenvy - FB Page - People wh...
06/16/2021 4:42 PM	-	People who currently like your Pa...
04/13/2021 9:48 AM	-	CA - WC - ceVirtEntClub - 90 Days
03/31/2021 9:48 AM	-	rich world 18+ entrep...

Select the type of Facebook Page engagement you want to create a Custom Audience around. Test **any** and **all** Custom Audiences to see what works for your niche!

One of the first Facebook Page Custom Audiences you should create is “**People who engaged with any post or ad**” at 30 days or less (we want a FRESH/new audience). Next we create “**People who currently like your Page**”.

These are great audiences to retarget as they are warm and know your brand, therefore are more likely to convert.



Create a Facebook Page Custom Audience

Include people who meet ANY of the following criteria:

Page: Coursenvy

Events: People who currently like your Page

People who currently like your Page  
This includes people who currently like your Page on Facebook. People who unlike your Page will be removed from this audience.

Everyone who engaged with your Page  
Includes people who have visited your Page or taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

Anyone who visited your Page  
This includes anyone who visited your Page, regardless of the actions they took.

People who engaged with any post or ad  
Includes people who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

People who clicked any call-to-action button  
Includes people who clicked on a call-to-action button on your Page, such as "Contact Us" or "Shop Now".

People who sent a message to your Page  
This includes only the people who send a message to your Page.

People who saved your Page or any post  
This includes only the people who saved your Page or a post on your Page.

One of the first Custom Audiences I create for clients is “**Everyone who engaged with your Page**” in the past 365 days.

This is a great audience to create a Lookalike Audience of for TOF ads. It will have a lot of people and data points to use for building a better Lookalike Audience.



Include **people** who meet Any Of the following criteria:

**Page**  
Coursenvy

**Events**  
Everyone who engaged with your Page

**People who currently like or follow your Page**  
This includes people who currently like or follow your Page on Facebook. People who unlike or unfollow your Page will be removed from this audience.

**Everyone who engaged with your Page**  
Includes people who have visited your Page or taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

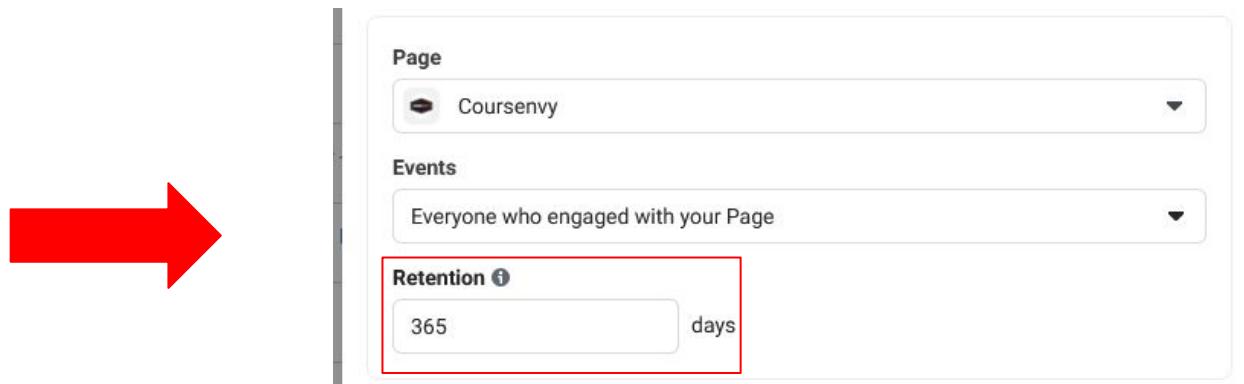
**Anyone who visited your Page**  
This includes anyone who visited your Page, regardless of the actions they took.

**People who engaged with any post or ad**  
Includes **people** who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

**People who clicked any call-to-action button**  
Includes people who clicked on a call-to-action button on your Page, such as “Contact us” or “Shop now”.

**People who sent a message to your Page**  
This includes only the people who send a message to your Page.

**People who saved your Page or any post**  
This includes only the people who saved your Page or a post on your Page.



**Retention** = How warm you want your Custom Audience

**EXAMPLE:** I will select the past 30 days when creating a Custom Audience for people who performed a specific action on my Facebook Page. Such as "People who engaged with any post or ad" or "People who clicked any call-to-action button". Think about it, you want your brand VERY fresh in this person's mind, so I want to target them again as soon as possible to close the sale!

I will create a 180 or 365 days Custom Audience if I am just trying to create the largest Custom Audience as possible (i.e. more time equals more people engaged) which is useful targeting for general Post Engagement ads, Page Like ads, and creating Lookalike Audiences.

# Facebook Page Lookalike Audience

---

- Once you have all your Facebook Page Custom Audience created, you should create a Lookalike Audience of it (Lookalike Audiences are some of my best performing TOF campaigns).
- I target this Lookalike for new Page Like campaigns.

As you can see, we can create a Lookalike Audience using the actual Facebook Page itself as the Source (which is simply all our Facebook Page fans, which can be found in the “Other Sources” menu).

**Create a Lookalike Audience**

Select your lookalike source

Coursenvy

Value-based sources Other sources **Other sources**

Coursenvy Page

Coursenvy - FB Page - People who currently like Custom audience

People who currently like your Page: Coursenvy Custom audience

adding these countries as well.  
Add these countries

Select audience size

Number of lookalike audiences **1**

5.3M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

Cancel **Create Audience**

	Date Created	Sharing
03/17/2022 11:41 AM	-	
01/07/2022 12:21 PM	-	
not created 12/14/2021 4:42 PM	-	
not created 12/14/2021 12:40 PM	-	
12/14/2021 12:39 PM	-	
not created 12/03/2021 2:38 PM	-	
10/06/2021 9:01 AM	-	
09/30/2021 12:39 PM	-	
06/16/2021 4:48 PM	-	
06/16/2021 4:42 PM	-	
04/13/2021 9:48 AM	-	
04/01/2021 5:21 PM	-	
not created 03/31/2021	-	

**Coursenvy®** www.Coursenvy.com

Or we can create a Lookalike Audience of “People who currently like our Page” via the Custom Audience I just created.

I prefer using the Custom Audience option as it is an audience set of users only collected from your selected number of **### past days**. This creates a Lookalike Audience of users that are most similar to the newest users that specifically LIKED with my page!

Create a Lookalike Audience

Select your lookalike source

Coursenvy

Value-based sources Other sources

Coursenvy

Coursenvy - FB Page - People who currently like

Custom audience

People who currently like your Page: Coursenvy

Custom audience

adding these countries as well.

Add these countries

Select audience size

Number of lookalike audiences

1

5.3M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

Cancel Create Audience

	Date Created	Sharing
not created	03/17/2022 11:41 AM	-
not created	01/07/2022 12:21 PM	-
not created	12/14/2021 4:42 PM	-
not created	12/14/2021 12:40 PM	-
12/14/2021	12/14/2021 12:39 PM	-
not created	12/03/2021 2:38 PM	-
10/06/2021	10/06/2021 9:01 AM	-
not created	09/30/2021 12:39 PM	-
not created	06/16/2021 4:48 PM	-
not created	06/16/2021 4:42 PM	-
not created	04/13/2021 9:48 AM	-
04/01/2021	03/31/2021 5:21 PM	-
not created	03/31/2021	-

Next, select your Audience Location you want Facebook to find lookalike users in.

**Create a Lookalike Audience**

Select your lookalike source

Coursenvy

Create new source

Select audience location

Countries > North America

United States

Search for regions or countries

Select audience size

Number of lookalike audiences 1

1 2.7M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences 1% of US - Coursenvy

Estimated reach 2,740,000 people

Create Audience

Date Created Sharing

Date Created	Sharing
03/17/2022 11:41 AM	-
01/07/2022 12:21 PM	-
12/14/2021 4:42 PM	-
12/14/2021 12:40 PM	-
12/14/2021 12:39 PM	-
12/03/2021 2:38 PM	-
10/06/2021 9:01 AM	-
09/30/2021 12:39 PM	-
06/16/2021 4:48 PM	-
06/16/2021 4:42 PM	-
04/13/2021 9:48 AM	-
03/31/2021 5:21 PM	-
03/31/2021	-

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Finally, select your Audience Size. I have seen the best results for my clients at the 1% level (which forces Facebook to find a smaller, more accurately similar group of lookalike users).

**Create a Lookalike Audience**

Select your lookalike source

Coursenvy

Create new source

Select audience location

Countries > North America

United States

Search for regions or countries

Browse

Select audience size

Number of lookalike audiences 1

2.7M

0% 1% 5% 6% 7% 8% 9% 10%

A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences 1% of US - Coursenvy

Estimated reach 2,740,000 people

Create Audience

Date Created Sharing

not created 03/17/2022 11:41 AM

not created 01/07/2022 12:21 PM

not created 12/14/2021 4:42 PM

not created 12/14/2021 12:40 PM

12/14/2021 12/14/2021 12:39 PM

not created 12/03/2021 2:38 PM

10/06/2021 10/06/2021 9:01 AM

09/30/2021 09/30/2021 12:39 PM

06/16/2021 06/16/2021 4:48 PM

06/16/2021 06/16/2021 4:42 PM

04/13/2021 04/13/2021 9:48 AM

03/31/2021 03/31/2021 5:21 PM

03/31/2021 03/31/2021

# Targeting People Who Engaged With Your Instagram Account

Screenshot of the Facebook Ads Manager interface showing the creation of a Custom Audience.

**Create Audience** dropdown is selected.

**Choose a Custom Audience source** dialog is open:

- Your sources:**
  - Website
  - App activity
  - Catalog
- Meta Sources:**
  - Instagram account (highlighted with a red arrow)
  - Lead form
  - Instant Experience
  - AR Experience
  - On-Facebook listings

**Engagement - Page** is selected in the bottom left.

**Custom Audience** section shows:

- Website
- Below 1000
- Not updated
- Ready

**Saved audience** section shows:

- rich world 18+ entrep
- Not available
- Ready

**Date Created** and **Sharing** columns are visible on the right, showing a list of audience history.

As for your Instagram Custom Audience, any user that stops and takes the time to double tap/like your post or comment or watch your video on Instagram (i.e. “**People who engaged with any post or ad**”) is a **PERFECT** audience to retarget with MOF and BOF ad campaigns.

This always is a highly engaged split test audience I target for my clients!

#### Create an Instagram Custom Audience

Include people who meet ANY of the following criteria:

##### Source

coursenvy

##### Events

Everyone who engaged with your professional account

Everyone who engaged with your professional account

Includes people who visited your profile or took an action on your post or ad, such as likes, comments, saves, carousel swipes, button taps or shares.

Anyone who visited your professional account's profile

This includes anyone who visited your Instagram professional account's profile, regardless of the action they took.

People who engaged with any post or ad

Includes people who took an action on your post or ad, such as likes, comments, saves, carousel swipes, button taps or shares.

People who sent a message to your professional account

This includes only the people who sent a message to your Instagram professional account.

People who saved any post or ad

This includes only the people who saved a post or ad from your Instagram professional account, either on your professional account's profile or in their own feed.

Back

Create Audience

# Why Instagram + Facebook Page Retargeting Works

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- Using Instagram and Facebook Custom Audiences is a great way to re-engage with your most engaged Fans.
- You can pick from different types of engagement and therefore HYPER focus your ad campaign targeting.
- Create different audiences based on the level of engagement so you can promote new products and services to the right audience.
- You can reach WARM users who visited your Instagram profile and know your brand and are ready for another ad “touch point” (remember, an average of 7 touch points are required before a customer makes a purchase).
- Turn your most engaged fans into your best brand ambassador. Highly engaged users can become your “exclusive product launch list” for targeting and let them know they are the first to see XYZ product because they are your VIP customers (people love recognition, exclusivity, and being rewarded).

# Custom Audience → Video

People who engaged with your videos is always a great audience to create too.  
I see the best results from HIGH percentage watch Custom Audiences.

The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with navigation icons and a dropdown for the ad account. Below it, a 'Create Audience' button is highlighted. The main area shows a list of existing audiences, with 'All Audiences' selected. A red arrow points from the 'All Audiences' button to a modal window titled 'Choose a Custom Audience source'. This modal lists various sources for creating a custom audience, including 'Your sources' (Website, App activity, Catalog) and 'Meta Sources' (Video, Lead form, Instant Experience, AR Experience, On-Facebook listings, Instagram account, Events, Facebook page, Shopping). On the right, a table lists previously created audiences, ordered by 'Date Created'.

	Date Created	Sharing
Created 03/17/2022 11:41 AM	03/17/2022 11:41 AM	-
Created 01/07/2022 12:21 PM	01/07/2022 12:21 PM	-
Created 12/14/2021 4:42 PM	12/14/2021 4:42 PM	-
Created 12/14/2021 12:40 PM	12/14/2021 12:40 PM	-
Created 12/14/2021 12:39 PM	12/14/2021 12:39 PM	-
Created 12/03/2021 2:38 PM	12/03/2021 2:38 PM	-
Created 10/06/2021 9:01 AM	10/06/2021 9:01 AM	-
Created 09/30/2021 12:39 PM	09/30/2021 12:39 PM	-
Created 06/16/2021 4:48 PM	06/16/2021 4:48 PM	-

# BEST PRACTICES: Video Engagement

---

The best results for custom audiences based on video engagement are from **People who have watched 75% of your video OR ThruPlay (perfect for short videos)**.

I also see great results from **1% Lookalike Audiences** created of this Custom Audience. Split test your own!

Create a Video Engagement Custom Audience X

**Engagement** ?

Choose a content type

- People who viewed at least 3 seconds of your video
- People who viewed at least 10 seconds of your video
- People who either completed or viewed at least 15 seconds of your video (ThruPlay) ←
- People who have watched at 25% of your video
- People who have watched at 50% of your video
- People who have watched at 75% of your video ←
- People who have watched at 95% of your video

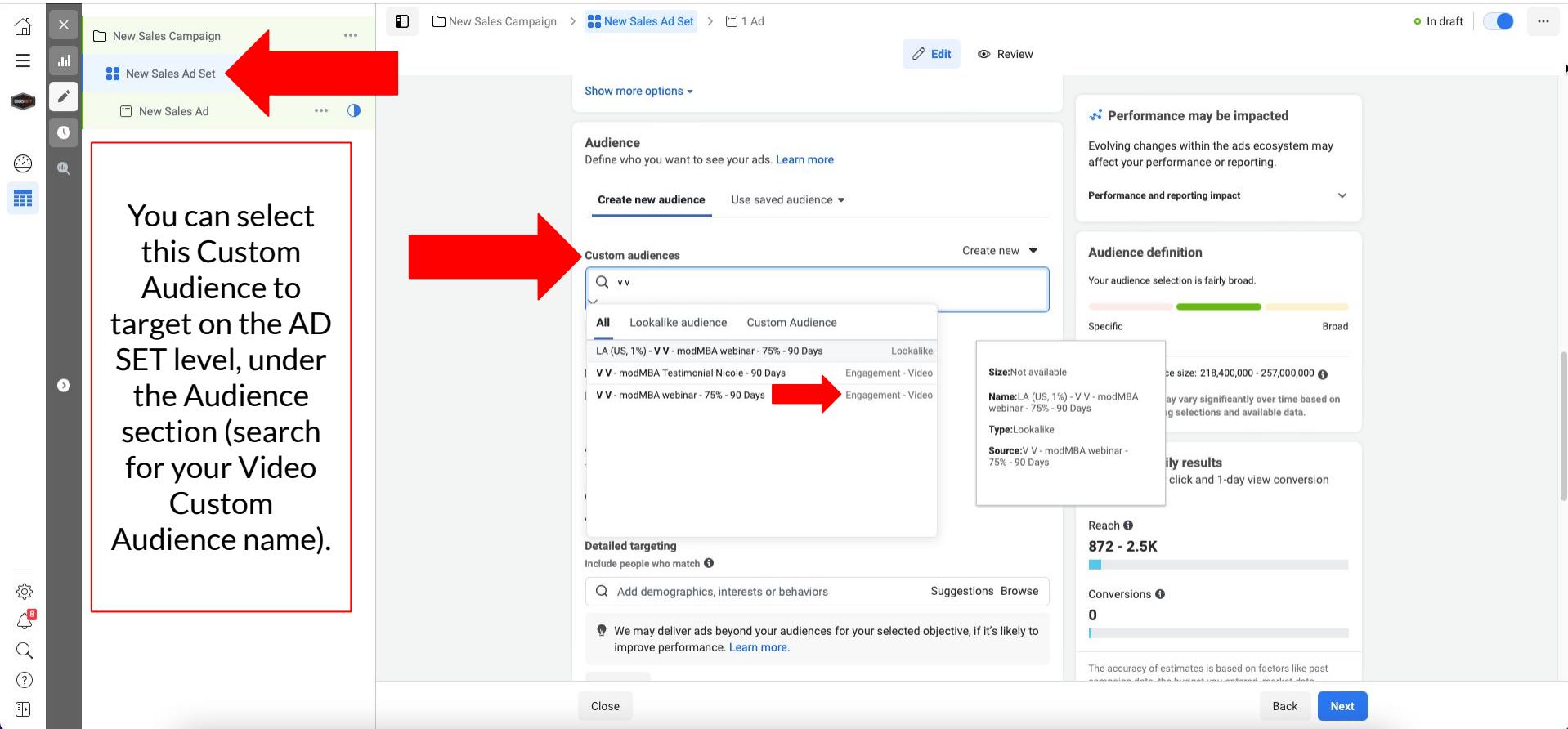
? Back Create Audience

# BEST PRACTICES: Video Engagement

---

Here is one of my favorite ads for retargeting the Video Custom Audience:

1. Create a video about your product or service for sale. Think “infomercial” esque for the video, using the PROBLEM/SOLUTION format. Then create a Video Views ad campaign objective for this video.
2. Create a “75% watch Video Custom Audience” right after publishing your Video Views campaign so you are building this Custom Audience for future retargeting.
3. Create a Conversion objective ad campaign, ONLY targeting this initial “75% watch Video Custom Audience”. In this campaigns ad copy/creative, use a CASE STUDY or TESTIMONIAL video to convince this warm audience why your XYZ product/service is great. The Sales conversion campaign will direct users to your sales page. This strategy is a perfect 2-step funnel for many of my clients!



