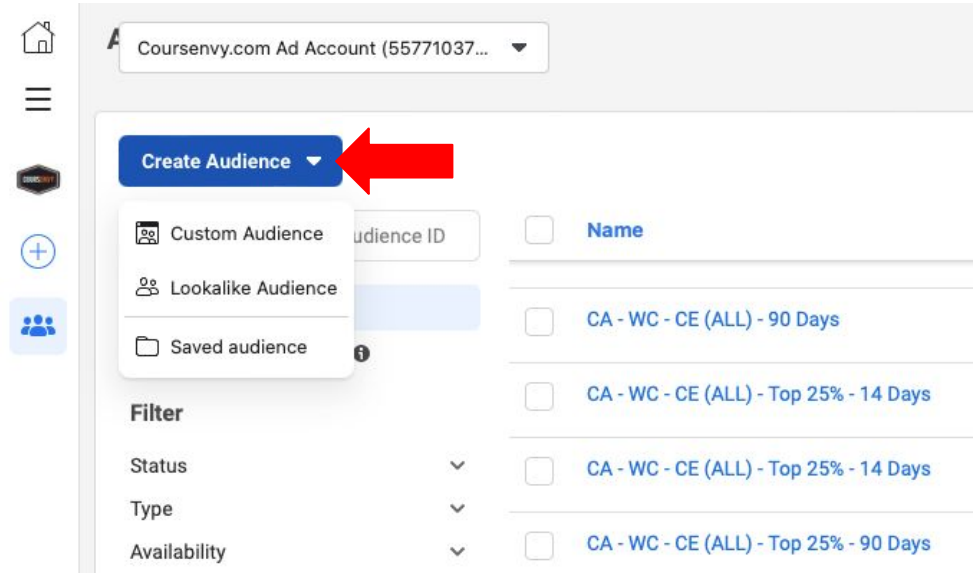


Facebook Audiences

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



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 displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation icons and a list of ad sets. The main area shows the 'Audience' section for a specific ad set. A red arrow points to the 'Audience' tab, which is highlighted. The 'Audience' section includes a 'Create New Audience' button and a 'Use Saved Audience' dropdown. Below this, the 'Custom Audiences' section is visible, showing a list of audiences. The 'INCLUDE' section lists 'CA - WC - modMBA LP - 7 Days'. The 'EXCLUDE' section is also present. On the right, the 'Audience Definition' section shows a gauge and the text 'Audience definition is unavailable.' Below this, the 'Estimated Daily Results' section shows 'Potential Reach: Unavailable' and 'Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.'

Search

BOF-99modMBA-6-30 [RT modMBA] > retarget 7 days modMBA > 1 Ad

Active

Edit Review

Audience

Create New Audience Use Saved Audience

Custom Audiences Create New

INCLUDE people who are in at least ONE of the following

Website

CA - WC - modMBA LP - 7 Days

Search existing audiences

EXCLUDE people who are in at least ONE of the following

Audience Definition

Audience definition is unavailable.

Potential Reach: Unavailable

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.

Targeting a Custom Audience

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar lists various ad sets, with 'retarget 7 days modMBA' selected. The main panel shows the 'Audience' configuration for this ad set. Under the 'Custom Audiences' section, two options are visible: 'INCLUDE people who are in at least ONE of the following' and 'EXCLUDE people who are in at least ONE of the following'. The first option is highlighted with a red box and a red arrow. Below it, a search bar shows 'CA - WC - modMBA LP - 7 Days' with a red arrow pointing to it. The second option, 'EXCLUDE', is also highlighted with a red arrow. Below it, a search bar shows 'CA - WC - modMBApurchased - 180 Days (BUYERS)' with a red arrow pointing to it. The 'Locations' section at the bottom shows 'Worldwide' selected with a green checkmark.

Search

BOF-99modMBA-6-30 [RT modMBA] > retarget 7 days modMBA > 1 Ad

Active

Edit Review

Audience

Create New Audience Use Saved Audience ▼

Custom Audiences Create New ▼

INCLUDE people who are in at least ONE of the following

Website

CA - WC - modMBA LP - 7 Days

Search existing audiences

EXCLUDE people who are in at least ONE of the following

Website

CA - WC - modMBApurchased - 180 Days (BUYERS)

Search existing audiences

Locations

People living in this location ▼

Worldwide

Worldwide

Include ▼ Search Locations Browse

Add Locations in Bulk

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 - modMBApurchased - 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 displays the Facebook Ads interface for a 'New Sales Campaign'. The left sidebar shows the campaign structure: 'New Sales Campaign' (green), 'New Sales Ad Set' (blue, highlighted with a red arrow), and 'New Sales Ad' (green). The main area shows the 'Audience' configuration for the 'New Sales Ad Set'. The 'Audience' section includes a 'Create new audience' button and a 'Use saved audience' dropdown. Below this, the 'Custom audiences' section has a search bar (highlighted with a red arrow) and an 'Exclude' button. The 'Locations' section shows 'United States'. The 'Age' section has a dropdown menu (highlighted with a red arrow) showing '18' and '34'. The 'Gender' section has radio buttons for 'All', 'Men' (selected), and 'Women' (highlighted with a red arrow). The 'Detailed targeting' section includes a search bar for 'Interests > Additional interests' and a list of interests, including 'Udemy (education)'. The right sidebar shows the 'Audience definition' section with a progress bar and the text 'Your audience selection is fairly broad.' Below this, the 'Estimated audience size' is displayed as '667,800 - 785,600' (highlighted with a red arrow). The 'Estimated daily results' section states that results are not available for this campaign.

New Sales Campaign > 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
18 34

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 ⓘ

Interests > Additional interests

Udemy (education)

Add demographics, interests or behaviors Suggestions Browse

Audience definition
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 667,800 - 785,600

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.

Custom Audience Size

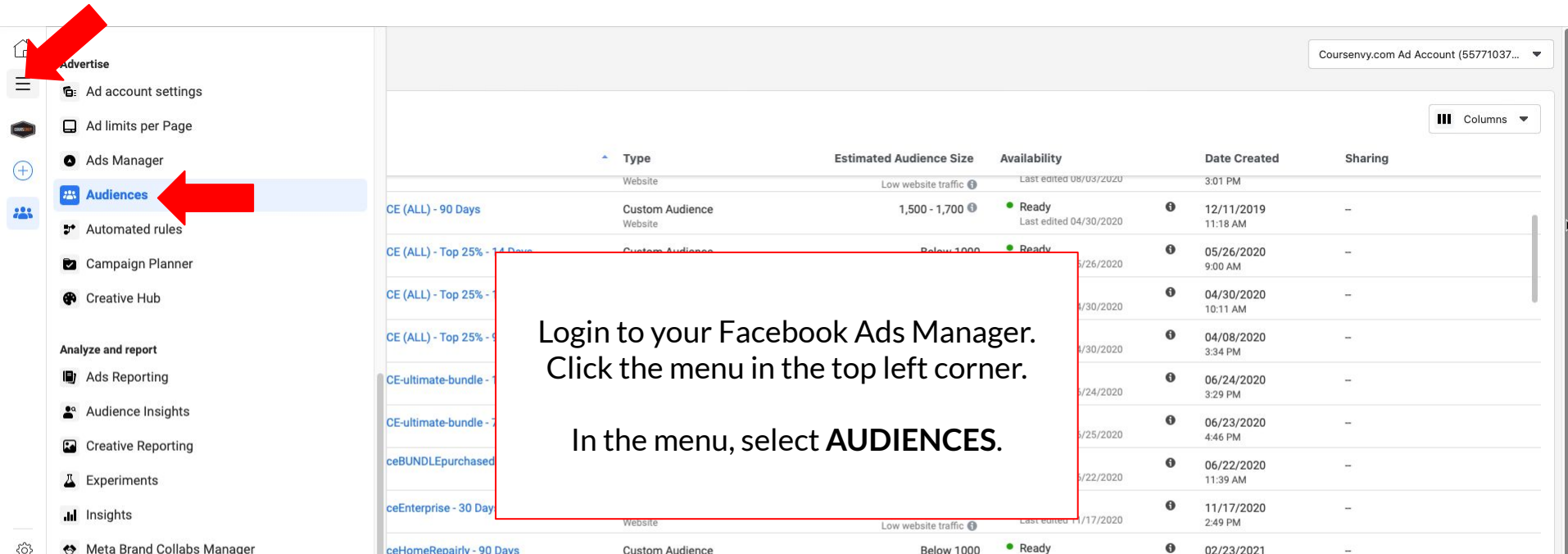
- While you can start targeting a Custom Audience immediately after creation, you should wait until you have several hundred people in your Custom Audience from your website (that has the Facebook Pixel installed) before you target the Custom Audience in a Facebook ad.
- The Facebook Pixel, Custom Audiences, 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>