You can select this Custom Audience to target on the AD SET level, under the Audience section (search for your Video Custom Audience name).

New Sales Campaign > New Sales Ad Set > 1 Ad

**Audience**  
Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience ▾

Custom audiences

LA (US, 1%) - V V - modMBA webinar - 75% - 90 Days Lookalike

V V - modMBA Testimonial Nicole - 90 Days Engagement - Video

V V - modMBA webinar - 75% - 90 Days Engagement - Video

**Performance may be impacted**  
Evolving changes within the ads ecosystem may affect your performance or reporting.

**Performance and reporting impact**

**Audience definition**  
Your audience selection is fairly broad.

Size: Not available

Name: LA (US, 1%) - V V - modMBA webinar - 75% - 90 Days

Type: Lookalike

Source: V V - modMBA webinar - 75% - 90 Days

Reach: 872 - 2.5K

Conversions: 0

Close Back Next

# Custom Audience → Video

Select the Video option.

The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with icons for Home, Ads, and Audience. The main area shows a list of audiences under 'Create Audience'. A red arrow points to the 'Video' option in the 'Meta Sources' section of a modal window titled 'Choose a Custom Audience source'. The modal also lists other options like 'Website', 'Customer list', 'App activity', 'Offline activity', 'Catalog', 'Instagram account', 'Events', 'Facebook page', 'Shopping', and 'On-Facebook listings'. To the right, there's a table of audience history with columns for 'Date Created', 'Sharing', and a list of audiences created from 2021 to 2022.

Date Created	Sharing
03/17/2022 11:41 AM	-
01/07/2022 12:21 PM	-
12/14/2021 4:42 PM	-
12/14/2021 12:40 PM	-
12/14/2021 12:39 PM	-
12/03/2021 2:38 PM	-
10/06/2021 9:01 AM	-
09/30/2021 12:39 PM	-
06/16/2021 4:48 PM	-

# Best Video Custom Audiences

A Coursenvy.com Ad Account (55771037...)

Create Audience

Search by name or audience ID

All Audiences

Expiring Audiences

**Filter**

Status

Type

Availability

Source

**Create a video engagement custom audience**

**Engagement**

Choose a content type

- People who viewed at least 3 seconds of your video
- People who viewed at least 10 seconds of your video
- People who either completed or viewed at least 15 seconds of your video (ThruPlay)
- People who have watched at 25% of your video
- People who have watched at 50% of your video
- People who have watched at 75% of your video
- People who have watched at 95% of your video

Back Create audience

	Custom Audience	Estimated Audience Size	Availability	Date Created	Sharing
<input type="checkbox"/>	Engagement - Page	10,500 - 12,400	● Ready	06/16/2021 4:48 PM	--
<input type="checkbox"/>	Engagement - Page	10,500 - 12,400	● Ready	06/16/2021 4:42 PM	--
<input type="checkbox"/>	Custom Audience Website	Below 1000	● Ready	04/13/2021 9:48 AM	--
<input type="checkbox"/>	Saved audience	Not available	● Ready	03/31/2021 5:21 PM	--

Columns



## Audience

Coursenvy.com Ad Account (55771037...)

Create Audience 

Search by name or audience ID

Name

All Audiences

Lookalike (US, 1%) - Peo

Expiring Audiences 

CA - WC - learnCEschool

Filter

Status

Select the type of Video Engagement (e.g. watched 75% of your video) for this Custom Audience.

Select the video for this Custom Audience.

### Create a video engagement custom audience

#### Engagement

People who have watched at 75% of your video



[Edit videos](#) 

People who have watched at 75% of your video

#### Retention

365 days

#### Audience Name

0/50

#### Description · Optional

0/100



Back

Create audience

currently like your Page: Coursenvy

Custom Audience Engagement - Page

10,500 - 12,400

Not updated

Ready

VirtEntClub - 90 Days

Custom Audience Website

Below 1000

Last edited 04/13/2021

Ready

8+ entrep

Saved audience

Not available

Last edited 04/01/2021

Ready

- CA - WC - learnCEmodmbaBBcomp -

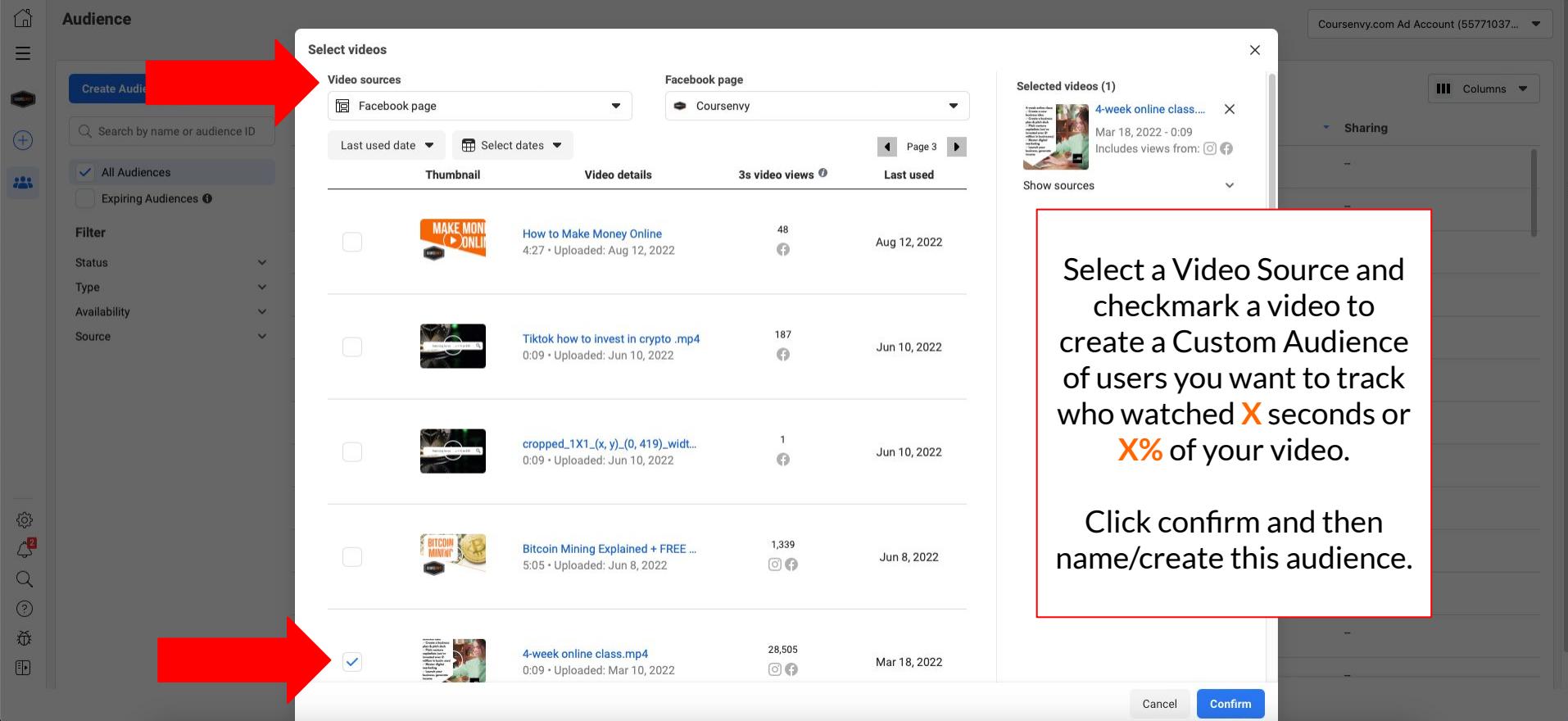
Lookalike Audience

Not available

Audience not created

Not available

</



Select a Video Source and checkmark a video to create a Custom Audience of users you want to track who watched **X** seconds or **X%** of your video.

Click confirm and then name/create this audience.

Create Audience

Columns

Change the days to how long you want to track users (i.e. how WARM do you want the users, people forget ads/videos quickly so 30 days is common for us).

Click the Create Audience button.

## Create a Video Engagement Custom Audience

## Engagement

People who have watched at 75% of your video



Edit videos

## Retention

365 days

## Audience Name

0/50

## Description · Optional

0/100



Website

Not updated

Create Audience

AdAgencyLP - 14 Days

Custom Audience

Below 1000

Not updated

Ready

09/02/2020

8:05 AM

 MLM moms

Saved Audience

Not available

Not updated

Ready

08/24/2020

4:42 PM

 CA - WC - modMBAfreePurchased - 180 Days (BUYERS)

Custom Audience

Below 1000

Not updated

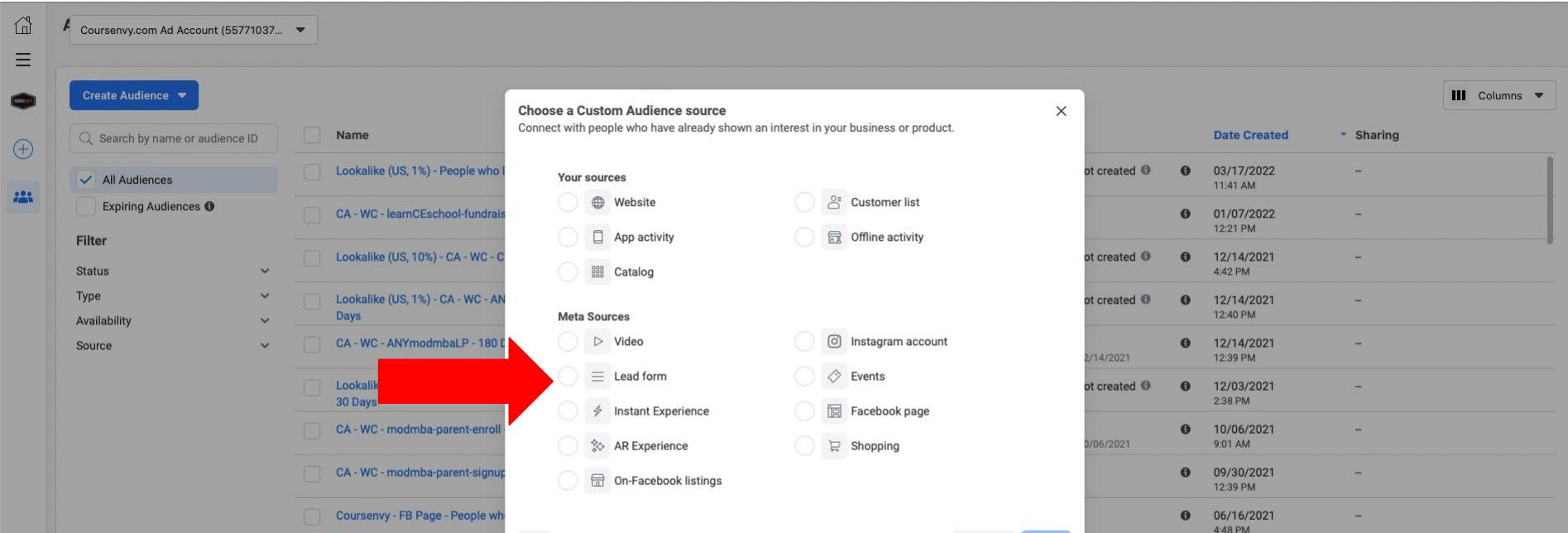
Ready

08/12/2020

8:57 AM

# Custom Audience → Lead Form

Select the Lead form option.



The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with icons for Home, Ads, and Audience. The main area shows a list of audiences under 'Create Audience'. A red arrow points to the 'Lead form' option in a modal dialog titled 'Choose a Custom Audience source'. The dialog lists various sources: 'Your sources' include Website, App activity, and Catalog; 'Meta Sources' include Video, Lead form, Instant Experience, AR Experience, and On-Facebook listings. To the right, there's a table of audience history with columns for 'Date Created', 'Sharing', and a list of audiences created from 2021 to 2022.

Date Created	Sharing
03/17/2022 11:41 AM	-
01/07/2022 12:21 PM	-
12/14/2021 4:42 PM	-
12/14/2021 12:40 PM	-
12/14/2021 12:39 PM	-
12/03/2021 2:38 PM	-
10/06/2021 9:01 AM	-
09/30/2021 12:39 PM	-
06/16/2021 4:48 PM	-

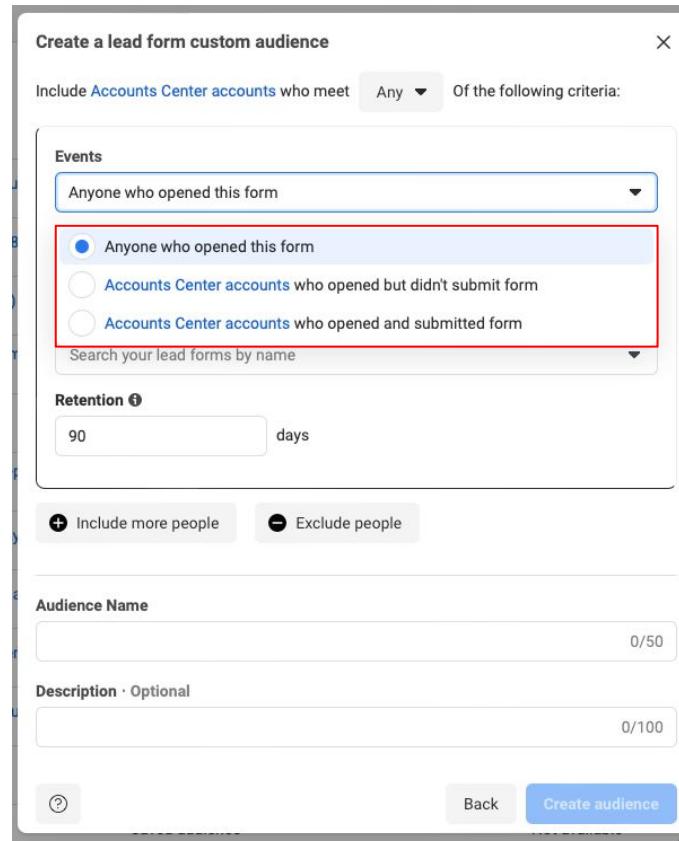
# Custom Audience → Lead Form

This is a Custom Audience of people who engaged with your Facebook Lead Generation campaign forms, including users that:

- Opened the form
- Opened but didn't submit the form
- Opened and submitted the form

My two favorite Custom Audiences to create here is first, the “opened but didn't submit” as I will create ads retargeting this audience asking them “why didn't you claim XYZ, offer expires today, sign up now!” FORCE that sense of urgency!

Second I will create a Custom Audience of “opened and submitted” for targeting with my product or service for sale (as this is a very WARM lead to target in ads!)



The screenshot shows the 'Create a lead form custom audience' dialog box. At the top, it says 'Include Accounts Center accounts who meet Any Of the following criteria:'. Below this is a section titled 'Events' with a dropdown menu showing 'Anyone who opened this form'. A red box highlights a list of options under 'Events': 'Anyone who opened this form' (selected), 'Accounts Center accounts who opened but didn't submit form', and 'Accounts Center accounts who opened and submitted form'. Below the events section is a 'Retention' field set to '90 days'. At the bottom are buttons for '+ Include more people' and '- Exclude people'. The 'Audience Name' and 'Description · Optional' fields are at the bottom, with character limits of 50 and 100 respectively. The 'Create audience' button is at the very bottom right.

# Custom Audience → Offline Activity

You can create Custom Audiences based on “Offline Activity”, like in-store or over the phone sales.

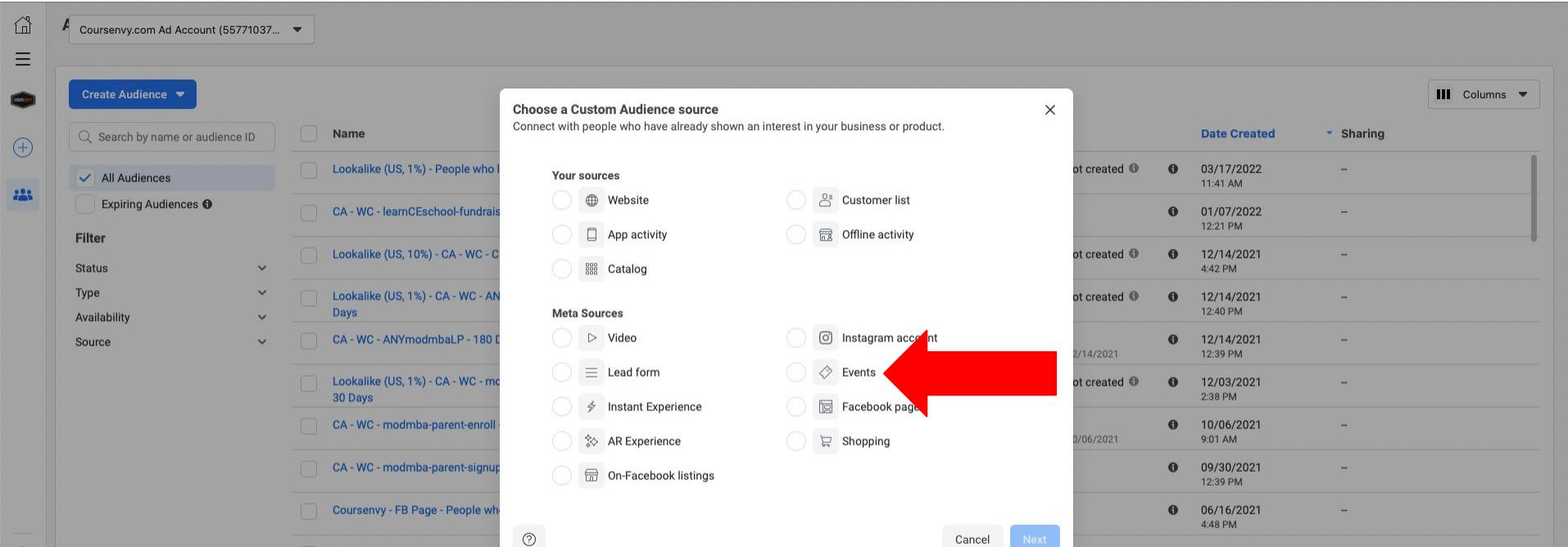
You just need to create an Offline Event Set:

<https://www.facebook.com/business/help/339320669734609>

The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with icons for home, three lines, a plus sign, and a person. The main area has a header 'Create Audience' with a dropdown and a search bar 'Search by name or audience ID'. Below that, there are filters for 'All Audiences' (which is checked) and 'Expiring Audiences'. The 'Filter' section includes dropdowns for 'Status', 'Type', 'Availability', and 'Source'. A large red arrow points to the 'Offline activity' option in the 'Choose a Custom Audience source' modal window. The modal also lists 'Your sources' (Website, App activity, Catalog) and 'Meta Sources' (Video, Lead form, Instant Experience, AR Experience, Instagram account, Events, Facebook page, Shopping). In the background, a table lists existing audiences with columns for 'Date Created', 'Sharing', and audience names like 'Lookalike (US, 1%) - People who...', 'CA - WC - learnCEschool-fundrais...', and 'CA - WC - modmba-parent-enroll...'. The 'Date Created' column shows dates like '03/17/2022 11:41 AM' and '01/07/2022 12:21 PM'.

# Custom Audience → Events

Select the **Events** option.



The screenshot shows the Facebook Ads Manager interface with the 'Create Audience' dialog box open. The dialog box is titled 'Choose a Custom Audience source' and instructs the user to 'Connect with people who have already shown an interest in your business or product.' The 'Your sources' section lists 'Website', 'Customer list', 'App activity', and 'Offline activity'. The 'Meta Sources' section lists 'Video', 'Instagram account', 'Lead form', 'Events', 'Instant Experience', 'Facebook page', 'AR Experience', and 'Shopping'. A red arrow points to the 'Events' option. The background shows a list of existing audiences with columns for 'Date Created', 'Sharing', and audience names.

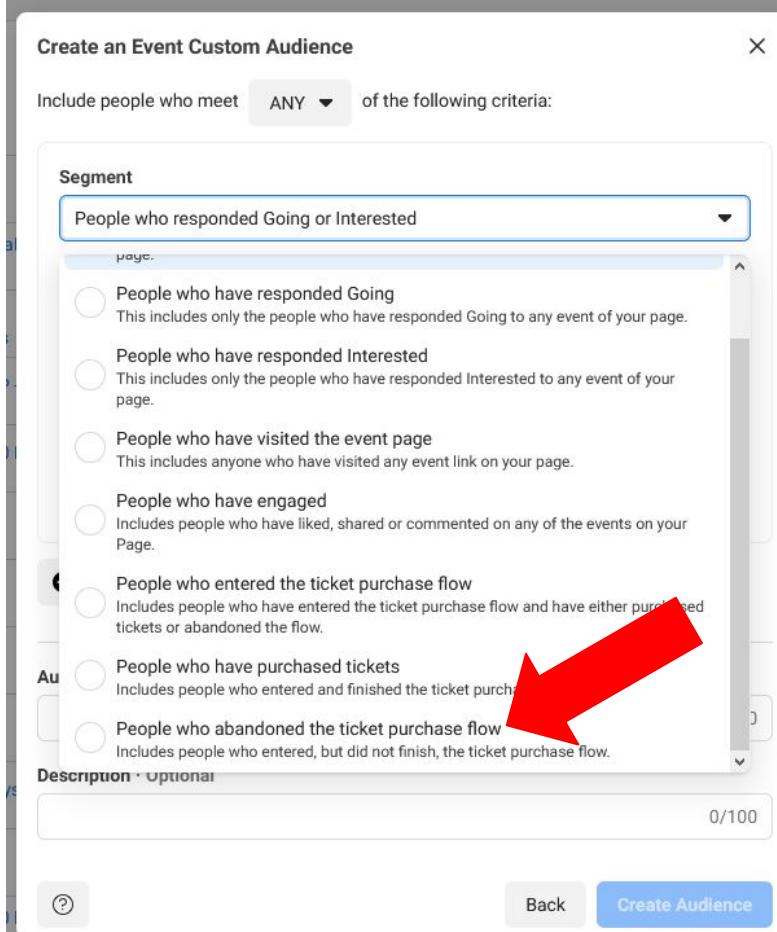
Date Created	Sharing	Audience Name
03/17/2022 11:41 AM	-	Lookalike (US, 1%) - People who...
01/07/2022 12:21 PM	-	CA - WC - learnCschool-fundrais...
12/14/2021 4:42 PM	-	Lookalike (US, 10%) - CA - WC - C...
12/14/2021 12:40 PM	-	CA - WC - ANYmodmbaLP - 180 Days
12/14/2021 12:39 PM	-	Lookalike (US, 1%) - CA - WC - m...
12/03/2021 2:38 PM	-	CA - WC - modmba-parent-enroll...
10/06/2021 9:01 AM	-	Lookalike (US, 1%) - CA - WC - m...
09/30/2021 12:39 PM	-	CA - WC - modmba-parent-signup...
06/16/2021 4:48 PM	-	Coursenvy - FB Page - People wh...

# Custom Audience → Events

Some clients we have at Coursenvy make their entire income from ticket sales, so for this we use Event Custom Audiences. I see my best return on ad spend from targeting **“People who abandoned the ticket purchase flow”**. *This includes only the people who entered the ticket purchase flow but abandoned and did not finish the ticket purchase.*

Click here to learn how to create an Event for your Facebook Page:

<https://www.facebook.com/help/116346471784004>



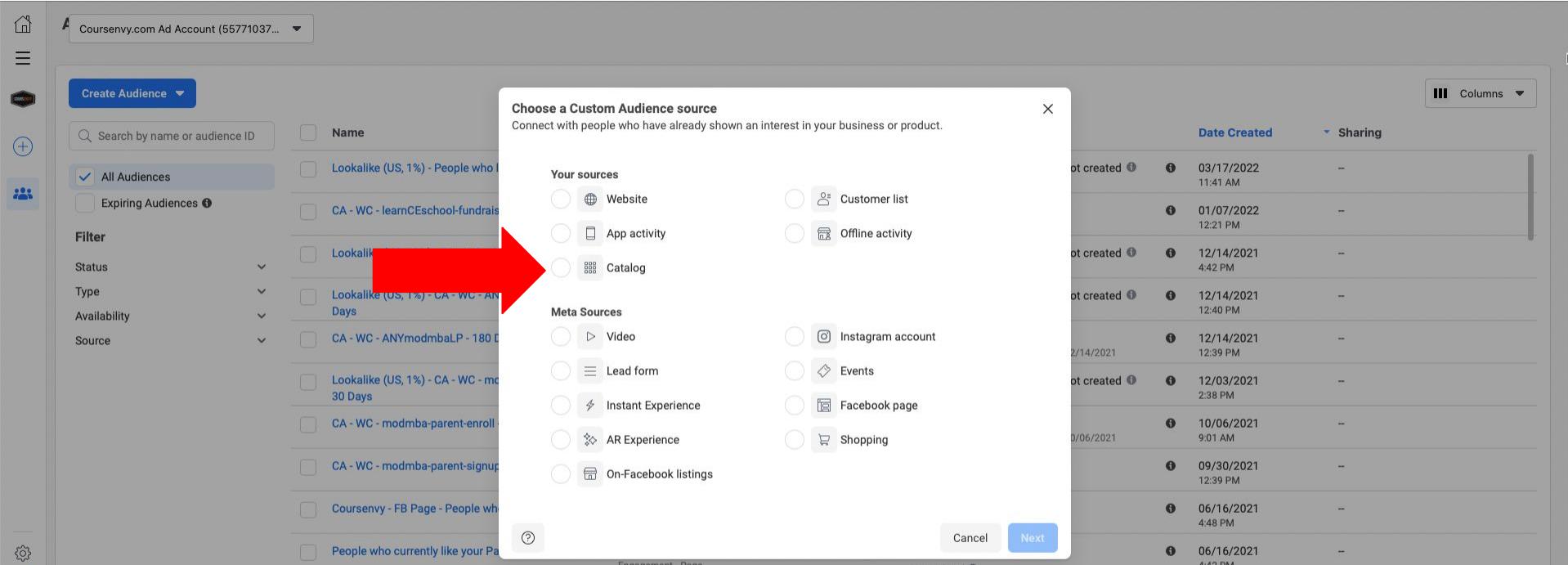
The screenshot shows the 'Create an Event Custom Audience' dialog box. At the top, it says 'Create an Event Custom Audience' and 'Include people who meet ANY of the following criteria:'. A dropdown menu labeled 'Segment' is open, showing 'People who responded Going or Interested' as the selected option. Below this, there is a list of criteria with radio buttons:

- People who have responded Going  
This includes only the people who have responded Going to any event of your page.
- People who have responded Interested  
This includes only the people who have responded Interested to any event of your page.
- People who have visited the event page  
This includes anyone who have visited any event link on your page.
- People who have engaged  
Includes people who have liked, shared or commented on any of the events on your Page.
- People who entered the ticket purchase flow  
Includes people who have entered the ticket purchase flow and have either purchased tickets or abandoned the flow.
- People who have purchased tickets  
Includes people who entered and finished the ticket purchase flow.
- People who abandoned the ticket purchase flow  
Includes people who entered, but did not finish, the ticket purchase flow.

At the bottom, there is a 'Description' field with 'Optional' and a character count of '0/100'. There are 'Back' and 'Create Audience' buttons at the bottom right.

# Custom Audience → Catalog

Select “Catalog”.



The screenshot shows the Facebook Ads Manager interface with the 'Create Audience' dialog box open. The dialog box is titled 'Choose a Custom Audience source' and instructs the user to 'Connect with people who have already shown an interest in your business or product.' The 'Your sources' section contains four options: 'Website', 'Customer list', 'App activity', and 'Catalog'. The 'Catalog' option is highlighted with a red arrow. The 'Meta Sources' section lists 'Video', 'Instagram account', 'Lead form', 'Events', 'Instant Experience', 'Facebook page', 'AR Experience', and 'Shopping'. The background shows a list of existing audiences with columns for 'Date Created', 'Sharing', and audience names. The audience 'All Audiences' is selected.

Date Created	Sharing	Audience Name
03/17/2022 11:41 AM	-	Lookalike (US, 1%) - People who...
01/07/2022 12:21 PM	-	CA - WC - learnCEschool-fundrai...
12/14/2021 4:42 PM	-	Lookalike (US, 1%) - CA - WC - A...
12/14/2021 12:40 PM	-	Lookalike (US, 1%) - CA - WC - A...
12/14/2021 12:39 PM	-	Lookalike (US, 1%) - CA - WC - A...
12/03/2021 2:38 PM	-	CA - WC - ANYmodmbaLP - 180 Days
10/06/2021 9:01 AM	-	Lookalike (US, 1%) - CA - WC - m...
09/30/2021 12:39 PM	-	CA - WC - modmba-parent-enroll...
06/16/2021 4:48 PM	-	CA - WC - modmba-parent-signup...
06/16/2021 4:49 PM	-	Coursesvny - FB Page - People w...
		People who currently like your Pa...

# Custom Audience → Catalog

Do you have an eCommerce store with a Meta Catalog?

- The Catalog Custom Audience is a way to create a Custom Audience targeting:

*People who viewed, added to cart, or purchased products from your catalog (or a single catalog product set).*

Create a catalog custom audience

Source: Products for Coursenvy (447856925367170)

Product set: Store collection Featured Products

Include Accounts Center accounts who meet Any Of the following criteria:

Events:

- Accounts Center accounts who viewed products from your product set
- Accounts Center accounts who viewed products from your product set  
Includes people who viewed a product on your website or app.
- Accounts Center accounts who added products from your product set to cart  
Includes people who added a product to their cart on your website or app.
- Accounts Center accounts who purchased products from your product set  
Includes people who purchased a product on your website or app.

Audience Name: 0/50

Description · Optional: 0/300

Back >Create audience

# How to Create a Catalog

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Learn how to create a catalog in Meta Commerce Manager:

<https://www.coursenvy.com/post/facebook-commerce-manager>

# Lookalike Audiences

# BEST PRACTICES: Lookalike Audiences

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Lookalike Audiences use your existing Custom Audiences and pixel data to create audiences of NEW people who are **SIMILAR** (Facebook does this by taking data points from your current audiences and matching them to find similar users on Facebook and Instagram). For example, you can create a Lookalike Audience based on people who like your Facebook Page, fire specific pixel events, are in an existing Custom Audience, etc.

- Only create a Lookalike Audience once your Custom Audience source is at minimum **1,000 users**. Facebook needs this much data to properly create accurate Lookalikes.
- Your source audience must contain at least 100 people from a single country to be able to create a Lookalike Audience in that country.
- Include **CUSTOMER VALUE** data to improve your Lookalike Audiences.

# BEST PRACTICES: Lookalike Audiences

---

Create a Value-Based Lookalike Audience of people who spend money!

Preferably, if you have enough customers, filter out your customer list to just include recurring customers and/or the highest spenders (this is a great split test for lookalike audiences because you are telling Facebook to go find the **BEST** users only)!

1. First, create a Custom Audience > Customer File of customers (email addresses and names minimum) and add them to the [\*\*Facebook Customer File Template\*\*](#)
2. Once you have that Custom Audience added, create a Lookalike Audience selecting this customer list name as the **Source** with a **1% Audience Size**.
3. This will now be a list of lookalike users **MOST LIKELY** to buy from you!

# My Favorite Lookalike Audiences

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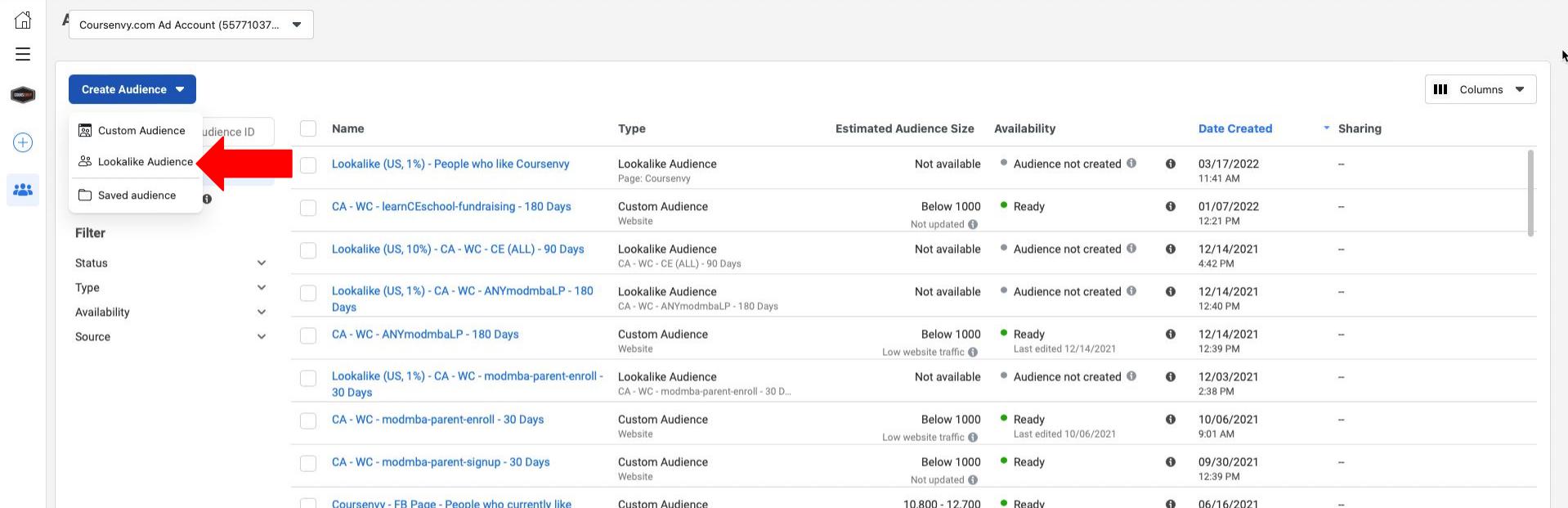
Custom Audiences are ALWAYS best (i.e. someone who has engaged with your post, website, video, etc.). Second best is a **LOOKALIKE**... Facebook uses hundreds of data points to find users that “LOOK” and “act online” nearly the exact same as your Custom Audience! Here are my favorites:

- Website Custom Audience > Visitors By Time Spent > Top 25%
- Facebook Page Custom Audience > Everyone who engaged with your Page
- Instagram Account Custom Audience > Everyone who engaged with your business
- Video Engagement Custom Audience > ThruPlay (and/or 75% watch)
- Website Custom Audience > AddToCart
- Website Custom Audience > InitiateCheckout
- Website Custom Audience > All website visitors \*\*\*view content -- i.e. /product pages)
- Website Custom Audience > People who visited specific web pages \*\*\*key landing pages\*\*\*
- Customer List Custom Audience \*\*\*divide lists by email subscribers and **BUYERS**\*\*\*

**PRO TIP:** Create Lookalike of your biggest Custom Audiences (more data points).

# Creating a Lookalike Audience on Facebook

Lookalike Audiences on Facebook help you find new people who are similar to your existing audiences.