The screenshot shows the Facebook Ads Manager interface. On the left, a sidebar menu is visible with various options. A red arrow points to the 'Audiences' option in this menu. Another red arrow points to the top-left corner of the main content area. A text box with a red border is overlaid on the main content area, containing the following text:

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

In the menu, select **AUDIENCES**.

The main content area displays a table of audience data. The table has the following columns: Type, Estimated Audience Size, Availability, Date Created, and Sharing. The data rows show various audience types and their corresponding sizes and creation dates.

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	12/11/2019 11:18 AM	--
CE (ALL) - Top 25% - 14 Days	Custom Audience	Below 1000	05/26/2020 9:00 AM	--
CE (ALL) - Top 25% - 14 Days	Custom Audience		04/30/2020 10:11 AM	--
CE (ALL) - Top 25% - 14 Days	Custom Audience		04/08/2020 3:34 PM	--
CE-ultimate-bundle - 14 Days	Custom Audience		06/24/2020 3:29 PM	--
CE-ultimate-bundle - 14 Days	Custom Audience		06/23/2020 4:46 PM	--
ceBUNDLEpurchased - 14 Days	Custom Audience		06/22/2020 11:39 AM	--
ceEnterprise - 30 Days	Custom Audience		11/17/2020 2:49 PM	--
Website	Low website traffic	Last edited 11/17/2020		
ceHomeRepairlv - 90 Days	Custom Audience	Below 1000	02/23/2021	--



Audience

CE Clients 2 (2592478720989302) ▼

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**.

➤ Click the **Create Audience** button.

➤ Click the **Create Audience** button.

How to Create a Custom Audience

➤ In the dropdown menu, select Custom Audience.

Coursenvy.com Ad Account (55771037...)

Create Audience ▾

Columns ▾

Custom Audience

Lookalike Audience

Saved audience

Filter

Status ▾

Type ▾

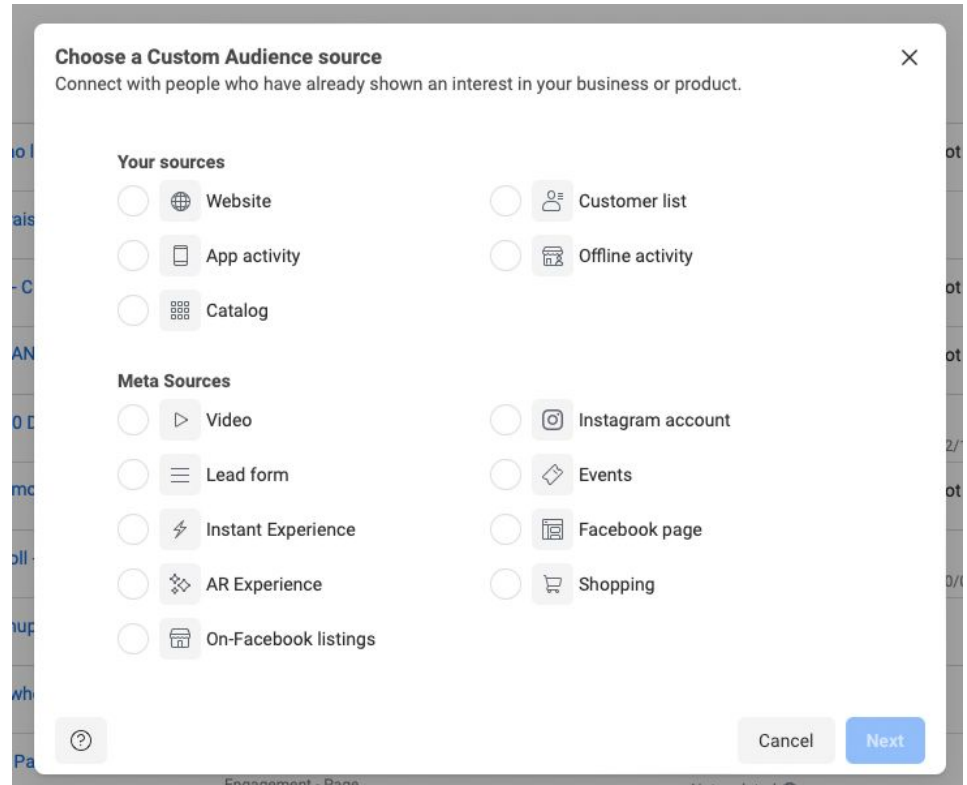
Availability ▾

Source ▾

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	Audience not created ⓘ	03/17/2022 11:41 AM	--
<input type="checkbox"/> CA - WC - learnCESchool-fundraising - 180 Days	Custom Audience Website	Below 1000 Not updated ⓘ	Ready	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	Audience not created ⓘ	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	Audience not created ⓘ	12/14/2021 12:40 PM	--
<input type="checkbox"/> CA - WC - ANYmodmbaLP - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready 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	Audience not created ⓘ	12/03/2021 2:38 PM	--
<input type="checkbox"/> CA - WC - modmba-parent-enroll - 30 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready 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 Not updated ⓘ	Ready	09/30/2021 12:39 PM	--
<input type="checkbox"/> Coursenvy - FB Page - People who currently like	Custom Audience	10,800 - 12,700	Ready	06/16/2021	--

How to Create a Custom Audience

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



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
- ☐ Customer list
- ☐ Offline activity

Meta Sources

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

Custom Audiences

Custom Audience = Warm Audience

- 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

- 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)

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

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>

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
- ☐ Customer list
- ☐ Offline activity
- ☐ Instagram account
- ☐ Events
- ☐ Facebook page
- ☐ Shopping

? Cancel Next

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

×

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

0/50

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 Manager interface. On the left, there's a sidebar with navigation icons. The main area is titled 'Audience' and contains a 'Create Audience' button, a search bar, and a filter dropdown set to 'All Audiences'. Below the filter, there's a table of audiences with columns for 'Name' and 'Type'. A red arrow points to the audience named 'LA (US, 1%) - CL - BUYERS', which is a Lookalike Audience.

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%
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%
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

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!

- 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*****

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 interface with a 'Choose a Custom Audience source' pop-up. The pop-up has a title bar with a close button (X). Below the title, it says 'Connect with people who have already shown an interest in your business or product.' The pop-up is divided into two sections: 'Your sources' and 'Meta Sources'. Under 'Your sources', there are four options: 'Website' (selected with a red arrow), 'App activity', 'Catalog', and 'Customer list'. Under 'Meta Sources', there are six options: 'Video', 'Lead form', 'Instant Experience', 'AR Experience', 'On-Facebook listings', 'Instagram account', 'Events', 'Facebook page', and 'Shopping'. The background shows the 'Create Audience' button and a list of existing audiences.