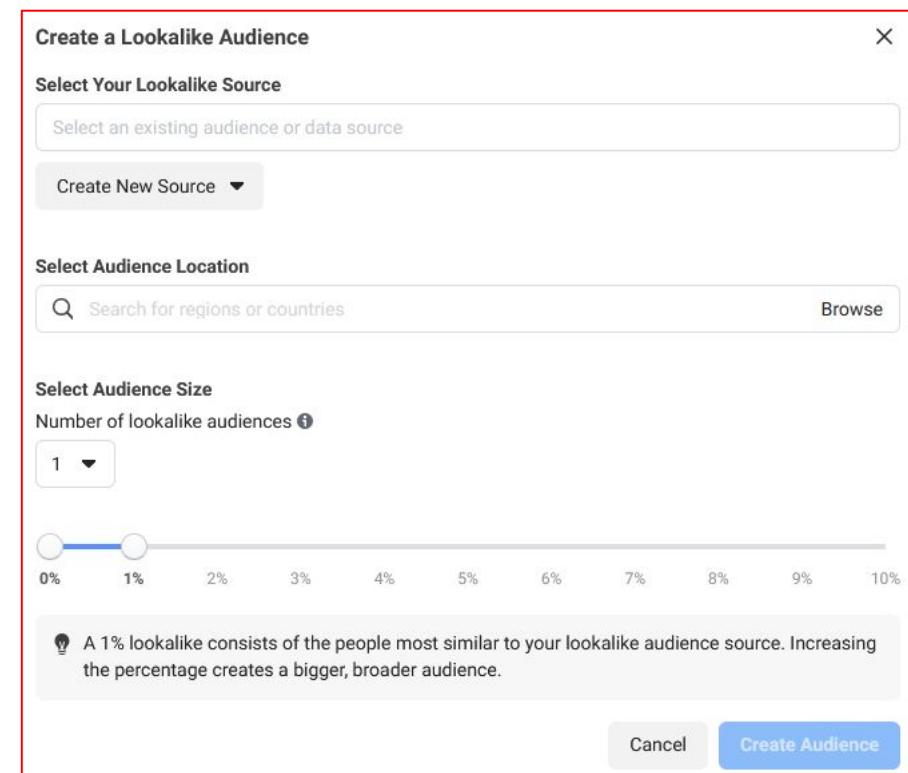
The screenshot shows the Facebook Ads Manager interface with the 'Create Audience' button highlighted. A red arrow points to the 'Lookalike Audience' option in the dropdown menu. The main table lists various audiences, including lookalike audiences for different segments like 'US, 1%' and 'US, 10%'.

Name	Type	Estimated Audience Size	Availability	Date Created	Sharing
Lookalike (US, 1%) - People who like Coursenvy	Lookalike Audience	Not available	Audience not created	03/17/2022 11:41 AM	-
CA - WC - learnCEschool-fundraising - 180 Days	Custom Audience	Below 1000	Ready	01/07/2022 12:21 PM	-
Lookalike (US, 10%) - CA - WC - CE (ALL) - 90 Days	Lookalike Audience	Not available	Audience not created	12/14/2021 4:42 PM	-
Lookalike (US, 1%) - CA - WC - ANYmodmbaLP - 180 Days	Lookalike Audience	Not available	Audience not created	12/14/2021 12:40 PM	-
CA - WC - ANYmodmbaLP - 180 Days	Custom Audience	Below 1000	Ready	12/14/2021 12:39 PM	-
Lookalike (US, 1%) - CA - WC - modmba-parent-enroll - 30 Days	Lookalike Audience	Not available	Audience not created	12/03/2021 2:38 PM	-
CA - WC - modmba-parent-enroll - 30 Days	Custom Audience	Below 1000	Ready	10/06/2021 9:01 AM	-
CA - WC - modmba-parent-signup - 30 Days	Custom Audience	Below 1000	Ready	09/30/2021 12:39 PM	-
Coursenvy - FB Page - People who currently like	Custom Audience	10,800 - 12,700	Ready	06/16/2021	-

# Creating a Lookalike Audience on Facebook

## Creating a Lookalike Audience

- Pick the source (your existing target audience).
- Pick the country that you want to target (one country per Lookalike audience -- remember, the source must have a minimum 100 users from that country).
- Pick your audience size (how broad or narrow you want it to be).



**Audience**

**Create Audience**

All Audiences

Expiring Audiences

**Filter**

Status

Type

Availability

Source

**Name**

CA - WC - ceVirtEntClub - 90 Days

rich

LA (US, 1%) - CA - WC - learnCEmodmbaBBcompAPP - 30 Days

LA (US, 1%) - CA - WC - learnCEmodmbaBBcompAPP - 30 Days

CA - WC - learnCEmodmbaBBcompAPP - 30 Days

CA - WC - learnCEmmBBcomp / Just Days

CA - WC - ceHomeRepairly - 90 Days

CA - WC - cePD - 90 Days

WC - ceTeeth - 30 Days

WC - ceEnterprise - 30 Days

WC - learnCE-AdAgencyLP - 14 Days

1moms

WC - modMBAfreePurchased - 180 Days (ERS)

**Create a Lookalike Audience**

**Select Your Lookalike Source**

Select an existing audience or data source

**Create New Source**

**Custom Audience**

Create an audience of your existing customers or prospects who interacted with your business.

**Custom Audience With Customer Value**

Create a lookalike of your most valuable audiences by using a Custom Audience with customer value.

**Number of lookalike audiences**

1

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

**💡** A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

**Cancel** **Create Audience**

**Date Created** **Sharing**

04/13/2021 9:48 AM

04/13/2021 5:21 PM

03/31/2021 11:25 AM

03/31/2021 2:23 PM

03/29/2021

03/30/2021 11:06 AM

03/25/2021 11:04 AM

02/23/2021 9:13 AM

02/19/2021 12:05 PM

12/02/2020 3:02 PM

11/17/2020 2:49 PM

09/02/2020 8:05 AM

08/24/2020 4:42 PM

08/12/2020 8:57 AM

**You can either create a new source audience (i.e. Custom Audience).**

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## Audience

Create Audience ▼

Search by name or audience ID

All Audiences

Filter

Status

Type

Availability

Source

1 Select Your Lookalike Source ?

2 Select an existing audience or data source

3 Value-Based Sources Other Sources

CA - ALL ENG - CE IG - 90 Days	Custom Audience
CA - ENGpost/ad - CE FB pg + 180 Days	Custom Audience
CA - WC - CE (ALL) - 14 Days	Custom Audience
CA - WC - CE (ALL) - 30 Days	Custom Audience
CA - WC - CE (ALL) - 90 Days	Custom Audience
CA - WC - CE (ALL) - Top 25% - 14 Days	Custom Audience
CA - WC - CE (ALL) - Top 25% - 14 Days	Custom Audience

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

Cancel Create Audience

Website	Low website traffic <span>?</span>	Last edited 06/22/2020
WC - learnCEpurchased (BUYERS-all) - 180 Days	Custom Audience	Below 1000 • Ready
WC - learnCEpurchased (BUYERS-all) - 180 Days	Website	Low website traffic <span>?</span> Last edited 06/22/2020
WC - modMBA LP - 7 Days	Custom Audience	Below 1000 • Ready
WC - modMBA LP - 7 Days	Website	Low website traffic <span>?</span> Last edited 06/29/2020
WC - CE (ALL) - Top 25% - 14 Days	Custom Audience	Below 1000 • Ready
WC - CE (ALL) - Top 25% - 14 Days	Website (Advanced)	Low website traffic <span>?</span> Last edited 05/26/2020
WC - modMBA-freePurchased - 180 Days	Custom Audience	Below 1000 • Ready
WC - modMBA-freePurchased - 180 Days	Website	Low website traffic <span>?</span> Last edited 05/22/2020

Date Created ▼ Sharing

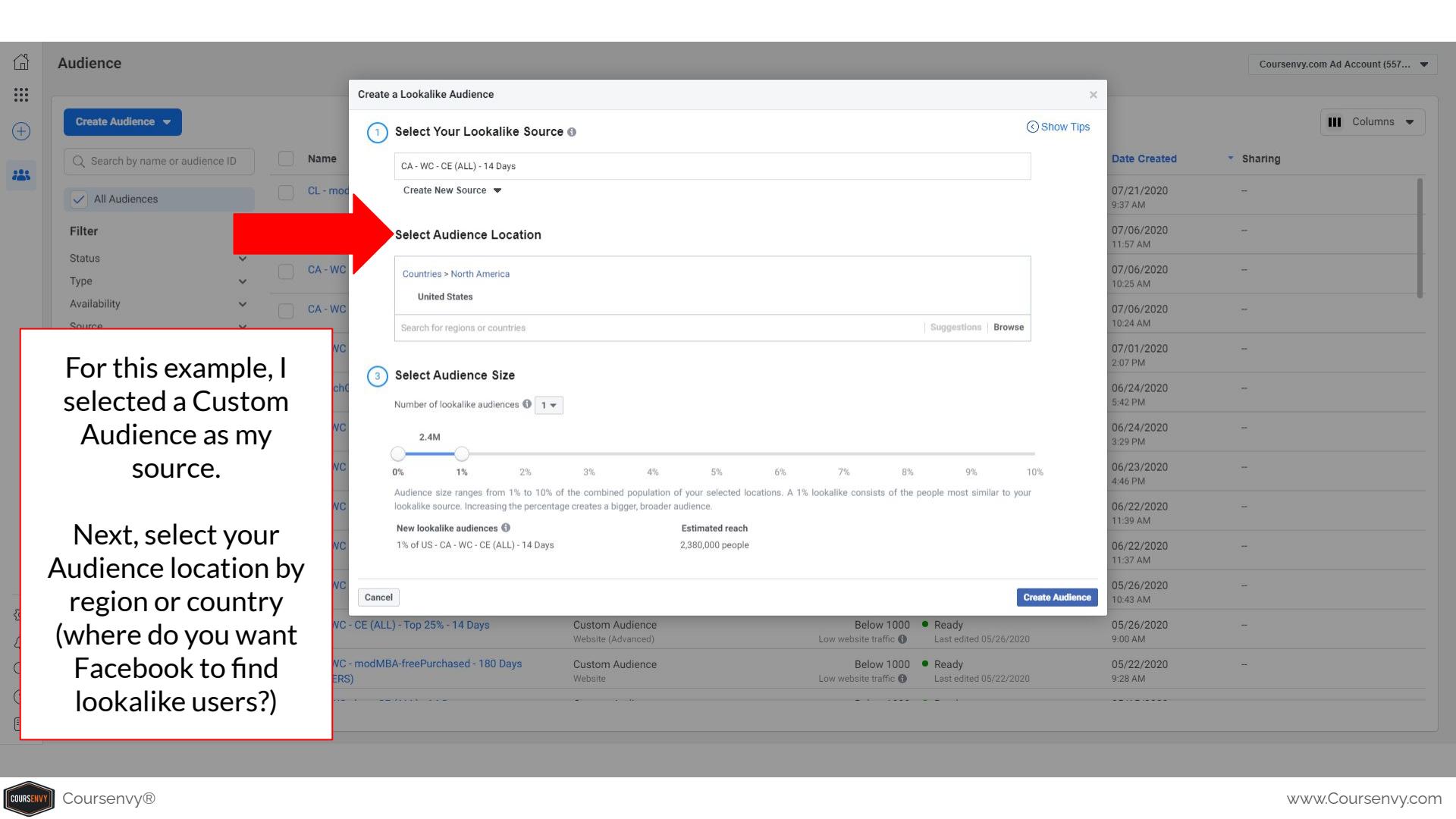
07/21/2020 9:37 AM	...
07/06/2020 11:57 AM	...
07/06/2020 10:25 AM	...
07/06/2020 10:24 AM	...
07/01/2020 2:07 PM	...
06/24/2020 5:42 PM	...
06/24/2020 3:29 PM	...
06/23/2020 4:46 PM	...
06/22/2020 11:39 AM	...
06/22/2020 11:37 AM	...
05/26/2020 10:43 AM	...
05/26/2020 9:00 AM	...
05/22/2020 9:28 AM	...

Or click to select an existing audience or data source (for example, a Custom Audience we just created).

Coursenvy.com Ad Account (557...)

Columns ▼

www.Coursenvy.com

For this example, I selected a Custom Audience as my source.

Next, select your Audience location by region or country (where do you want Facebook to find lookalike users?)

**Create a Lookalike Audience**

**1 Select Your Lookalike Source**

CA - WC - CE (ALL) - 14 Days

Create New Source

**2 Select Audience Location**

Countries > North America

United States

Search for regions or countries | Suggestions | Browse

**3 Select Audience Size**

Number of lookalike audiences: 1

2.4M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences: 1% of US - CA - WC - CE (ALL) - 14 Days

Estimated reach: 2,380,000 people

**Create Audience**

Date Created Sharing

07/21/2020 9:37 AM

07/06/2020 11:57 AM

07/06/2020 10:25 AM

07/06/2020 10:24 AM

07/01/2020 2:07 PM

06/24/2020 5:42 PM

06/24/2020 3:29 PM

06/23/2020 4:46 PM

06/22/2020 11:39 AM

06/22/2020 11:37 AM

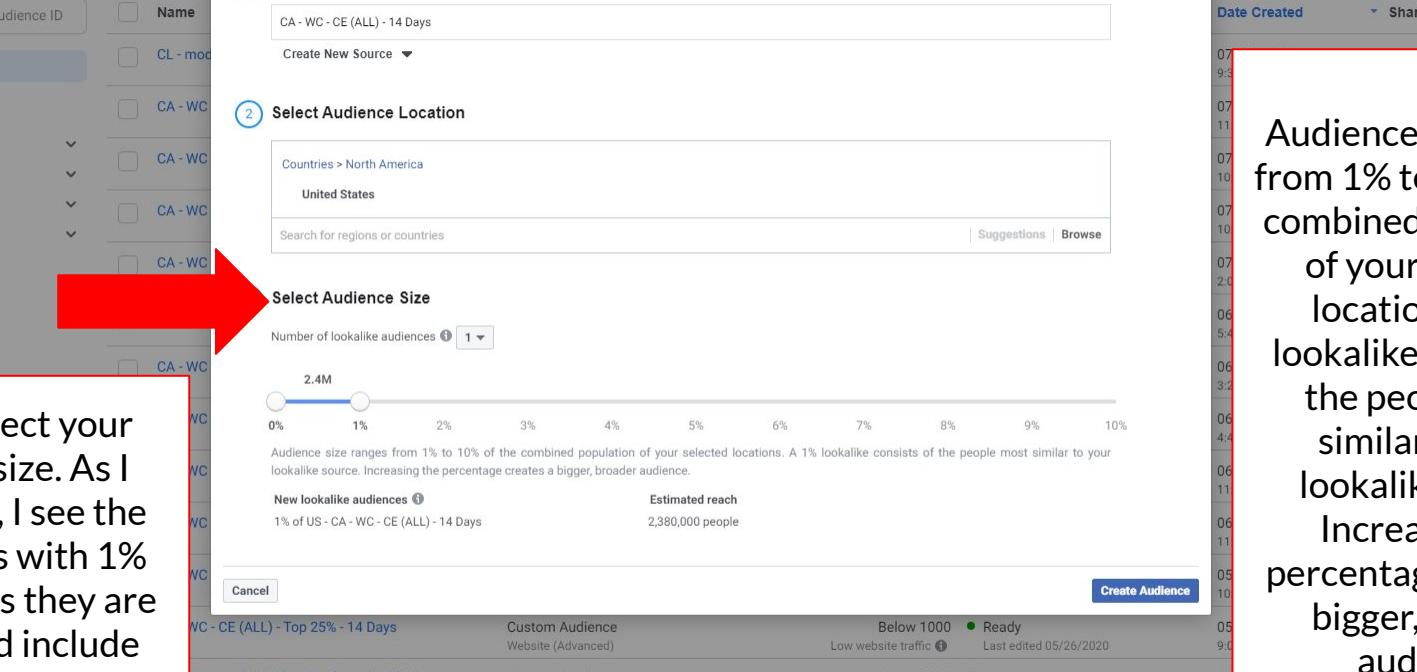
05/26/2020 10:43 AM

05/26/2020 9:00 AM

05/22/2020 9:28 AM

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Finally, select your audience size. As I mentioned, I see the best results with 1% audiences as they are smaller and include more similar lookalike users.

1 Select Your Lookalike Source [?](#)

CA - WC - CE (ALL) - 14 Days

Create New Source [▼](#)

2 Select Audience Location

Countries > North America

United States

Search for regions or countries [Suggestions](#) [Browse](#)

3 Select Audience Size

Number of lookalike audiences [?](#) [1](#) [▼](#)

2.4M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences [?](#)  
1% of US - CA - WC - CE (ALL) - 14 Days

Estimated reach  
2,380,000 people

Cancel [Create Audience](#)

WC - CE (ALL) - Top 25% - 14 Days Custom Audience Website (Advanced) Below 1000 • Ready  
Low website traffic [Last edited 05/26/2020](#)

WC - modMBA-freePurchased - 180 Days Custom Audience Website Below 1000 • Ready  
Low website traffic [Last edited 05/22/2020](#)

Date Created [▼](#) Sharing

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

Finally, select your audience size. As I mentioned, I see the best results with 1% audiences as they are smaller and include more similar lookalike users.

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

# BEST PRACTICES: Lookalike Audiences

Create a Lookalike Audience for ONE country at a time at EACH of the following population percentages:

- 0% to 1%
- 0% to 5%
- 0% to 10%

While 1% performs the best for us, some clients see great results targeting 5% and 10% Lookalikes!

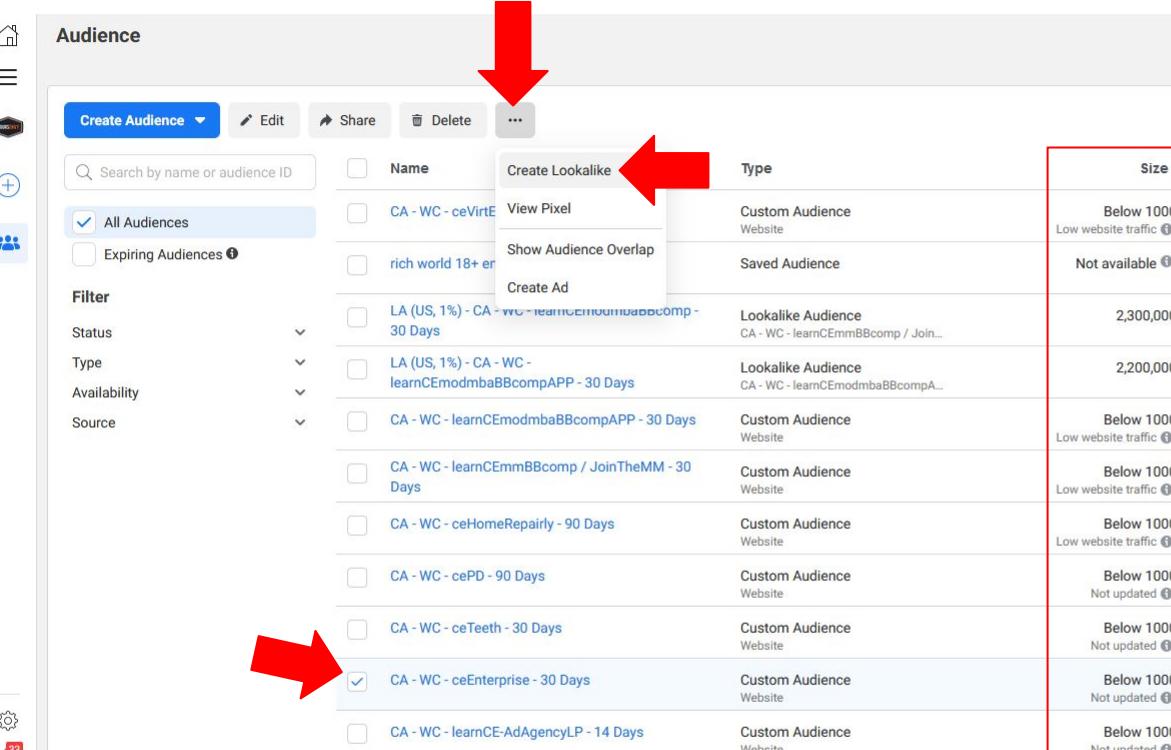


The image displays three separate screenshots of a digital interface for creating lookalike audiences, each with a red box highlighting the 'Select Audience Size' step. Each screenshot shows a slider for selecting the percentage of the population to include in the lookalike audience.

- Screenshot 1 (Top):** The slider is set to 1% (labeled '2.4M'). The text below the slider states: "Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience." The 'New lookalike audiences' section shows "1% of US - CA - WC - CE (ALL) - 14 Days" and the 'Estimated reach' is "2,380,000 people".
- Screenshot 2 (Middle):** The slider is set to 5% (labeled '11.9M'). The text below the slider is identical to the first screenshot. The 'New lookalike audiences' section shows "5% of US - CA - WC - CE (ALL) - 14 Days" and the 'Estimated reach' is "23,800,000 people".
- Screenshot 3 (Bottom):** The slider is set to 10% (labeled '23.8M'). The text below the slider is identical to the first screenshot. The 'New lookalike audiences' section shows "10% of US - CA - WC - CE (ALL) - 14 Days" and the 'Estimated reach' is "23,800,000 people".

# Creating a Lookalike Audience on Facebook

- You can also create a Lookalike Audience via your Audiences page.
- Just click the checkbox next to a Custom Audience name, with a size greater than 1,000 users.
- Then click the **Create Lookalike** option.



The screenshot shows the Facebook Audience creation interface. At the top, there are buttons for 'Create Audience', 'Edit', 'Share', 'Delete', and a 'More' options menu. A red arrow points to the 'More' menu. Another red arrow points to the 'Create Lookalike' button. A third red arrow points to the checkbox for 'CA - WC - ceEnterprise - 30 Days'. The table on the right lists various audiences with columns for Name, Type, and Size. A red box highlights the 'Size' column for audiences with 2,300,000 and 2,200,000 users.

Size
Below 1000 Low website traffic
Not available
2,300,000
2,200,000
Below 1000 Low website traffic
Below 1000 Not updated

# Targeting a Lookalike Audience

Just like Custom Audiences, you can choose to TARGET your Lookalike Audiences via the Audience section at the AD SET level of your new campaign.

The screenshot shows the Facebook Ads Manager interface. On the left, a sidebar has icons for Home, Ads, Audience, and Insights. The main area shows a navigation path: New Sales Campaign > New Sales Ad Set > 1 Ad. The 'Edit' button is highlighted. A red box and arrow point to the 'New Sales Ad Set' button. A large red box surrounds the 'Audience' section. A red arrow points to the 'Lookalike audience' tab in the 'Custom audiences' dropdown. The 'Audience definition' section shows a 'Specific' slider. On the right, a sidebar shows performance metrics: Reach (872 - 2.5K), Conversions (0), and Clicks (0). A note says 'Performance may be impacted' due to ecosystem changes.

Just like Custom Audiences, you can choose to TARGET your Lookalike Audiences via the Audience section at the AD SET level of your new campaign.

New Sales Campaign

New Sales Ad Set

New Sales Ad

Edit

Show more options

Audience

Create new audience Use saved audience

Custom audiences

Search existing audience

All Lookalike audience Custom Audience

Lookalike (US, 1%) - People who like Coursenvy

Lookalike (US, 10%) - CA - WC - CE (ALL) - 90 Days

Lookalike (US, 1%) - CA - WC - ANYmodmbaLP - 180 ...

Lookalike (US, 1%) - CA - WC - modmba-parent-enroll ...

LA (US, 1%) - CA - WC - learnCEmodmbaBBcomp - 30 ...

LA (US, 1%) - CA - WC - learnCEmodmbaBBcompAPP ...

LA (US, 5%) - CA - WC - CE (ALL) - Top 25% - 90 Days

LA (US, 1%) - CL - BUYERS - altIM (ALL)

LA (US, 10%) - CL - BUYERS - learnCE (ALL)

Include people who match

Add demographics, interests or behaviors

Suggestions Browse

Performance may be impacted

Evolving changes within the ads ecosystem may affect your performance or reporting.

Performance and reporting impact

Audience definition

Your audience selection is fairly broad.

Specific

Reach: 872 - 2.5K

Conversions: 0

Clicks: 0

Again, just like when we target a Custom Audience, you can narrow your specific targeting **WITHIN** your Lookalike Audience.

For example, I want to ensure my ad only targets the United States and my target audience age of 25-44. So by selecting these options, we are narrowing our Lookalike Audience reach, but that is ok as we won't be wasting ad spend on users that aren't in our target market.

**Audience**  
Define who you want to see your ads. [Learn more](#)

**Create new audience** Use saved audience [▼](#)

**Custom audiences** [Create new ▾](#)

Search existing audiences

**Exclude**

**Locations**  
Location:

- United States

**Age**  
25 44

**Gender**  
All genders

**Detailed targeting**  
Include people who match [i](#)

Add demographics, interests or behaviors [Suggestions](#) [Browse](#)

We may deliver ads beyond your audiences for your selected objective, if it's likely to improve performance. [Learn more](#).

**Exclude**

**Close** ✓ All edits saved

**Edit** **Review**

**Performance may be impacted**  
Evolving changes within the ads ecosystem may affect your performance or reporting.

**Performance and reporting impact** [▼](#)

**Audience definition**  
Your audience selection is fairly broad.

Specific [Broad](#)

Estimated audience size: 96,900,000 - 114,000,000 [i](#)

Estimates may vary significantly over time based on your targeting selections and available data.

**Estimated daily results**  
Based on 7-day click and 1-day view conversion window

**Reach** [i](#) **851 - 2.5K**

**Conversions** [i](#) **0**

The accuracy of estimates is based on factors like past

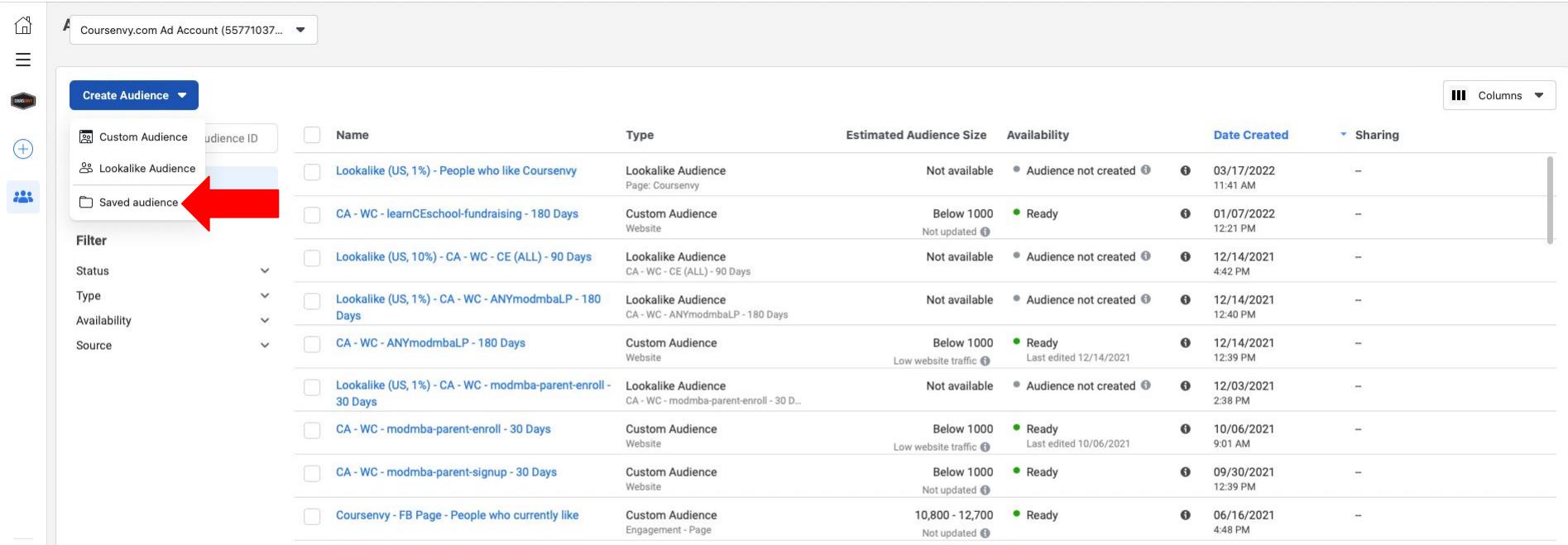
**Back** **Next**

View your “Estimated audience size”.

# Saved Audiences

# Creating a Saved Audience on Facebook

Save time when creating new audiences for campaigns by **saving** your most frequently used audiences.



The screenshot shows the Facebook Audience Insights interface. On the left, there's a sidebar with various filters: Status, Type, Availability, and Source. The 'Type' filter is expanded, showing 'Custom Audience', 'Lookalike Audience', and 'Saved audience'. A red arrow points to the 'Saved audience' option. The main area is a table of saved audiences, with the first row highlighted in blue. The columns in the table are: Name, Type, Estimated Audience Size, Availability, Date Created, and Sharing. Each row in the table represents a different saved audience with its details.

Name	Type	Estimated Audience Size	Availability	Date Created	Sharing
Lookalike (US, 1%) - People who like Coursenvy	Lookalike Audience	Not available	Audience not created	03/17/2022 11:41 AM	-
CA - WC - learnCESchool-fundraising - 180 Days	Custom Audience	Below 1000	Ready	01/07/2022 12:21 PM	-
Lookalike (US, 10%) - CA - WC - CE (ALL) - 90 Days	Lookalike Audience	Not available	Audience not created	12/14/2021 4:42 PM	-
Lookalike (US, 1%) - CA - WC - ANYmodmbaLP - 180 Days	Lookalike Audience	Not available	Audience not created	12/14/2021 12:40 PM	-
CA - WC - ANYmodmbaLP - 180 Days	Custom Audience	Below 1000	Ready	12/14/2021 12:39 PM	-
Lookalike (US, 1%) - CA - WC - modmba-parent-enroll - 30 Days	Lookalike Audience	Not available	Audience not created	12/03/2021 2:38 PM	-
CA - WC - modmba-parent-enroll - 30 Days	Custom Audience	Below 1000	Ready	10/06/2021 9:01 AM	-
CA - WC - modmba-parent-signup - 30 Days	Custom Audience	Below 1000	Ready	09/30/2021 12:39 PM	-
Coursenvy - FB Page - People who currently like	Custom Audience	10,800 - 12,700	Ready	06/16/2021 4:48 PM	-

**Create a Saved Audience**

**Audience Name**  X

**Custom Audiences** ⓘ  Add | Create New

**Locations** ⓘ  ▼

United Kingdom  
📍 **United Kingdom**  
📍 Include ▼ | Type to add more locations | Browse

Add Locations in Bulk

**Age** ⓘ 18 ▼ - 65+ ▼

**Gender** ⓘ All Men Women

**Languages** ⓘ

**Detailed Targeting** ⓘ **INCLUDE** people who match at least **ONE** of the following ⓘ

| Suggestions | Browse

**Exclude People**

Cancel Create Audience

Set the following items for your saved audience:

1. Audience Name
2. Include Custom Audiences or Not
3. Locations
4. Demographics
5. Languages
6. Detailed Targeting

Create a Saved Audience

Audience Name

Custom Audiences  [Exclude](#) [Create New](#)

Locations  [United Kingdom](#) [United Kingdom](#) [Include](#)  [Browse](#)

Age  -

Gender

Languages

Detailed Targeting  **INCLUDE** people who match at least ONE of the following [?](#)

[Exclude People](#)

[Cancel](#) [Create Audience](#)



You can be as specific as you want under Detailed Targeting to find your target customer via:

1. Demographics
2. Interests
3. Behaviors

**Audience**

**Create Audience**

Name  rich world 18+  LA (US, 1%) - C

All Audiences

**Filter**

Once ready, click the  
“Create Saved Audience” button.

**Create a Saved Audience**

**Audience Name**

Name your audience

**Potential Audience:**

Potential Reach: 230,000,000 people ?

**Custom Audiences**

**Create New**

Search existing audiences

**Audience Details:**

- Location:
  - United States
- Age:
  - 18 - 65+

**Exclude**

**Locations**

People living in or recently in this location

**United States**

United States

Include  Search Locations

**Browse**

**Add Locations in Bulk**

**Age**

18  65+

**Gender**

All  Men  Women

**Languages**

Search Languages

**Detailed Targeting**

Include people who match ?

Add demographics, interests or behaviors

**Suggestions** **Browse**

**Cancel**

**Create Saved Audience**

**Coursenvy.com Ad Account (557710375...)**

**Date Created**

**03/31/2021**

**5:21 PM**

**03/31/2021**

**11:25 AM**

**03/29/2021**

**2:23 PM**

**03/25/2021**

**11:06 AM**

**03/25/2021**

**11:04 AM**

**02/23/2021**

**9:13 AM**

**02/19/2021**

**12:05 PM**

**12/02/2020**

**3:02 PM**

**11/17/2020**

**2:49 PM**

**09/02/2020**

**8:05 AM**

**08/24/2020**

**4:42 PM**

**08/12/2020**

**8:57 AM**

**07/21/2020**

**11:38 AM**

**COURSEN**

**Coursenvy®**

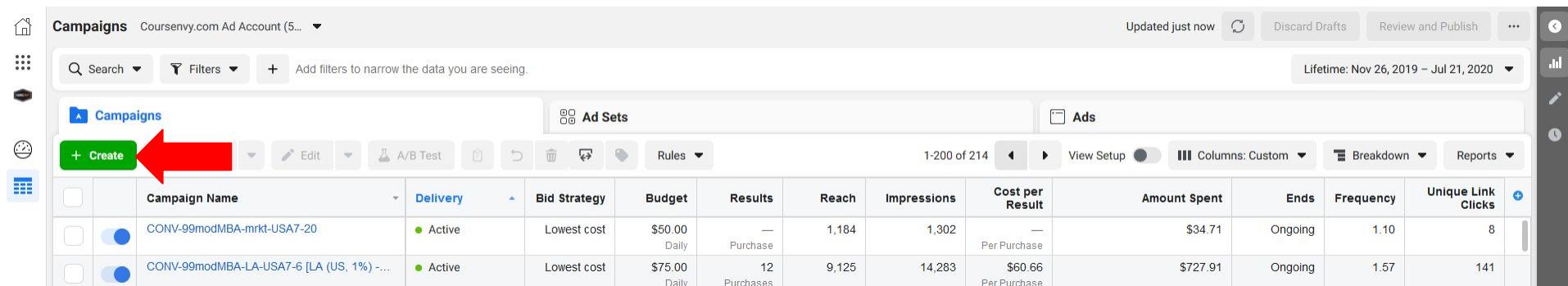
**www.Coursenvy.com**

# Targeting Custom, Lookalike, and Saved Audiences

---

Now it is time to target all our newly created Facebook Audiences via Facebook Ad Campaigns!