Create Audience

Search by name or audience ID

☒ All Audiences

☐ Expiring Audiences

Filter

Status

Type

Availability

Source

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
- ☐ Customer list
- ☐ Offline activity

Meta Sources

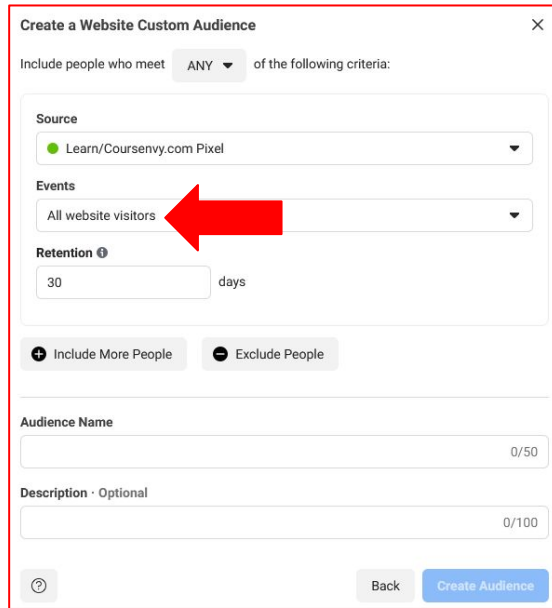
- ☐ Video
- ☐ Lead form
- ☐ Instant Experience
- ☐ AR Experience
- ☐ On-Facebook listings
- ☐ Instagram account
- ☐ Events
- ☐ Facebook page
- ☐ Shopping

Cancel Next

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

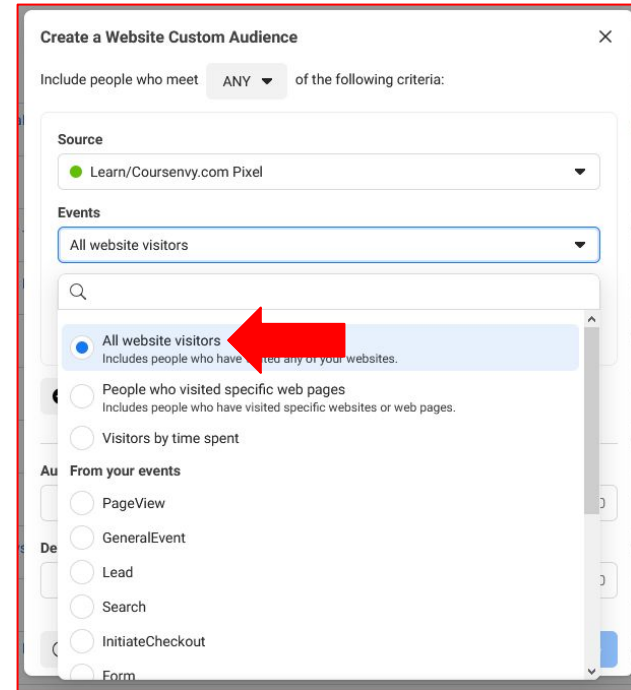
Retention
30 days

Include More People **Exclude People**

Audience Name
0/50

Description - Optional
0/100

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

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

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

Visitors by time spent

From your events
PageView
GeneralEvent
Lead
Search
InitiateCheckout
Form

Website → All Website Visitors



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

0/50

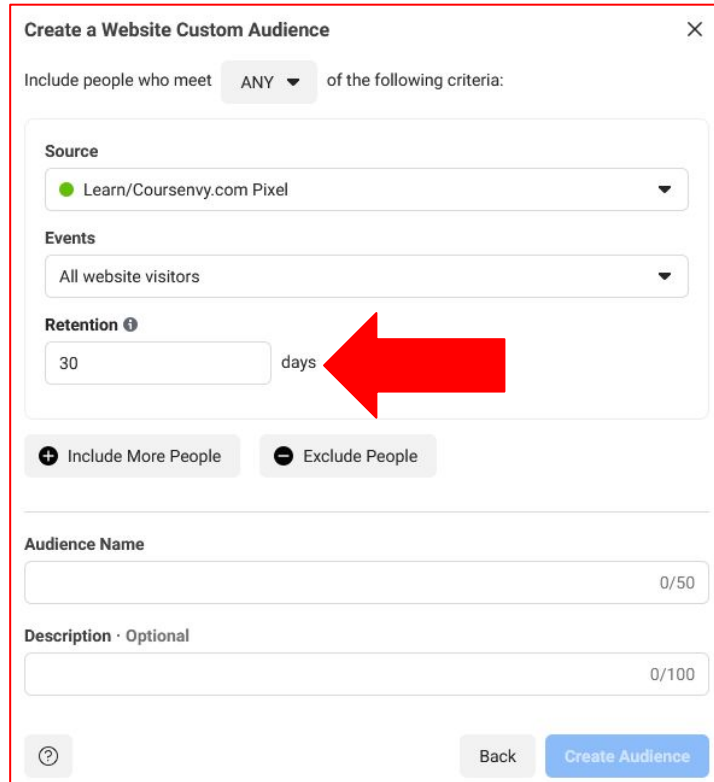
Description · Optional

0/100

Back Create Audience

- 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



The screenshot shows a form titled "Create a Website Custom Audience" with a close button (X) in the top right corner. The form is divided into several sections:

- Include people who meet** ANY ▼ **of the following criteria:**
- Source**
 - Learn/Coursenvy.com Pixel ▼
- Events**
 - All website visitors ▼
- Retention ⓘ**
 - 30 days

Below these sections are two buttons: **+ Include More People** and **- Exclude People**.

At the bottom of the form are two text input fields:

- Audience Name** (0/50)
- Description · Optional** (0/100)

At the very bottom are three buttons: a help icon (ⓘ), a **Back** button, and a **Create Audience** button.

A large red arrow points to the "30 days" retention field.

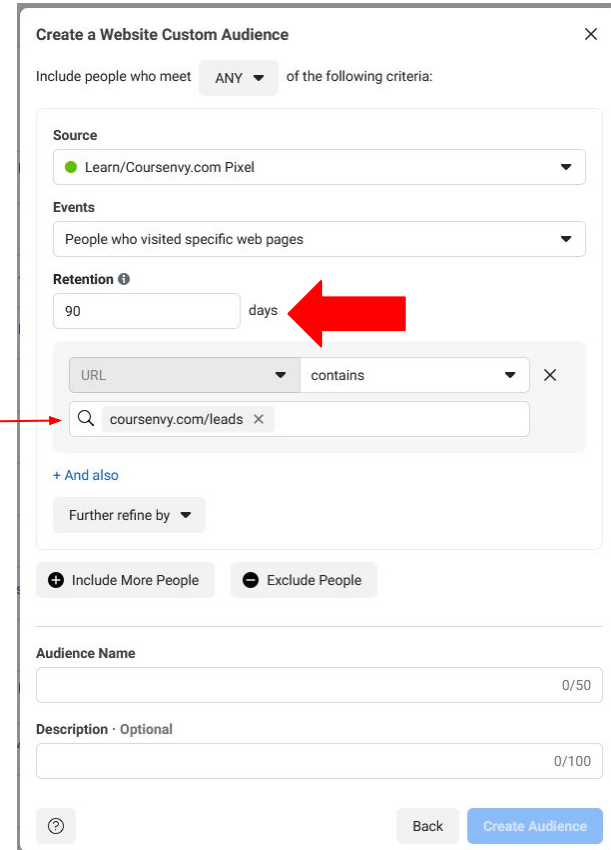
- Remember to always create a separate Custom Audience for each varying amount of days you will want to target in future ads.

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).



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

Audience Name
0/50

Description · Optional
0/100

Back Create Audience

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

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>



Coursenvy®

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

×

contains

doesn't contain

equals

+ And also

Further refine by

▼

+ Include More People

− Exclude People

Audience Name

0/50

Description · Optional

0/100

?

Back

Create Audience

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-thank-you

+ And also

Further refine by

- Exclude People

Audience Name 0/50

Description · Optional 0/100

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

coursesenvy.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**.