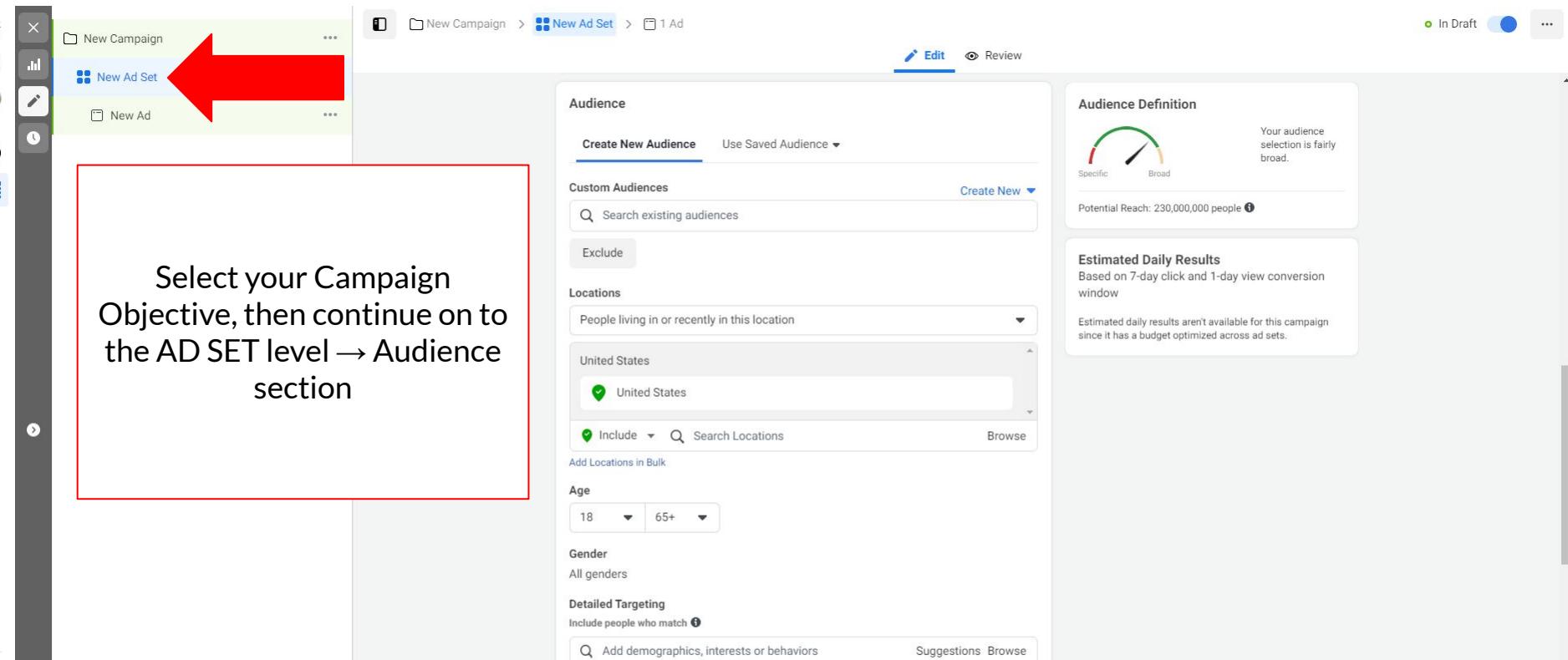
- Navigate to your Ads Manager
- Click the green Create button



The screenshot shows the Facebook Ads Manager interface. The top navigation bar includes 'Campaigns' (highlighted in green), 'Course envy.com Ad Account (5...)', 'Updated just now', 'Discard Drafts', 'Review and Publish', and a three-dot menu. Below the navigation is a search bar, a 'Filters' dropdown, and a 'Add filters to narrow the data you are seeing' button. The main content area is divided into three sections: 'Campaigns', 'Ad Sets', and 'Ads'. The 'Campaigns' section is active, showing 1-200 of 214 campaigns. A red arrow points to the green '+ Create' button in the top-left corner of this section. The table below lists campaign details such as name, delivery, bid strategy, budget, results, reach, impressions, cost per result, amount spent, ends, frequency, and unique link clicks. The first two rows are visible, with the second row showing a longer campaign name.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
	CONV-99modMBA-mrkt-USA7-20	Active	Lowest cost	\$50.00 Daily	— Purchase	1,184	1,302	— Per Purchase	\$34.71	Ongoing	1.10	8
	CONV-99modMBA-LA-USA7-6 [LA (US, 1%)] -...	Active	Lowest cost	\$75.00 Daily	12 Purchases	9,125	14,283	\$60.66 Per Purchase	\$727.91	Ongoing	1.57	141

# Targeting Custom, Lookalike, and Saved Audiences



Select your Campaign Objective, then continue on to the AD SET level → Audience section

New Campaign

New Ad Set

New Ad

New Ad Set

1 Ad

In Draft

Review

Edit

Audience

Create New Audience Use Saved Audience

Custom Audiences

Search existing audiences

Exclude

Locations

People living in or recently in this location

United States

United States

Include Search Locations

Browse

Add Locations in Bulk

Age

18 65+

Gender

All genders

Detailed Targeting

Include people who match

Add demographics, interests or behaviors

Suggestions

Browse

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.



Select your Custom Audience, Lookalike Audience, or Saved Audiences under the AD SET level during your ad campaign creation.



**Audience**

[Create New Audience](#) [Use Saved Audience](#)

**Custom Audiences** [Create New](#)

Search existing audiences

**Exclude**

**Locations**

People living in or recently in this location

United States

United States

Include  Search Locations [Browse](#)

Add Locations in Bulk

**Age**

18  65+

**Gender**

All genders

**Detailed Targeting**

Include people who match [?](#)

Add demographics, interests or behaviors [Suggestions](#) [Browse](#)

**Exclude**

**Detailed Targeting Expansion** [?](#)

Reach people beyond your detailed targeting selections when it's likely to improve performance.

**Edit** **Review**

**Audience Definition**

Your audience selection is fairly broad.



Potential Reach: 230,000,000 people [?](#)

**Estimated Daily Results**

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Close](#)  All edits saved

[Back](#)

[Next](#)

 In Draft

Click in the Custom Audience field to select Lookalike Audiences or Custom Audiences to target.



ENG-modMBA-LA-8-25 > USA - udemy

**Edit** **Review**

**Audience**

**Create New Audience** Use Saved Audience ▾

**Custom Audiences** Create New ▾

INCLUDE people who are in at least ONE of the following

Search existing audiences

All	Lookalike Audience	Custom Audience
LA (richC, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike	
LA (US, 1%) - CA - WC - modMBA LP - Top 25% - 30 D...	Lookalike	
LA (US, 1%) - CA - WC - modMBA LP - 90 Days	Lookalike	
LA (US, 5%) - CA - WC - CE (ALL) - Top 25% - 90 Days	Lookalike	
LA (US, 1%) - CL - BUYERS - airm (ALL)	Lookalike	
LA (US, 10%) - CL - BUYERS - learnCE (ALL)	Lookalike	
LA (US, 5%) - CL - BUYERS - learnCE (ALL)	Lookalike	
LA (US, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike	
LA (US, 1%) - WC - CE (ALL) - 90 Days	Lookalike	
People living in this location		

**Audience Definition**

Audience definition is unavailable.

**Potential Reach: Unavailable**

**Estimated Daily Results**

Estimated daily results aren't available for this campaign as a budget optimized across ad sets.

**Size:** 3,200,000  
**Name:** LA (richC, 1%) - CL - BUYERS - learnCE (ALL)  
**Type:** Lookalike  
**Source:** CL - BUYERS - learnCE (ALL)

**United States**

Include United States

Search Locations

Add Locations in Bulk

Age  
18 - 65+

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

**Close** **Discard Draft** **Publish**



New Campaign ...

New Ad Set ...

New Ad ...

New Campaign > New Ad Set > 1 Ad

**Edit** **Review**

**Audience**

Create New Audience Use Saved Audience ...

**Custom Audiences** Create New ...

Search existing audiences

**Exclude**

**Locations**

People living in or recently in this location

United States

United States

Include ... Search Locations Browse

Add Locations in Bulk

**Age**

18 ... 65+ ...

**Gender**

All genders

**Detailed Targeting** Include people who match ...

Add demographics, interests or behaviors Suggestions Browse

**Exclude**

**Detailed Targeting Expansion ...**

Reach people beyond your detailed targeting selections when it's likely to improve performance.

**Audience Definition**

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ...

**Estimated Daily Results**

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

**You can also choose to EXCLUDE an audience. By excluding, your ad will NOT be shown to these users (perfect for excluding past newsletter subscribers if your campaign's goal is gaining new subscribers -- you don't want to waste ad spend on current subscribers, so exclude them).**

**Close** ✓ All edits saved

**Back** **Next**



Or you can choose a **Saved Audience** to speed up your ad creation time for targeting an audience you market to often.

New Sales Campaign > New Sales Ad Set > New Sales Ad

**Audience**  
Define who you want to see your ads. [Learn more](#)

[Create new audience](#) Use saved audience 

**Custom audiences** Create new 

**Exclude**

**Locations**  
Location: • United States

**Age**  
25 44

**Gender**  
All genders

**Detailed targeting**  
Include people who match  Suggestions Browse

 We may deliver ads beyond your audiences for your selected objective, if it's likely to improve performance. [Learn more](#).

**Performance may be impacted**  
Evolving changes within the ads ecosystem may affect your performance or reporting.

**Performance and reporting impact**

**Audience definition**  
Your audience selection is fairly broad.  
 Specific Broad

Estimated audience size: 96,900,000 - 114,000,000   
 Estimates may vary significantly over time based on your targeting selections and available data.

**Estimated daily results**  
Based on 7-day click and 1-day view conversion window

**Reach**  851 - 2.5K

**Conversions**  0

The accuracy of estimates is based on factors like past

**Close**  All edits saved **Back** **Next**

# New Audiences

+

# Detailed Targeting

# New Audience Targeting

The final option for Audience targeting is creating a new audience.

This includes targeting by Location, Age, Gender, Detailed Targeting, Languages, and more.

> New Sales Ad Set > 1 Ad

Edit Review

### Audience

Define who you want to see your ads. [Learn more](#)

**Create new audience** Use saved audience ▾

**Custom audiences** Create new ▾

Search existing audiences

Exclude

#### Locations

Location:

- United States

#### Age

25 ▼ 44 ▼

#### Gender

All genders

#### Detailed targeting

Include people who match ⓘ

Add demographics, interests or behaviors Suggestions Browse

ⓘ We may deliver ads beyond your audiences for your selected objective, if it's likely to improve performance. [Learn more](#).

Exclude

ⓘ **Performance may be impacted**

Evolving changes within the ads ecosystem may affect your performance or reporting.

**Performance and reporting impact** ▼

### Audience definition

Your audience selection is fairly broad.

Specific Estimates Broad

Estimated audience size: 96,900,000 - 114,000,000 ⓘ

ⓘ Estimates may vary significantly over time based on your targeting selections and available data.

### Estimated daily results

Based on 7-day click and 1-day view conversion window

**Reach ⓘ**  
**851 - 2.5K**

ⓘ

**Conversions ⓘ**  
**0**

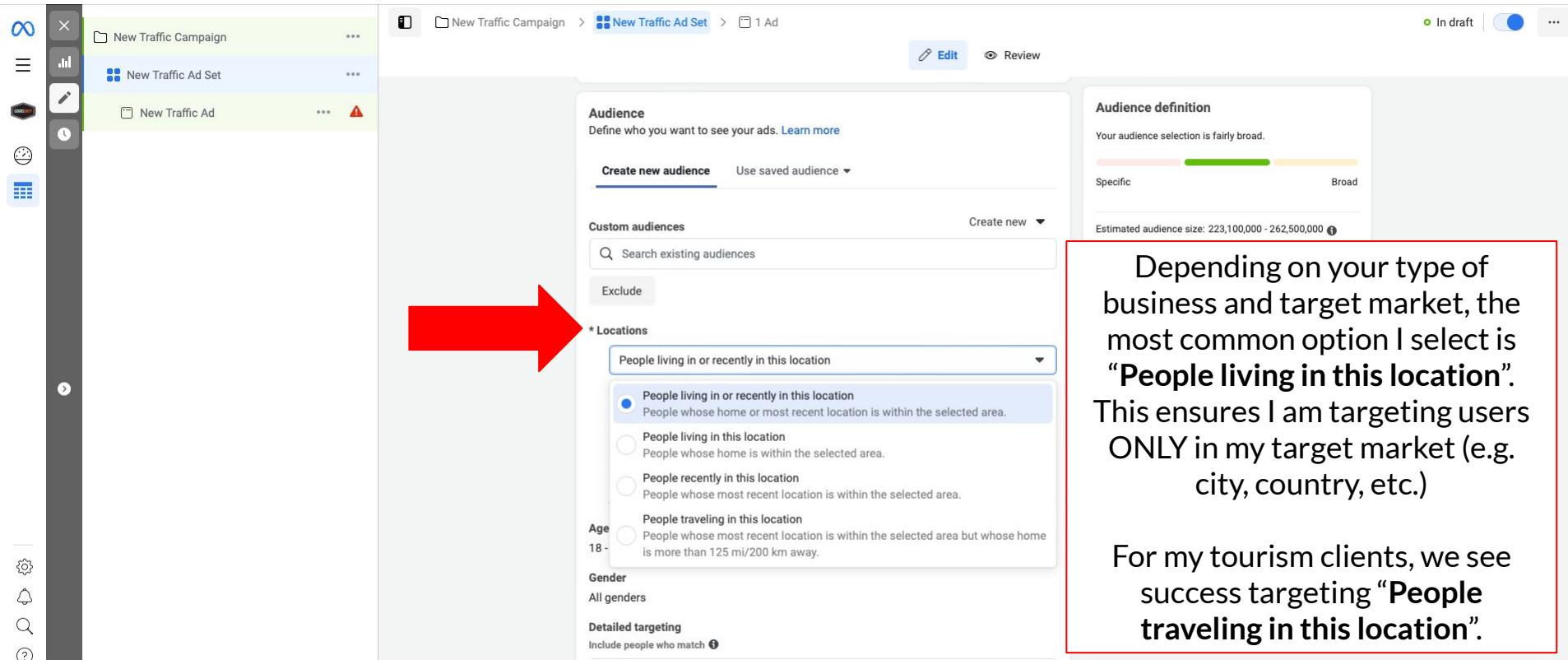
ⓘ

# Estimated Audience Size

With each selection you make, your **Estimated Audience Size** will adjust as you narrow or broaden your audience size.

The screenshot shows the Facebook Ads Manager interface for a 'New Sales Campaign'. The left sidebar has icons for Home, Ads, Audience, Metrics, and More. The main navigation shows 'New Sales Campaign' > 'New Sales Ad Set' > '1 Ad'. The top right shows 'In draft' and a switch. The main area is titled 'Audience' with the sub-instruction 'Define who you want to see your ads. [Learn more](#)'. It has tabs for 'Create new audience' (selected) and 'Use saved audience'. Below are sections for 'Custom audiences' (with a search bar), 'Exclude' (button), 'Locations' (set to 'United States'), 'Age' (25 to 44), 'Gender' (All genders), and 'Detailed targeting' (Include people who match). At the bottom of the targeting section is a note: 'We may deliver ads beyond your audiences for your selected objective, if it's likely to improve performance. [Learn more](#)'. To the right, a box titled 'Performance may be impacted' notes 'Evolving changes within the ads ecosystem may affect your performance or reporting.' Below it is a dropdown for 'Performance and reporting impact'. Another box titled 'Audience definition' says 'Your audience selection is fairly broad.' with a slider from 'Specific' to 'Broad' (set to 'Broad'). It shows an 'Estimated audience size: 96,900,000 - 114,000,000' with a note: 'Estimates may vary significantly over time based on your targeting selections and available data.' At the bottom, 'Estimated daily results' show 'Reach: 851 - 2.5K' and 'Conversions: 0'.

# Locations



A large red arrow points from the left towards the 'Locations' dropdown menu.

**Audience**  
Define who you want to see your ads. [Learn more](#)

[Create new audience](#) [Use saved audience](#)

[Custom audiences](#)

[Create new](#)

Search existing audiences

[Exclude](#)

**\* Locations**

[People living in or recently in this location](#)

People living in or recently in this location

People whose home or most recent location is within the selected area.

People living in this location

People whose home is within the selected area.

People recently in this location

People whose most recent location is within the selected area.

People traveling in this location

18 - People whose most recent location is within the selected area but whose home is more than 125 mi/200 km away.

**Gender**

All genders

**Detailed targeting**

[Include people who match](#)

**Audience definition**

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 223,100,000 - 262,500,000

Depending on your type of business and target market, the most common option I select is **“People living in this location”**. This ensures I am targeting users **ONLY** in my target market (e.g. city, country, etc.)

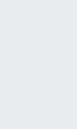
For my tourism clients, we see success targeting **“People traveling in this location”**.

Locations  People living in this location

United States 

Los Angeles, California + 25mi 

Include  Type to add  Current city only  Cities within radius 

10  50  25  mi 

Drop Pin 

Add Locations in Bulk

Age  18  - 65+ 

Gender  All  Men  Women 

Detailed Targeting  Include people who match 

Add demographics, interests or behaviors  Suggestions  Browse 

Exclude People

Detailed Targeting Expansion  Reach people beyond your detailed targeting selections when it's likely to improve performance.

You can target local users at a varying miles radius around your address or city.

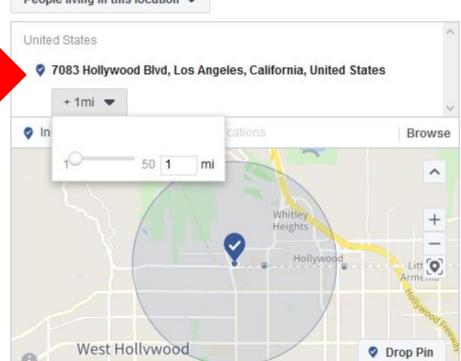
Locations  People living in this location

United States 

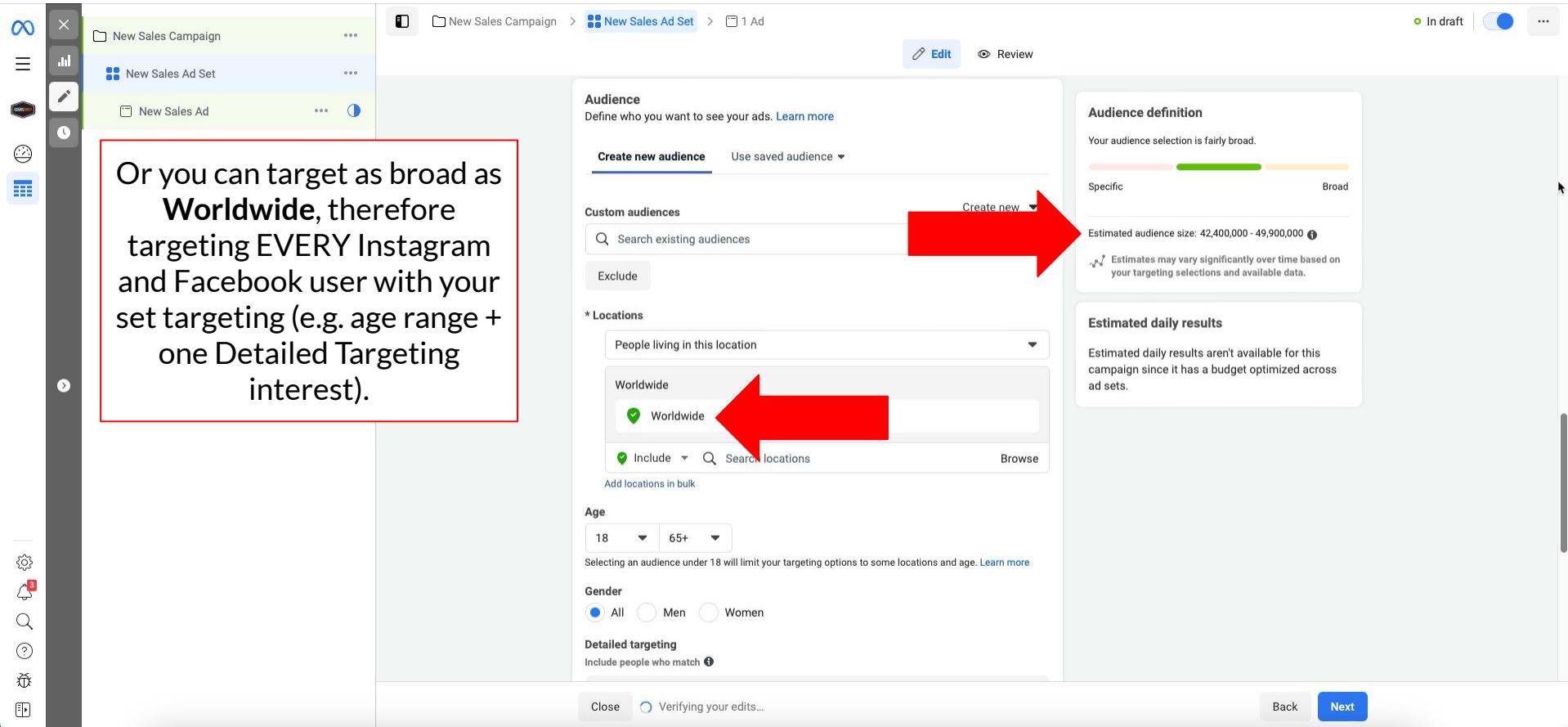
7083 Hollywood Blvd, Los Angeles, California, United States 

+ 1mi 

1  50  1  mi 

Drop Pin 

Add Locations in Bulk



Or you can target as broad as **Worldwide**, therefore targeting **EVERY** Instagram and Facebook user with your set targeting (e.g. age range + one Detailed Targeting interest).

**Audience**  
Define who you want to see your ads. [Learn more](#)

**Create new audience** Use saved audience ▾

**Custom audiences**

Search existing audiences

**Exclude**

**\*Locations**

People living in this location

Worldwide

Worldwide

Include

Add locations in bulk

**Age**

18  65+

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

**Gender**

All  Men  Women

**Detailed targeting**  
Include people who match

**Audience definition**

Your audience selection is fairly broad.

Specific  Broad

Estimated audience size: 42,400,000 - 49,900,000 ⓘ

ⓘ Estimates may vary significantly over time based on your targeting selections and available data.

**Estimated daily results**

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

**Edit** **Review**

**Close** **Verifying your edits...** **Back** **Next**

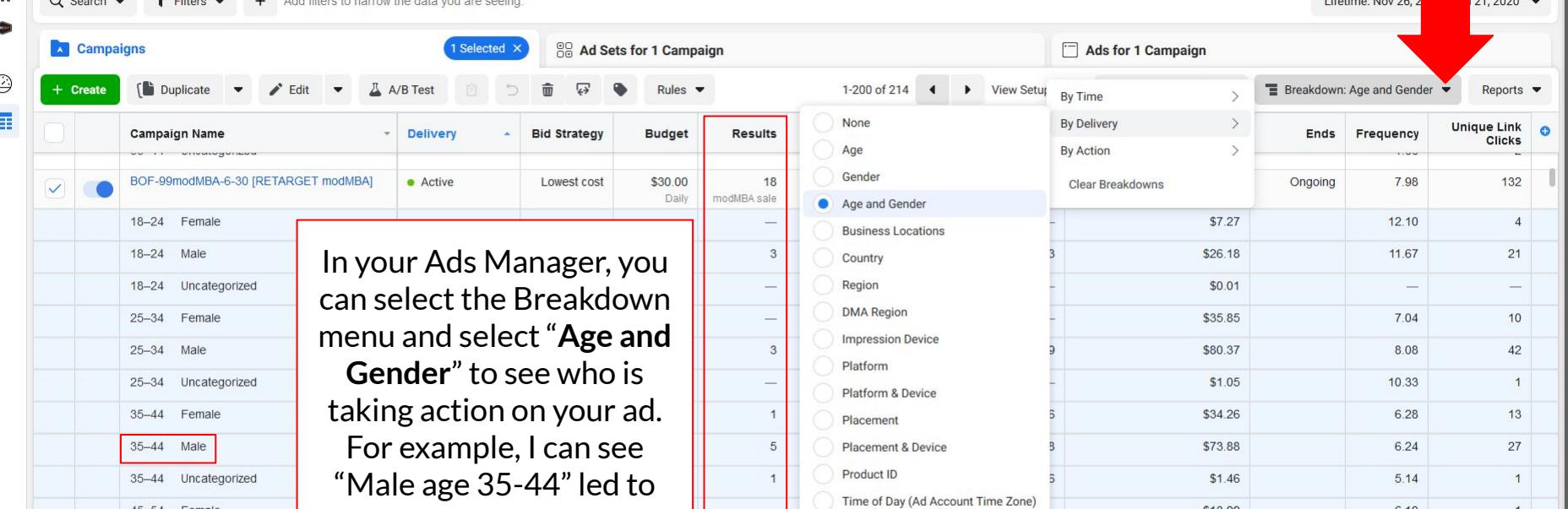
# Age & Gender

For most of our TOF campaigns, we leave the Age and Gender broad at 18-65+ and ALL.

Unless you know your specific demographics, starting broad (1m+ audience size) is better to research who is engaging with your ads.

The screenshot shows the Facebook Ads Manager interface for a 'New Sales Campaign' under 'New Sales Ad Set' and '1 Ad'. The 'Edit' button is highlighted. The targeting section is open, showing the 'Create new audience' tab selected. A red box highlights the 'Locations' section, which includes a dropdown for 'People list' and a 'Worldwide' option with a green checkmark. A red arrow points to the 'Age' section, which shows '18' and '65+' selected in dropdown menus. The 'Gender' section shows 'All' selected. To the right, the 'Audience definition' section indicates a 'fairly broad' selection, with a green progress bar. It also shows an estimated audience size of 42,400,000 - 49,900,000 and a note about estimates varying over time. The 'Estimated daily results' section notes that results aren't available for this campaign due to budget optimization.

## Analyze Age & Gender via the Breakdown Menu



In your Ads Manager, you can select the Breakdown menu and select “Age and Gender” to see who is taking action on your ad. For example, I can see “Male age 35-44” led to the most sales for this ad.

18-24 Female

18-24 Male

18-24 Uncategorized

25-34 Female

25-34 Male

25-34 Uncategorized

35-44 Female

35-44 Male

35-44 Uncategorized

45-54 Female

45-54 Male

45-54 Uncategorized

18 modMBA sale

3

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# Page Insights

You can also look at your own Facebook Page Insights to learn more about potential target markets.

Just navigate to your Insights page:

- Click on “Insights” in the left sidebar of your Facebook Page.
- Scroll down to the “Audience” section on your **Professional dashboard** page.
- Review your fan demographics.
- Our marketing agency client target audience is: Women, age 25-34

facebook

Tawnie and Brina

## Professional dashboard

Overview

Insights

- Home
- Your Page
- Content
- Audience

Grow your audience

- Ad Center
- Invite friends to follow

Your tools

- Events
- Page access
- Moderation Assist
- Linked accounts
- Fan engagement tools

Platform tools

Business Apps

### Content

Most recent content

Content

See content

### Audience

5,952 Facebook followers

#### Age and Gender

Gender	Age Group	Percentage
Men	18-24	3.30%
Women	18-24	96.70%
Men	25-34	5%
Women	25-34	95%
Men	35-44	2%
Women	35-44	98%

See Details

18-24 25-34 35-44

80%  
60%  
40%  
20%  
0%

# Languages

---

- Set your Facebook campaign's language to the language you plan to use in your ad copy and ad creative.



**Locations**  
People living in or recently in this location

United States  
United States

Include  Search Locations  Browse

Add Locations in Bulk

**Age**  
18  65+

**Gender**  
All genders

**Detailed Targeting**  
Include people who match

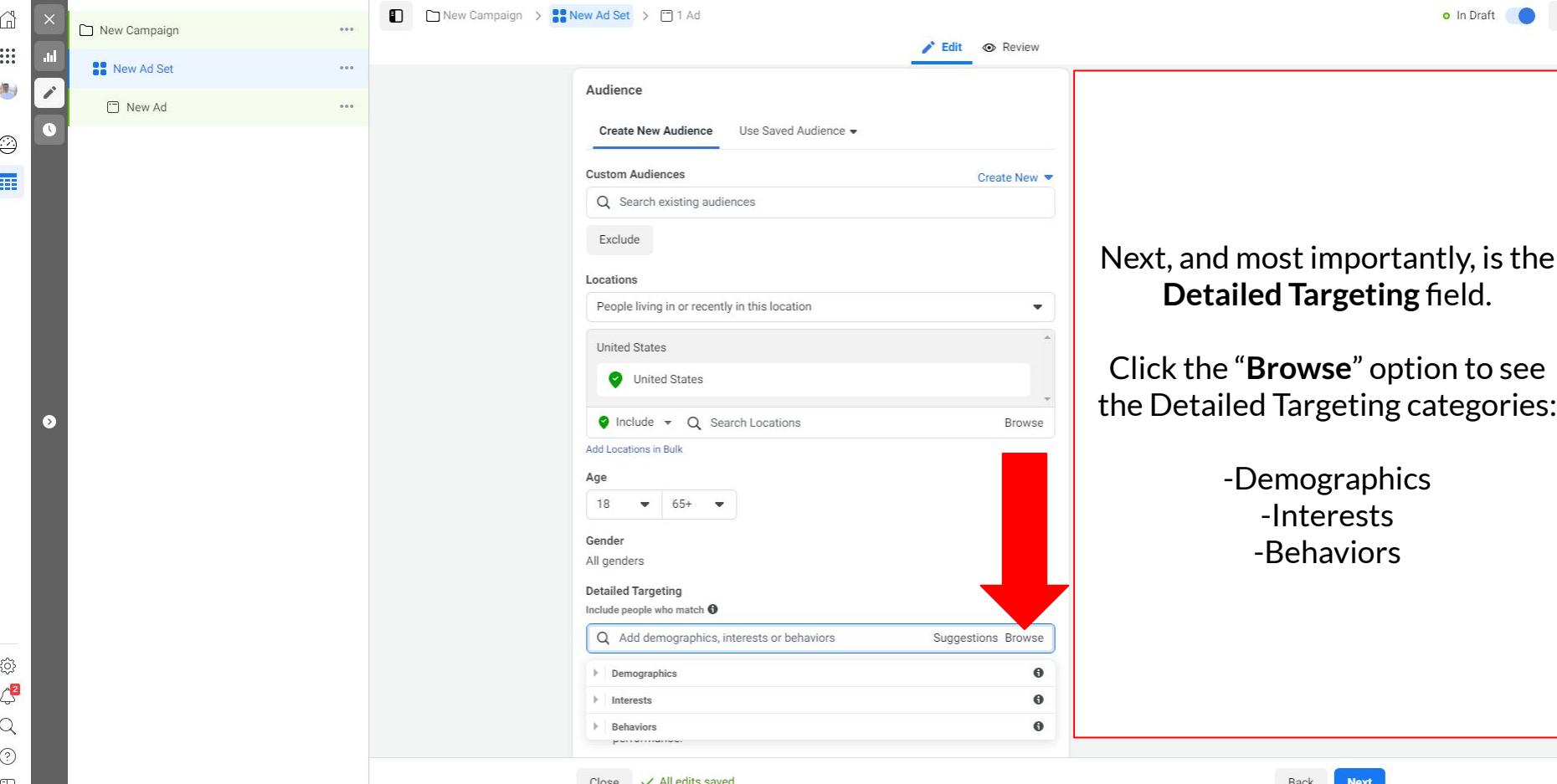
Add demographics, interests or behaviors  Suggestions  Browse

**Exclude**

**Detailed Targeting Expansion**    
Reach people beyond your detailed targeting selections when it's likely to improve performance.

**Languages**  
 Search Languages

**This Is a Specialized Option**     
This setting is for reaching people whose language is uncommon in the location you select. To reach all people in your chosen location, leave this option blank.



Next, and most importantly, is the **Detailed Targeting** field.

Click the “**Browse**” option to see the Detailed Targeting categories:

- Demographics
- Interests
- Behaviors

**Audience**

[Create New Audience](#) [Use Saved Audience](#)

**Custom Audiences**

Search existing audiences [Create New](#)

**Exclude**

**Locations**

People living in or recently in this location

**United States**

United States

**Include**  Search Locations [Browse](#)

**Add Locations in Bulk**

**Age**

18  65+

**Gender**

All genders

**Detailed Targeting**

Include people who match [?](#)

Add demographics, interests or behaviors [Suggestions](#) [Browse](#)

**Demographics**

**Interests**

**Behaviors**

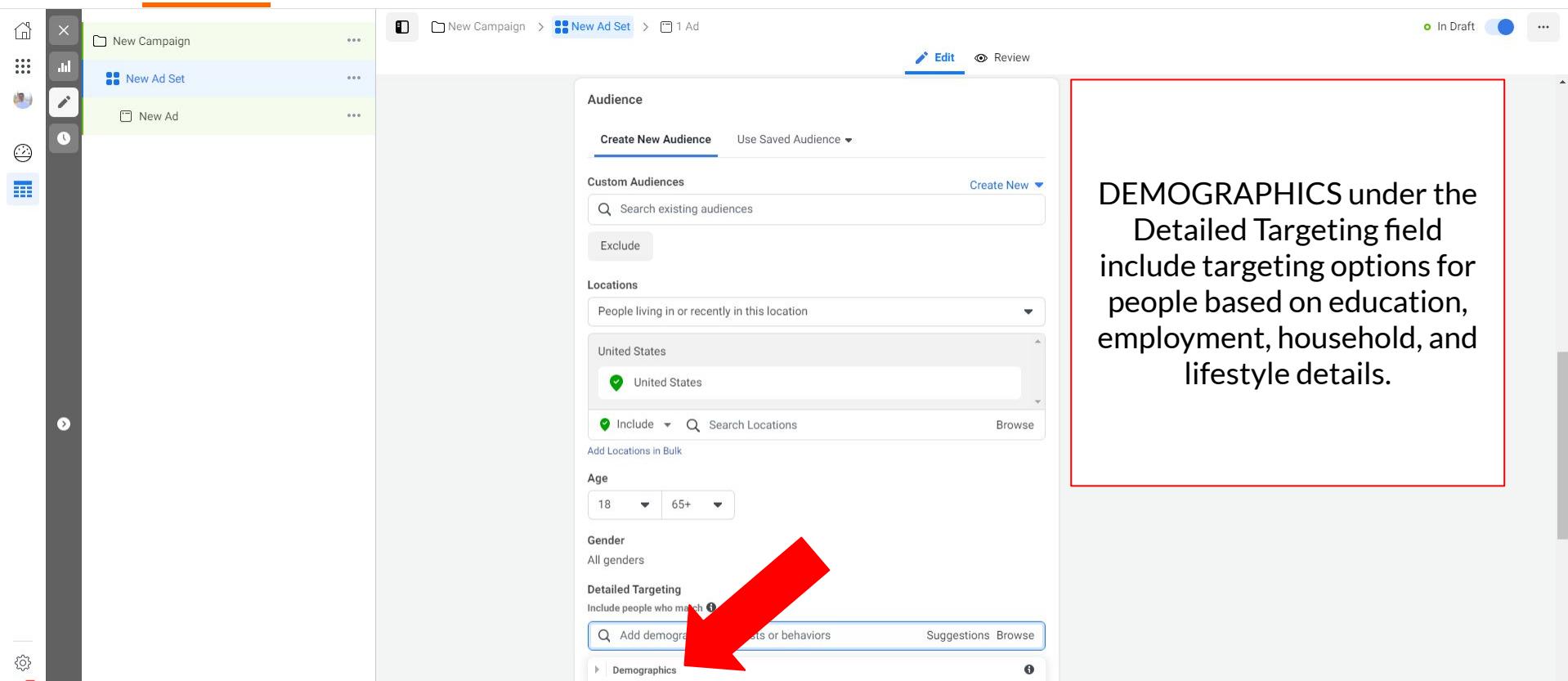
[Close](#) [All edits saved](#) [Edit](#) [Review](#) [Back](#) [Next](#)

Next, and most importantly, is the **Detailed Targeting** field.

Click the “**Browse**” option to see the Detailed Targeting categories:

- Demographics
  - Interests
  - Behaviors

# Detailed Targeting



The screenshot shows the Facebook Ads Manager interface for creating a new ad set. The left sidebar has icons for Home, New Campaign, New Ad Set (selected), and New Ad. The main area shows a navigation path: New Campaign > New Ad Set > 1 Ad. The top right has an 'Edit' button, a 'Review' button, and a 'In Draft' toggle. The main content is the 'Audience' tab, which includes sections for 'Create New Audience' (selected), 'Custom Audiences' (with a 'Search existing audiences' input and 'Create New' button), 'Locations' (set to 'People living in or recently in this location' with 'United States' selected), 'Age' (set to '18' and '65+'), 'Gender' (set to 'All genders'), and 'Detailed Targeting' (with a sub-section for 'Demographics'). A red arrow points to the 'Demographics' section, and a red box highlights the entire 'Demographics' section.