Create a Website Custom Audience

Include people who meet **ANY** of the following criteria:

Source

Learn/Coursenvy.com Pixel

Events

All website visitors

Search

- ☒ All website visitors
Includes people who have visited any of your websites.
- ☐ People who visited specific web pages
Includes people who have visited specific websites or web pages.
- ☐ Visitors by time spent
- ☐ From your events
- ☐ PageView
- ☐ GeneralEvent
- ☐ Lead
- ☐ Search
- ☐ InitiateCheckout
- ☐ Form

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

Create a Website Custom Audience

Include people who meet ANY of the following criteria:

Source

Learn/Coursenvy.com Pixel

Events

All website visitors

From your events

- ☒ All website visitors
Includes people who have visited any of your websites.
- ☐ People who visited specific web pages
Includes people who have visited specific websites or web pages.
- ☐ Visitors by time spent
- ☐ PageView
- ☐ GeneralEvent
- ☐ Lead
- ☐ Search
- ☐ InitiateCheckout
- ☐ Form

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

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

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?](#)

How to Exclude a Custom Audience

The image shows a screenshot of the Facebook Ads Manager interface. On the left, the 'Ad Sets' column shows a table with one row: 'New Ad Set'. A red arrow points from this row to the right-hand panel. The right-hand panel shows the 'Audience' configuration for the selected ad set. Under 'Custom Audiences', there are two sections: 'INCLUDE people who are in at least ONE of the following' and 'EXCLUDE people who are in at least ONE of the following'. The 'EXCLUDE' section is highlighted with a red box and contains one entry: 'Customer List' with the value 'CL - BUYERS - modMBA (ALL)'. Below this, there are fields for 'Locations' (United States), 'Age' (18 to 65+), and 'Gender' (All genders).

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

Create Audience

Edit

Share

Delete

...

Search by name or audience ID

Name

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

- Exclude people

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

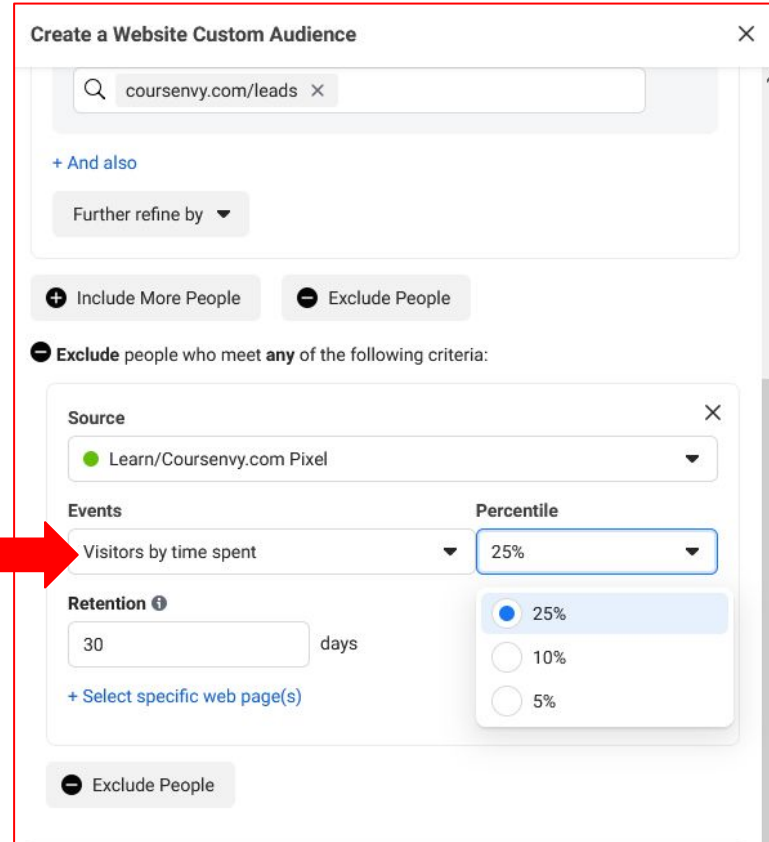
I suggest you test an audience for every step of your funnel, such as:

- 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!



Create a Website Custom Audience

Search: 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: Visitors by time spent Percentile: 25%

Retention: 30 days

+ Select specific web page(s)

- Exclude People

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

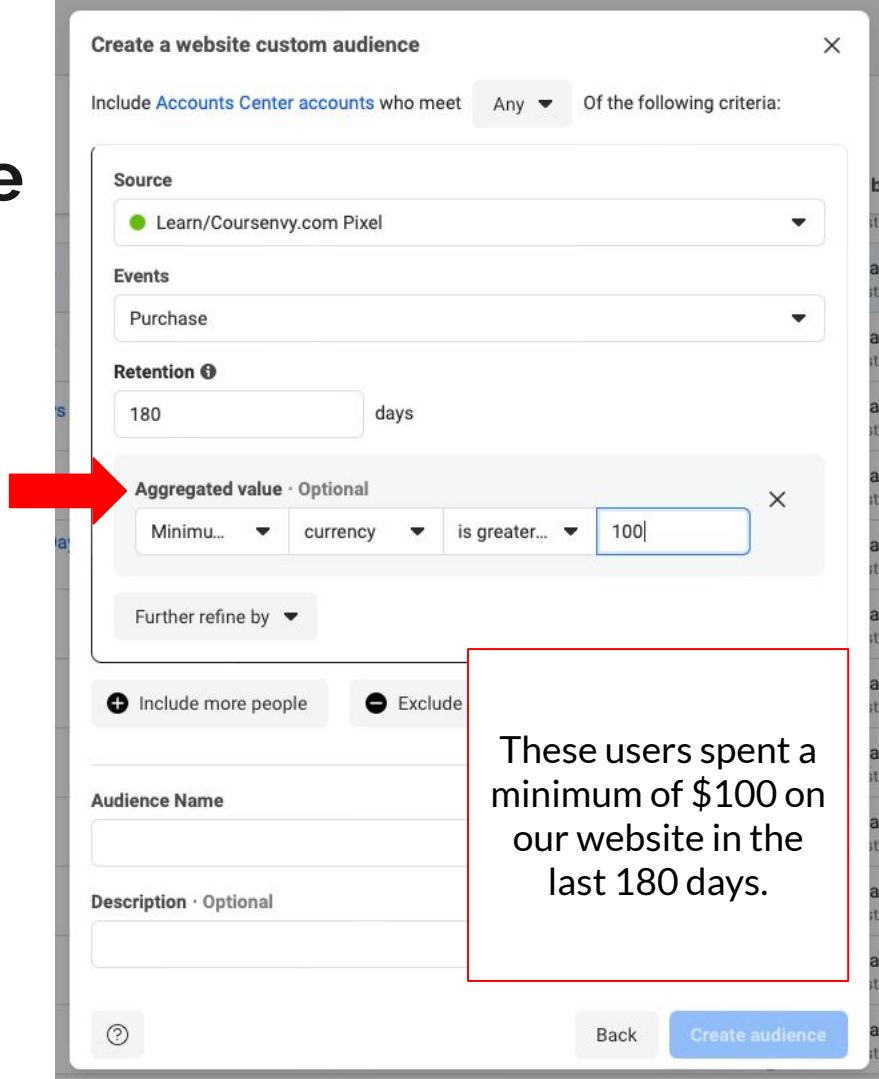
Description · Optional

Coursenvy.com Ad Account (55771037...

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

Minimu... currency is greater... 100

Further refine by

+ Include more people - Exclude

Audience Name

Description · Optional

Back Create audience

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

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

instagram-ads

+ And also

Further refine by

+ Include more people - Exclude people

Audience Name

0/50

Description · Optional

Coursenvy.com Ad Account (55771037...