**DEMOGRAPHICS** under the Detailed Targeting field include targeting options for people based on education, employment, household, and lifestyle details.

# Detailed Targeting

INTERESTS under the Detailed Targeting field enables you to market to specific audiences by looking at their interests, activities, the Facebook Pages they have liked, and closely related topics.

**NOTE:** Not all Facebook Pages will appear in the search results. This is at Facebook's discretion.

BEHAVIORS under the Detailed Targeting field include targeting options for people based on purchase behaviors or intents, device usage and more.

# Detailed Targeting

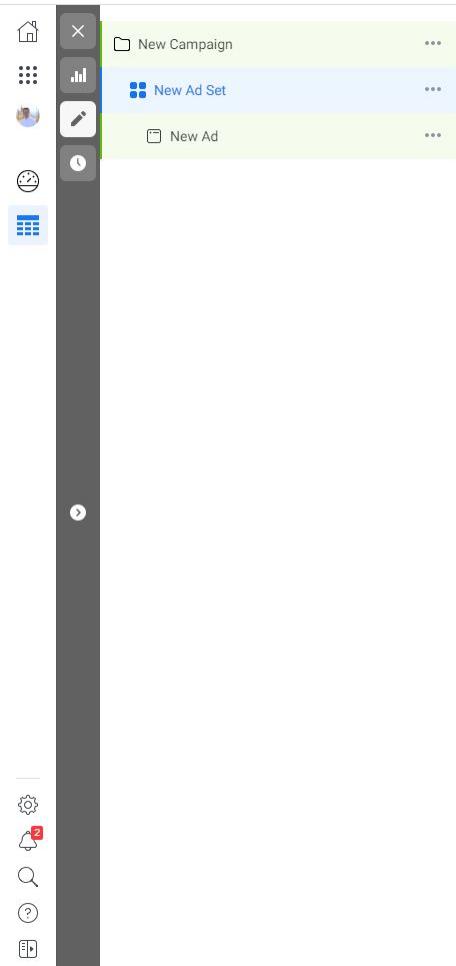
---

When creating your own audiences and targeting via Detailed Targeting, ALWAYS split test one variable at a time (ONE targeting option per AD SET) to see what drives results for your brand.

## EXAMPLE:

In Ad Set #1, target “***Apple***” the INTEREST.

In Ad Set #2, target “***Facebook access (mobile): Apple (iOS) devices***” the BEHAVIOR.



The screenshot shows the Facebook Ads Manager interface. On the left, a sidebar contains icons for Home, New Campaign, New Ad Set (highlighted in green), and New Ad. The main area shows a breadcrumb path: New Campaign > New Ad Set > 1 Ad. The current screen is 'Edit' mode for a new ad set. The 'Detailed Targeting' section is open, with a search bar showing 'apple'. Below the search bar is a list of targeting options, each preceded by a category name (e.g., 'Apple > Facebook access (mobile): iPhone XS'). A large red arrow points from the text in the bottom box to the 'Behaviors' category in the targeting list. A red box highlights the 'Behaviors' category in the targeting list.

We personally see the best return on ad spend from targeting BEHAVIORS.

These are users who we definitely know fall in this category (i.e. a user logging into Facebook via an iOS device).

While INTERESTS on the other hand could be a user who liked an Apple ad one time, but doesn't even own an iPhone.

Notice the category next to each Detailed Targeting search result for "apple".

k

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We also see great results targeting specific demographics, such as “Parents with teenagers”.

You can speak DIRECTLY to your target market via your ad copy. For example, “Hey parents! Here is a great XYZ for your TEEN!”

The more personalized your ads can be, the better!

**Audience definition**  
Your audience selection is fairly broad.  
Specific Broad  
Estimated audience size: 279,000 - 328,300 ⓘ  
Estimates may vary significantly over time based on your targeting selections and available data.

**Demographics**

- Parents > Parents > All parents
- Parents with teenagers (13-17 years)
- Add demographics, interests or behaviors  Suggestions [Browse](#)
- and must also match
- Demographics > Relationship > Relationship status
- Single  Suggestions [Browse](#)
- Narrow further
- Exclude people who match ⓘ
- Behaviors > Mobile Device User > All Mobile Devices by Operating System
- Facebook access (mobile): Apple (iOS) devices  [Browse](#)
- Add demographics, interests or behaviors  [Browse](#)

**Estimated daily results**  
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Facebook compiles personal details and web tracking data to make accurate Detailed Targeting audiences.

CourseEnvoy®

New Campaign

New Ad Set

New Ad

In Draft

New Campaign > New Ad Set > 1 Ad

Custom Audiences

Search existing audiences

Exclude

Locations

People living in or recently in this location

United States

United States

Include Search Locations Browse

Add Locations in Bulk

Age

18 65+

Gender

All genders

Detailed Targeting

Include people who match ?

Demographics > Parents > All Parents

Parents with teenagers (13-17 years)

Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience

Detailed Targeting Expansion ?

Reach people beyond your detailed targeting selections when it's likely to improve performance.

Close All edits saved

Back Next

Notice you can also **NARROW** your audience or **EXCLUDE** Detailed Targeting audiences all together.

The screenshot shows the Facebook Ads interface. On the left, a sidebar contains icons for Home, New Campaign, New Ad Set (selected), and New Ad. The main area shows a breadcrumb path: New Campaign > New Ad Set > 1 Ad. The title is "New Ad Set". There are "Edit" and "Review" buttons at the top right. A "In Draft" toggle switch is also present. The main content area is titled "Detailed Targeting" with the sub-instruction "Include people who match". It shows a nested targeting structure: "Demographics > Parents > All Parents" (selected) and "Parents with teenagers (13-17 years)". Below this, a search bar says "Add demographics, interests or behaviors" with "Suggestions" and "Browse" buttons. A red arrow points to the text "and must also match". The next section is "Interests > Food and drink > Cooking" (selected) with "Baking" listed. Another search bar and "Suggestions" button are shown. A "Narrow Further" button is available. The next section is "Exclude people who match" with a search bar and "Suggestions" button. A note states: "You can exclude people to help refine your intended audience. When you choose to make exclusions, keep in mind that our Advertising Policies prohibit wrongful discrimination. [Learn More](#)". The final section is "Detailed Targeting Expansion" with a checkbox for "Reach people beyond your detailed targeting selections when it's likely to improve performance". A "Languages" section with a search bar follows. A "Show More Options" button is present. At the bottom, there is a "Save This Audience" button and a "Close" button. A message at the bottom right says "All edits saved".

Close ✓ All edits saved

Back **Next**

As you can see, we narrowed this targeting to “Parents with teenagers” **AND MUST ALSO MATCH** (Narrow Further) the interest “Baking”.

In this example, we narrowed our targeting to “Parents with teenagers” **AND MUST ALSO MATCH** (Narrow Further) the demographic “Relationship Status Single” and **EXCLUDE PEOPLE WHO MATCH** (Exclude People) the behavior “Facebook access (mobile): Apple (iOS) devices”.

**Detailed Targeting**  
Include people who match [?](#)

**Demographics > Parents > All Parents**  
Parents with teenagers (13-17 years)

**Demographics > Relationship > Relationship Status**  
Single

**Exclude people who match**

**Behaviors > Mobile Device User > All Mobile Devices by Operating System**  
Facebook access (mobile): Apple (iOS) devices

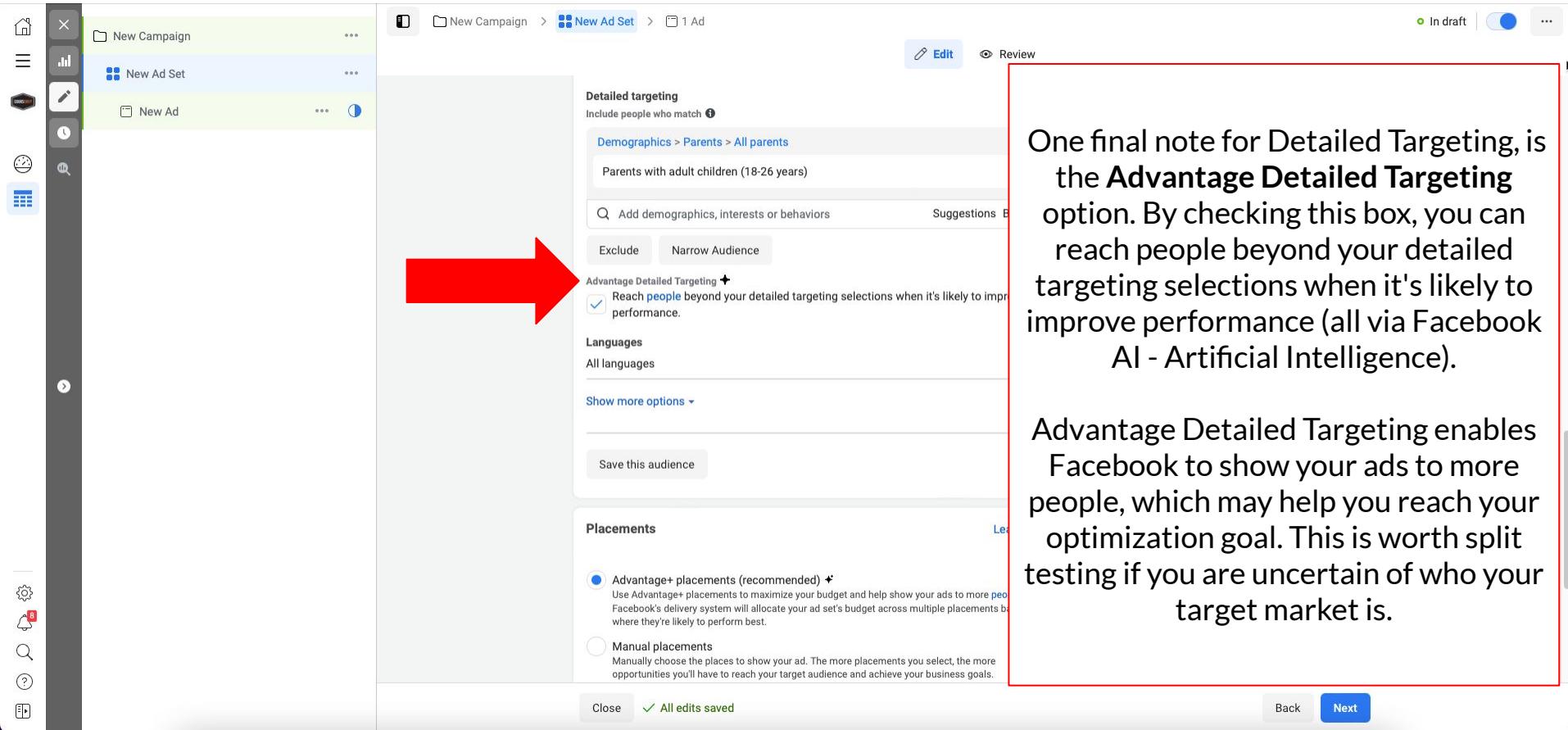
**Detailed Targeting Expansion [?](#)**  
 Reach people beyond your detailed targeting selections when it's likely to improve performance.

**Audience Definition**  
Your audience selection is fairly broad.  
410,000 people [?](#)

**Estimated Daily Results**  
Based on 7-day click and 1-day view conversion window  
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

**Close** **All edits saved** **Back** **Next**

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**Detailed targeting**  
Include people who match ?

Demographics > Parents > All parents  
Parents with adult children (18-26 years)

Add demographics, interests or behaviors Suggestions

Exclude  Narrow Audience

**Advantage Detailed Targeting** +  
 Reach people beyond your detailed targeting selections when it's likely to improve performance.

**Languages**  
All languages Show more options

Save this audience

**Placements**

**Advantage+ placements (recommended)** +  
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

**Manual placements**  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Let me choose

Close ✓ All edits saved Back Next

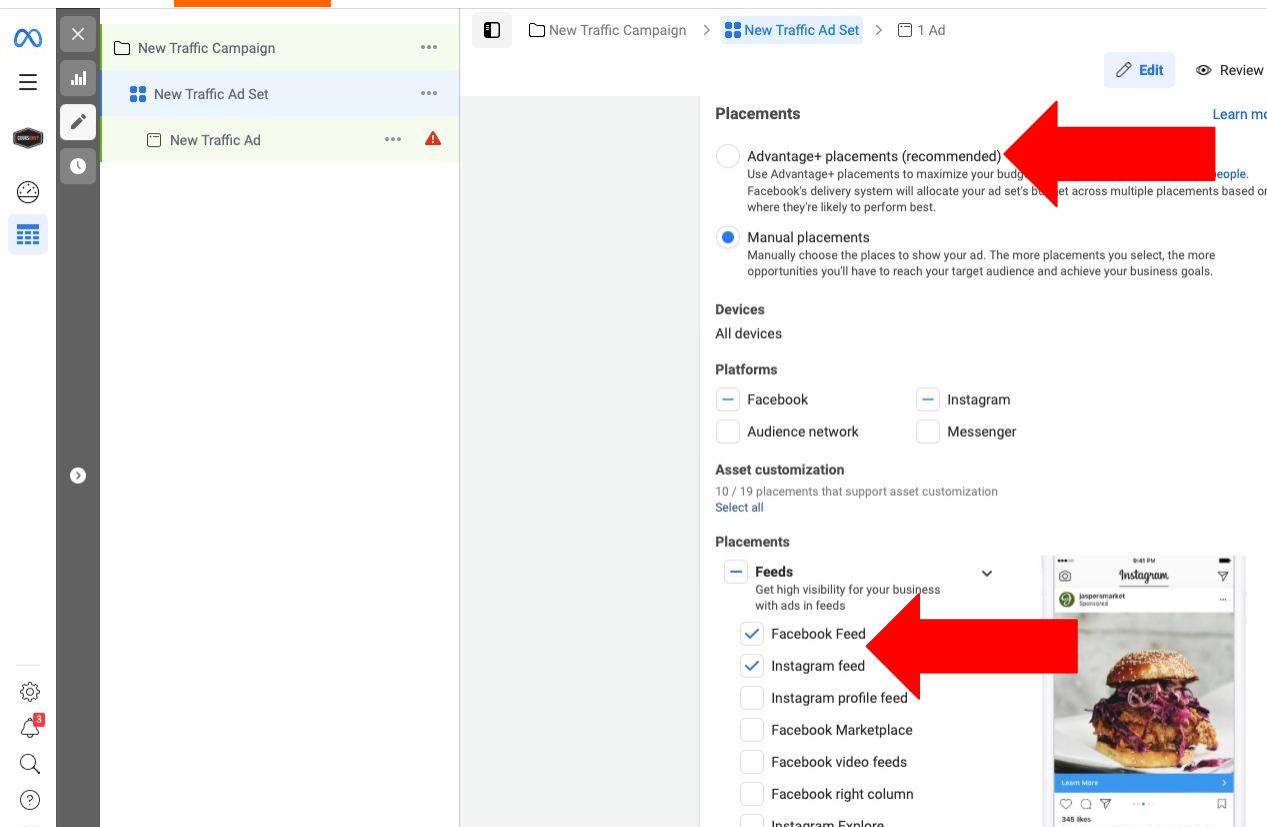
**Review**

In draft ...

**One final note for Detailed Targeting, is the **Advantage Detailed Targeting** option. By checking this box, you can reach people beyond your detailed targeting selections when it's likely to improve performance (all via Facebook AI - Artificial Intelligence).**

**Advantage Detailed Targeting enables Facebook to show your ads to more people, which may help you reach your optimization goal. This is worth split testing if you are uncertain of who your target market is.**

# Split Test Placements



The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with various icons. The main area shows a hierarchy: New Traffic Campaign > New Traffic Ad Set > New Traffic Ad. The 'Edit' button is visible at the top right. The 'Placements' section is open, showing two options: 'Advantage+ placements (recommended)' and 'Manual placements'. The 'Advantage+ placements' section is highlighted with a red arrow. Below that, the 'Manual placements' section is also highlighted with a red arrow. Under 'Manual placements', there's a list of feeds: Facebook Feed, Instagram feed, Instagram profile feed, Facebook Marketplace, Facebook video feeds, Facebook right column, and Instagram Explore. The 'Facebook Feed' and 'Instagram feed' checkboxes are checked. The 'Placements' section also includes sections for 'Devices' (All devices) and 'Platforms' (Facebook, Instagram, Audience network, Messenger). Below the placements, there's an 'Asset customization' section with a note that 10/19 placements support it, and a 'Select all' button. On the right, there's a preview of a burger ad on a mobile phone screen.

I also suggest split testing **Advantage+ Placements**. Advantage+ Placements just means automatic ad placement by Meta. We see the highest return on ad spend from Facebook Feed and Instagram Feed ads, but they are also the most expensive. Occasionally Advantage+ Placements outperform our Manual Placements, again Facebook AI (Artificial Intelligence) usually wins with all the data they use.

# My Favorite Audiences

# The Coursenvy SUPER Buyer Audiences

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Instead of just uploading ALL of your past customers in bulk, HYPER segment them based on CUSTOMER VALUE! I have listed a couple of my favorite Custom Audiences below I suggest you try, but also test your own ideas using the 80/20 rule (Pareto's Law) focusing on the BEST users.

Also, remember to always create a 1%, 5%, and 10% Lookalike Audience of each Custom Audience for future Top of Funnel ad targeting split tests. I often make COLD sales to these Lookalike Audience!

- Manually remove discount or promo shoppers from your buyer list. Create a Customer List of buyers who pay FULL PRICE ONLY.
  
- Create a Custom Audience of buyers who have made more than one purchase or over XX amount (i.e. \$100 dollars). This is a perfect “VIP list” for future product launches and marketing “exclusivity”.