Columns

Ability	Date Created	Sharing
it edited 05/26/2020	9:00 AM	
ady it edited 04/30/2020	10:11 AM	--
ady it edited 04/30/2020	3:34 PM	--
ady it edited 06/24/2020	3:29 PM	--
ady it edited 06/25/2020	4:46 PM	--
ady it edited 06/25/2020	11:39 AM	--
ady it edited 11/17/2020	2:49 PM	--
ady it edited 02/23/2021	9:13 AM	--
ady it edited 05/12/2020	12:49 PM	--
ady it edited 02/19/2021	12:05 PM	--
ady it edited 05/03/2020	2:57 PM	--
ady it edited 04/13/2021	9:48 AM	--
ady it edited 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. At the top, the account is identified as 'Coursenvy.com Ad Account (55771037...)'. A 'Create Audience' button is visible. Below it, there's a search bar and a list of existing audiences. A modal dialog titled 'Choose a Custom Audience source' is open in the center. The dialog has a close button (X) in the top right. It contains two sections: 'Your sources' and 'Meta Sources'. In the 'Your sources' section, the 'Customer list' option is selected, indicated by a red arrow pointing to it. Other options include Website, App activity, Catalog, Instagram account, Events, Facebook page, and Shopping. The 'Meta Sources' section includes Video, Lead form, Instant Experience, AR Experience, and On-Facebook listings. At the bottom of the dialog are 'Cancel' and 'Next' buttons. In the background, a table of existing audiences is visible, with columns for 'Date Created' and 'Sharing'.

	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	--
2/14/2021 ⓘ ⓘ	12/14/2021 12:39 PM	--
not created ⓘ ⓘ	12/03/2021 2:38 PM	--
0/06/2021 ⓘ ⓘ	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

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.

Download Customer List Template

The screenshot shows the Facebook Audience Manager interface. On the left is a sidebar with navigation icons and a filter section. The main content area is titled 'Audience' and contains two panels. The left panel, 'Create Audience From a List', has a 'Prepare List' section with radio buttons for 'Select List Type', 'Add Customer List', 'Map Identifiers', 'Upload', and 'Confirmation'. The right panel, 'Prepare Your Customer List', contains a tip box about updating customer lists, a section titled 'How to Prepare Your Customer List' explaining the CSV/TXT format and hashing process, and a section for selecting identifiers. A red arrow points to the 'Download File Template' button in the 'How to Prepare Your Customer List' section.

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

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, we use a cryptographic security method known as hashing, which turns the identifiers into randomized code and can't be reversed.

Include at least one main identifier ⓘ

Include more identifiers ⓘ

Add value information to create a value-based lookalike ⓘ

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	ln	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 Par	CA	US	10/21/1968	1968	F	48	1234567890	20.1
3	andrewj@	jamisona@	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@	johnsonm	mjohnson@	1-(323) 85	1-(323) 61	1-(323) 54	adbe52e7-	Margaret	Johnson	90001-465	Los Angel	CA	US	11/21/1982	1982	F	33	1234567892	600
5	johnd@fb	doej@fb.c	jdoe@fb.c	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@	mcclaughli	jmcclaughl	+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	pauloa@f	alessandr	palessand	+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@	duboisist	tdubois@	+33 892 70	+33 1 49 55	+33 1 42 90	aebe52e7-	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 you 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	ln	zip	ct	st	country	dob	doby	gen	age	uid	value
2	elizabeth@olsene@f	eolsen@f	1-(650)-561	1-(650)-781	1-(650)-881	aece52e7	Elizabeth	Olsen		94046	Menlo Par	CA	US	10/21/1968	1968	F	48	1234567890	20.1
3	andrewj@jamisona	ajamison	1-(212) 731	1-(212) 521	1-(212) 121	BEBE52E7	Andrew	Jamison		10118	New York	NY	US	10/17/1978	1978	M	38	1443637309	1342.8
4	margaretj@johnsonm	mjohnson	1-(323) 851	1-(323) 611	1-(323) 541	adbe52e7	Margaret	Johnson		90001-465	Los Angel	CA	US	11/21/1982	1982	F	33	1234567892	600
5	johnd@fbdoej@fb.c	jdoe@fb.c	1-(312) 441	1-(312) 551	1-(312) 321	aebe52e7	John	Doe		60603	Chicago	IL	US	9/1/1978	1978	M	38	1234567890	505
6	marks@ftsmithmarl	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	jmclaughl	+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	pauloa@faleessandr	palessand	+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	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@duboisist	tdubois	+33 892 70	+33 1 49 51	+33 1 42 96	aebe52e7	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	ln	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 Par	CA	US	10/21/1968	1968	F	48	1234567890	20.1
3	andrewj@jamisona	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@johnsonm	mjohnson	1-(323) 85	1-(323) 61	1-(323) 54	adbe52e7	Margaret	Johnson		90001-465	Los Angel	CA	US	11/21/1982	1982	F	33	1234567892	600
5	johnd@fbdoej@fb.c	jdoe@fb.c	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@ftsmithmar	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	jmclaughl	+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	pauloa@falessandr	palessand	+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	mlaurent	+33 892 70	+33 1 53 06	+33 1 40 26	AFCE52E7	Marie	Laurent		75007	Paris		FR	10/10/1965	1978	F	51	1443637309	77
10	thomasd@duboisit	tdubois@	+33 892 70	+33 1 49 51	+33 1 42 96	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

The screenshot shows the Facebook Audience Manager interface. On the left, the 'Audience' sidebar is visible with a 'Create Audience' button and a search bar. The main area displays the 'Prepare Your Customer List' pop-up. This pop-up includes a tip about updating customer lists, a section titled 'How to Prepare Your Customer List' explaining the CSV/TXT file requirements, and input fields for identifiers (Email, Phone Number, Mobile Advertiser ID, Facebook App User ID, Facebook Page User ID, First Name, Last Name, City, State/Province, Country, ZIP/Postal Code, Date of Birth, Year of Birth, Gender, Age) and a value-based lookalike option. A large red arrow points to the 'Next' button at the bottom right of the pop-up.

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.

Back 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

Select List Type

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

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

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

Columns ▾

Sharing ▾

Custom Audience → Customer List

The screenshot displays the Facebook Audience Manager interface. On the left, the 'Audience' sidebar includes a 'Create Audience' button and a search bar. The main panel shows the 'Create Audience From a List' workflow with steps: 'Prepare List' (checked), 'Select List Type' (checked), and 'Add Customer List' (active). The 'Add Customer List' step includes a 'Download File Template (.csv)' link, a file upload area with a dashed border and 'Upload File' button, a 'Choose Your Customer Value Column' dropdown, and a 'Name Your Audience' text field with a character count (0/50) and an 'Add Description' button. A red-bordered box at the bottom contains the text: 'Upload your Customer List file, name it, then click the “Next” button.'

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

Add Customer List

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.

Coursenvy.com Ad Account (557710375...

Columns

Sharing

Audience

Create Audience ▼

☒ All Audiences

Filter

Status

Type

Availability

Source

Create Audience From a List

 **Prepare List**

 **Select List Type**

 **Add Customer List**

 **Map Identifiers**

☐ Confirmation

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 ¹	Formatting Guidelines ¹	Example ¹
value ✔ Customer Value	We support a numeric value, such as customer lifetime value or predictive lifetime value.	0 0.1 3 20
email ✔ Email ▼ <div>darrelra knodira davidel thefael</div>	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 ✔ First Name ▼ <div>Darrell Nodira David Tiara</div>	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 ✔ Last Name ▼ <div>Rayford Khakimjanova Fields Carter</div>	We accept full last names with or without accents.	Smith Sorensen Jacobs-Anderson
country ✔ Country ▼ <div>US NL US US</div>	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

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.

Audience

Create Audience ▾

☒ All Audiences

Filter

Status

Type

Availability

Source

Create Audience From a List

 Prepare List

 **Select List Type**

 **Add Customer List**

 Map Identifiers

☐ Confirmation

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 
email Empty row <div>  <div>Do Not Upload ▼</div> </div>		
phone Empty row <div>  <div>Do Not Upload ▼</div> </div>		
phone Empty row <div>  <div>Do Not Upload ▼</div> </div>		
madid Empty row <div>  <div>Do Not Upload ▼</div> </div>		
zip Empty row <div>  <div>Do Not Upload ▼</div> </div>		
ct Empty row <div>  <div>Do Not Upload ▼</div> </div>		

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

Audience

Create Audience ▼

☒ All Audiences

Filter

Status

Type


Availability

Source

Create Audience From a List

 Prepare List

 **Select List Type**

 **Add Customer List**

 Map Identifiers

☐ Confirmation

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 ¹	Formatting Guidelines ¹	Example ¹
<div>value</div> <div>✔ Customer Value</div>	We support a numeric value, such as customer lifetime value or predictive lifetime value.	0 0.1 3 20
<div>email</div> <div>darrell@<div></div><div>knodira@<div></div><div>david@<div></div><div>theface@<div></div></div></div><div>✔ Email ▼</div></div></div>	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 Helen@example.com
<div>fn</div> <div>Darrell Nodira David Tiana</div> <div>✔ First Name ▼</div>	We accept first name and first name initial, with or without accents. Initials can be provided with or without a period.	John F. Emily
<div>ln</div> <div>Rayford Khakimdanova Fields Carter</div> <div>✔ Last Name ▼</div>	We accept full last names with or without accents.	Smith Sorensen Jacobs-Anderson
<div>country</div> <div>US NL US US</div> <div>✔ Country ▼</div>	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

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!

Audience

Coursenvy.com Ad Account (55771037...)

Create Audience

Custom Audience

Lookalike Audience

Saved audience

Filter

Status

Type

Availability

Source

Audience ID

Name

Type

Estimated Audience Size

Availability

Date Created

Sharing

Website

Low website traffic

Last edited 08/03/2020

3:01 PM

CA - WC - CE (ALL) - 90 Days

Custom Audience

Website

1,500 - 1,700

Ready

Last edited 04/30/2020

12/11/2019 11:18 AM

--

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

--

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

--

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

--

CA - WC - CE-ultimate-bundle - 180 Days

Custom Audience

Website

Below 1000

Ready

Last edited 06/24/2020

06/24/2020 3:29 PM

--

CA - WC - CE-ultimate-bundle - 7 Days

Custom Audience

Website

Below 1000

Ready

Last edited 06/25/2020

06/23/2020 4:46 PM

--

CA - WC - ceBUNDLEpurchased - 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).

The screenshot displays the Facebook Audience Manager interface. On the left, the 'Audience' section shows a list of existing audiences with filters for 'All Audiences' and 'Expiring Audiences'. The main area is a modal window titled 'Create a Lookalike Audience'. Inside this modal, the 'Select your lookalike source' section has a search bar and two tabs: 'Value-based sources' and 'Other sources'. The 'Value-based sources' tab is active, showing a list of sources. A red arrow points to the first source, 'CL - BUYERS - modMBA (ALL)', which is labeled as a 'Value-based custom audience'. Below the list, there is a progress bar and a note explaining that a 1% lookalike consists of the Accounts Center accounts most similar to the source, and increasing the percentage creates a bigger, broader audience. At the bottom of the modal are 'Cancel' and 'Create audience' buttons.

Name	Date Created	Sharing
CA - WC - CE (ALL) - 90 Days	12/11/2019 11:18 AM	--
CA - WC - CE (ALL) - Top 25% - 14	05/26/2020 9:00 AM	--
CA - WC - CE (ALL) - Top 25% - 14	04/30/2020 10:11 AM	--
CA - WC - CE (ALL) - Top 25% - 90	04/08/2020 3:34 PM	--
CA - WC - CE-ultimate-bundle - 180	06/24/2020 3:29 PM	--
CA - WC - CE-ultimate-bundle - 7 D	06/23/2020 4:46 PM	--
CA - WC - ceBUNDLEpurchased - 1 (BUYERS)	06/22/2020 11:39 AM	--
CA - WC - ceEnterprise - 30 Days	11/17/2020 2:49 PM	--
CA - WC - ceHomeRepairly - 90 Da	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

1

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

1% of US - CL - BUYERS - modMBA (ALL)

Estimated reach

2,770,000 people

Cancel

Create audience

Update Customer List

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

The screenshot displays the Facebook Audience Manager interface. At the top, the page is titled "Audience" and shows the account "Coursenvy.com Ad Account (55771037...)". A sidebar on the left contains a "Create Audience" button and a "Filter" section with options for Status, Type, Availability, and Source. The main area is a table of audiences with columns for Name, Type, Estimated Audience Size, and Availability. The first audience, "CL - BUYERS - modMBA (ALL)", is highlighted with a red arrow. To its right, the "Actions" dropdown menu is open, also indicated by a red arrow, showing options like Edit, Create Ad, Create Lookalike, Share, and Delete. The right sidebar shows details for the selected audience, including its name, type, and creation/last update dates.

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

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 - learnCEmmBBco...	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
<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 creat
<input type="checkbox"/>	LA (US, 1%) - WC - CEmodMBAapp - 90 Days	Lookalike Audience CA - WC - CEmodMBAapp - ...	Not available	Audience not creat
<input type="checkbox"/>	LA (US, 10%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUY...	Not available	Audience not creat

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.



Audience

Coursenvy.com Ad Account (557710375...)

Create Audience

Edit

Share

Delete

...

Columns

CL - BUYERS - learnCE (ALL)

Actions

X

Update Your Customer List Custom Audience

Changing your Customer List Custom Audience will also update any ad sets or Lookalike Audiences that use it. This won't reset your campaign learning phase.



Replace Customers

Upload a new list that will replace the users in your existing audience.



Add Customers

Upload a list of customers you want to add to your existing audience.



Remove Customers

Upload a list of customers you want to remove from your existing audience.

Edit Audience Name

CL - BUYERS - learnCE (ALL)

27/50

+ Add Description

Cancel

Done

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.

0 Days

Webinar - 30 Days

ial Nicole - 90 Days

75% - 90 Days

(ALL)

ased - 180 Days

kout - 90 Days

90 Days

dMBAapp - 90 Days

Lookalike Audience

CA - WC - CEmodMBAapp - ...

Not available

Audience not creat



CA - WC - CEmodMBAapp - 30 Days

Custom Audience

Website

Below 1000

Low website traffic

Ready

Last edited 05/12/2



CA - WC - modMBAfree LP - 90 Days

Custom Audience

Website

Below 1000

Not updated

Ready



CA - WC - CE (ALL) - 90 Days

Custom Audience

Website

2,600

Ready

Last edited 04/30/2

Summary

Usage

History

Audience Name

- BUYERS - learnCE (ALL)

Available

Custom 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)

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

CA - WC - learnCE (ALL) - 14 Days

Add a previously created Custom or Lookalike Audience

EXCLUDE people who are in at least ONE of the following

Website

CA - WC - modMBApurchased - 180 Days (BUYERS)

Customer List

CL - BUYERS - modMBA (ALL)

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

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
- ☐ Customer list
- ☐ Offline activity

Meta Sources

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

Cancel Next

Name	Date Created	Sharing
Lookalike (US, 1%) - People who	03/17/2022 11:41 AM	--
CA - WC - learnCEschool-fundrais	01/07/2022 12:21 PM	--
Lookalike (US, 10%) - CA - WC - C	12/14/2021 4:42 PM	--
Lookalike (US, 1%) - CA - WC - AN	12/14/2021 12:40 PM	--
CA - WC - ANYmodmbaLP - 180 t	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	--
CA - WC - modmba-parent-signup	09/30/2021 12:39 PM	--
Coursenvy - FB Page - People wh	06/16/2021 4:48 PM	--
People who currently like your Pa	06/16/2021 4:42 PM	--
CA - WC - ceVirtEntClub - 90 Days	04/13/2021 9:48 AM	--
rich world 18+ entrep	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. At the top, there's a header with the account name 'Coursenvy.com Ad Account (55771037...)'. Below this, there's a 'Create Audience' button. The main area is divided into a left sidebar with filters (All Audiences, Expiring Audiences, Filter, Status, Type, Availability, Source) and a central list of audiences. A modal dialog box titled 'Choose a Custom Audience source' is open in the center. It contains two sections: 'Your sources' and 'Meta Sources'. A red arrow points to the 'Facebook page' option under 'Meta Sources'. The background shows a table of existing audiences with columns for Name, Date Created, and Sharing.

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
- ☐ Customer list
- ☐ Offline activity

Meta Sources

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

Cancel Next

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

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.



Page

Coursenvy

Events

Everyone who engaged with your Page

Retention ⓘ

365 days

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 Looklike 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 Looklike Audience

Select your looklike source

Coursenvy

Value-based 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 looklike audiences 1

5.3M

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

A 1% looklike consists of the people most similar to your looklike 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	12/14/2021 12:39 PM	--
not created	12/03/2021 2:38 PM	--
10/06/2021	10/06/2021 9:01 AM	--
	09/30/2021 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	--
not created	03/31/2021	--

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 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
not created ⓘ	ⓘ	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	ⓘ	12/14/2021 12:39 PM	--
not created ⓘ	ⓘ	12/03/2021 2:38 PM	--
10/06/2021	ⓘ	10/06/2021 9:01 AM	--
	ⓘ	09/30/2021 12:39 PM	--
	ⓘ	06/16/2021 4:48 PM	--
	ⓘ	06/16/2021 4:42 PM	--
	ⓘ	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

Browse

Select audience size

Number of lookalike audiences

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

2,740,000people

Cancel

Create Audience

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 looklike 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

2,740,000people

Cancel

Create Audience

Targeting People Who Engaged With Your Instagram Account

The image shows the Facebook Ads Manager interface with a modal dialog box titled "Choose a Custom Audience source". The dialog box contains two sections: "Your sources" and "Meta Sources". A red arrow points to the "Instagram account" option under "Meta Sources".

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
- ☐ Customer list
- ☐ Offline activity

Meta Sources

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

Buttons: Cancel, Next

Background Interface:

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

Buttons: Create Audience

Search: Search by name or audience ID

Filters:

- ☒ All Audiences
- ☐ Expiring Audiences ⓘ

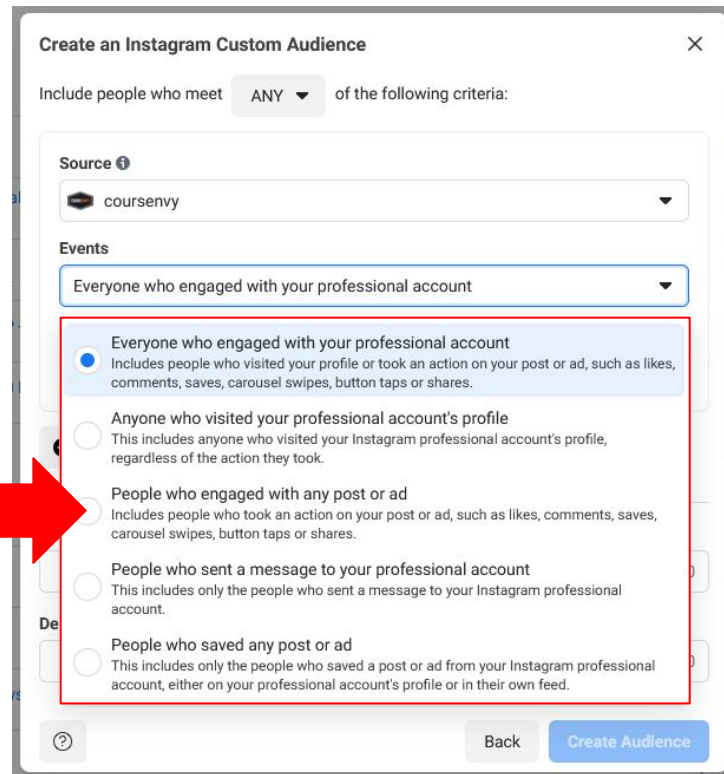
Filter sections:

- Status
- Type
- Availability
- Source

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

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!



The screenshot shows the 'Create an Instagram Custom Audience' interface. At the top, it says 'Include people who meet ANY of the following criteria:'. Below this, the 'Source' is set to 'coursenvy'. The 'Events' dropdown is open, showing a list of options. A red box highlights the first option, 'Everyone who engaged with your professional account', which is selected with a blue radio button. A large red arrow points from the text in the first block to this selected option.

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

- 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 a 'Create Audience' button and a search bar. Below the search bar, there's a 'Filter' section with options for 'All Audiences' (checked) and 'Expiring Audiences'. The main area displays a list of custom audiences, including 'Lookalike (US, 1%) - People who...', 'CA - WC - learnCESchool-fundrais...', 'Lookalike (US, 10%) - CA - WC - C...', 'Lookalike (US, 1%) - CA - WC - AN Days', and 'CA - WC...'. A red arrow points from the 'CA - WC...' audience to the 'Video' option in the 'Meta Sources' section of the 'Choose a Custom Audience source' dialog box. The dialog box also lists 'Your sources' (Website, App activity, Catalog, Customer list, Offline activity) and 'Meta Sources' (Video, Lead form, Instant Experience, AR Experience, On-Facebook listings, Instagram account, Events, Facebook page, Shopping). On the right, there's a table with columns 'Date Created' and 'Sharing', showing a list of created audiences with their creation dates and times.

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 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

×

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).

The screenshot displays the Facebook Ads Manager interface for a 'New Sales Campaign'. The breadcrumb trail at the top shows 'New Sales Campaign > New Sales Ad Set > 1 Ad'. The 'Audience' section is active, with the 'Create new audience' option selected. A search bar contains 'v v', and a dropdown menu lists several custom audiences. The audience 'V V - modMBA Testimonial Nicole - 90 Days' is highlighted, with a red arrow pointing to it. A tooltip for this audience shows details: 'Size: Not available', 'Name: LA (US, 1%) - V V - modMBA webinar - 75% - 90 Days', 'Type: Lookalike', and 'Source: V V - modMBA webinar - 75% - 90 Days'. The 'Detailed targeting' section is also visible, with a search bar for demographics, interests, or behaviors. On the right, a 'Performance may be impacted' warning is shown, along with an 'Audience definition' section indicating the selection is 'fairly broad'. At the bottom right, 'Reach' is shown as '872 - 2.5K' and 'Conversions' as '0'. Navigation buttons for 'Back' and 'Next' are at the bottom right.

New Sales Campaign > New Sales Ad Set > 1 Ad

Edit Review

Show more options

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

Create new audience Use saved audience

Custom audiences Create new

Search: v v

All Lookalike audience Custom Audience

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

Detailed targeting
Include people who match

Search: 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.](#)

Close

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

Size: Not available Audience size: 218,400,000 - 257,000,000

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

Type: Lookalike

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

Results
Reach
872 - 2.5K

Conversions
0

The accuracy of estimates is based on factors like past performance, data, the budget you selected, and other data.

Back Next

Custom Audience → Video

Select the **Video** option.

The screenshot shows the Facebook Ads Manager interface. A modal dialog titled "Choose a Custom Audience source" is open, displaying various options for connecting with people who have shown interest in your business or product. The dialog is divided into two sections: "Your sources" and "Meta Sources".

Your sources

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

Meta Sources

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

A red arrow points to the "Video" option under "Meta Sources".

In the background, the "Create Audience" button is visible, along with a search bar and a list of existing audiences. The right side of the screen shows a table of audience data 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	--

Best Video Custom Audiences

The screenshot displays the Facebook Ads Manager interface. A modal dialog titled "Create a video engagement custom audience" is open, showing a list of engagement options. Two red arrows highlight the "People who have watched at 75% of your video" and "People who either completed or viewed at least 15 seconds of your video (ThruPlay)" options. The background shows a table of existing custom audiences.

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

Name	Type	Estimated Audience Size	Availability	Date Created	Sharing
Lookalike (US, 1%) - People who currently like your Page: Coursenvy	Lookalike	10,500 - 12,400	Not updated ⓘ	03/17/2022 11:41 AM	--
CA - WC - learnCESchool	Custom Audience	10,500 - 12,400	Not updated ⓘ	01/07/2022 12:21 PM	--
Lookalike (US, 10%) - People who currently like your Page: Coursenvy	Lookalike	10,500 - 12,400	Not updated ⓘ	12/14/2021 4:42 PM	--
Lookalike (US, 1%) - CA - WC - modmba-pare	Lookalike	10,500 - 12,400	Not updated ⓘ	12/14/2021 12:40 PM	--
CA - WC - ANYmodmba-pare	Custom Audience	10,500 - 12,400	Not updated ⓘ	12/14/2021 12:39 PM	--
Lookalike (US, 1%) - CA - WC - modmba-pare	Lookalike	10,500 - 12,400	Not updated ⓘ	12/03/2021 2:38 PM	--
CA - WC - modmba-pare	Custom Audience	10,500 - 12,400	Not updated ⓘ	10/06/2021 9:01 AM	--
CA - WC - modmba-pare	Custom Audience	10,500 - 12,400	Not updated ⓘ	09/30/2021 12:39 PM	--
Coursenvy - FB Page - People who currently like	Custom Audience	10,500 - 12,400	Not updated ⓘ	06/16/2021 4:48 PM	--
People who currently like your Page: Coursenvy	Custom Audience	10,500 - 12,400	Not updated ⓘ	06/16/2021 4:42 PM	--
CA - WC - ceVirtEntClub - 90 Days	Custom Audience	Below 1000	Low website traffic ⓘ	04/13/2021 9:48 AM	--
rich world 18+ entrep	Saved audience	Not available		03/31/2021 5:21 PM	--

Audience

Create Audience

Search by name or audience ID

☒ All Audiences

☐ Expiring Audiences

Filter

Status

☐ Name

☐ Lookalike (US, 1%) - Peo

☐ CA - WC - learnCEschool

☐ Lookalike (US, 10%) - CA

IS, 1%) - CA -

Ymodmbal

IS, 1%) - CA -

odmba-pare

odmba-pare

FB Page - P

currently like your Page: Coursenvy

VirtEntClub - 90 Days

8+ entrep

- CA - WC - learnCEmodmbaBBcomp -

Custom Audience
Engagement - Page

Custom Audience
Website

Saved audience

Lookalike Audience

10,500 - 12,400
Not updated

Below 1000
Low website traffic

Not available

Not available

Ready

Ready
Last edited 04/13/2021

Ready
Last edited 04/01/2021

Audience not created

X

Create a video engagement custom audience

Engagement

People who have watched at 75% of your video



Edit videos

X

People who have watched at 75% of your video

Retention

365

days

Audience Name

0/50

Description - Optional

0/100

?

Back

Create audience

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

Select the video for this Custom Audience.

Coursenvy.com Ad Account (55771037...)

Columns

Date Created

Sharing

03/17/2022
11:41 AM

01/07/2022
12:21 PM

12/14/2021

12/14/2021

12/14/2021

12/03/2021

10/06/2021

09/30/2021

06/16/2021

06/16/2021

04/13/2021

03/31/2021

03/31/2021

Audience

Create Audience

Search by name or audience ID

☒ All Audiences

☐ Expiring Audiences ⓘ

Filter

Status

Type

Availability

Source

Select videos

Video sources

 Facebook page













Last used date

Select dates

Facebook page

 Coursenvy

Page 3

	Thumbnail	Video details	3s video views ⓘ	Last used
<input type="checkbox"/>		How to Make Money Online 4:27 • Uploaded: Aug 12, 2022	48 	Aug 12, 2022
<input type="checkbox"/>		Tiktok how to invest in crypto .mp4 0:09 • Uploaded: Jun 10, 2022	187 	Jun 10, 2022
<input type="checkbox"/>		cropped_1X1_(x, y)_0, 419)_width... 0:09 • Uploaded: Jun 10, 2022	1 	Jun 10, 2022
<input type="checkbox"/>		Bitcoin Mining Explained + FREE ... 5:05 • Uploaded: Jun 8, 2022	1,339  	Jun 8, 2022
<input checked="" type="checkbox"/>		4-week online class.mp4 0:09 • Uploaded: Mar 10, 2022	28,505  	Mar 18, 2022

Selected videos (1)



[4-week online class...](#)

Mar 18, 2022 - 0:09

Includes views from:  

Show sources

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.

Cancel

Confirm



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](#) ✕

People who have watched at 75% of your video

Retention ⓘ

365 days

Audience Name

0/50

Description · Optional

0/100



Create Audience

AdAgencyLP - 14 Days

Website

Not updated ⓘ

Custom Audience

Below 1000

● Ready

Not updated ⓘ

Saved Audience

Not available ⓘ

● Ready

Last edited 08/24/2020

☐ MLM moms☐ CA - WC - modMBAfreePurchased - 180 Days (BUYERS)

Custom Audience

Below 1000

● Ready

Not updated ⓘ

Website

Date Created

Sharing

04/13/2021
9:48 AM

--

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

--

Custom Audience → Lead Form

Select the **Lead form** option.

The screenshot shows the Facebook Ads Manager interface. A modal dialog titled "Choose a Custom Audience source" is open, displaying various options for creating a custom audience. The dialog is divided into two sections: "Your sources" and "Meta Sources".

Your sources:

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

Meta Sources:

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

A red arrow points to the "Lead form" option under "Meta Sources".

The background shows the "Audiences" section of the Ads Manager, with a list of existing audiences and a "Create Audience" button. The "Filter" section on the left includes options for Status, Type, Availability, and Source.

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!)

Create a lead form custom audience

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

Events

Anyone who opened this form

☒ Anyone who opened this form

☐ Accounts Center accounts who opened but didn't submit form

☐ Accounts Center accounts who opened and submitted form

Search your lead forms by name

Retention 90 days

+ Include more people - Exclude people

Audience Name 0/50

Description - Optional 0/100

Back Create audience

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. A modal dialog titled "Choose a Custom Audience source" is open, displaying two columns of options: "Your sources" and "Meta Sources". Under "Your sources", the "Offline activity" option is selected, indicated by a red arrow. The background shows a list of custom audiences with columns for Name, Date Created, and Sharing.

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
- ☒ Customer list
- ☒ Offline activity

Meta Sources

- ☐ Video
- ☐ Lead form
- ☐ Instant Experience
- ☐ AR Experience
- ☐ Instagram account
- ☐ Events
- ☐ Facebook page
- ☐ Shopping

Background Table:

Name	Date Created	Sharing
Lookalike (US, 1%) - People who...	03/17/2022 11:41 AM	--
CA - WC - learnCESchool-fundrais...	01/07/2022 12:21 PM	--
Lookalike (US, 10%) - CA - WC - C...	12/14/2021 4:42 PM	--
Lookalike (US, 1%) - CA - WC - AN...	12/14/2021 12:40 PM	--
CA - WC - ANYmodmbaLP - 180 T...	12/14/2021 12:39 PM	--
Lookalike (US, 1%) - CA - WC - mc...	12/03/2021 2:38 PM	--
CA - WC - modmba-parent-enroll...	10/06/2021 9:01 AM	--
CA - WC - modmba-parent-signu...	09/30/2021	--

Custom Audience → Events

Select the **Events** option.

The screenshot shows the Facebook Ads Manager interface. A modal dialog 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 dialog is divided into two sections: "Your sources" and "Meta Sources".

Your sources

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

Meta Sources

- ☐ Video
- ☐ Lead form
- ☐ Instant Experience
- ☐ AR Experience
- ☐ On-Facebook listings
- ☐ Instagram account
- ☒ **Events**
- ☐ Facebook page
- ☐ Shopping

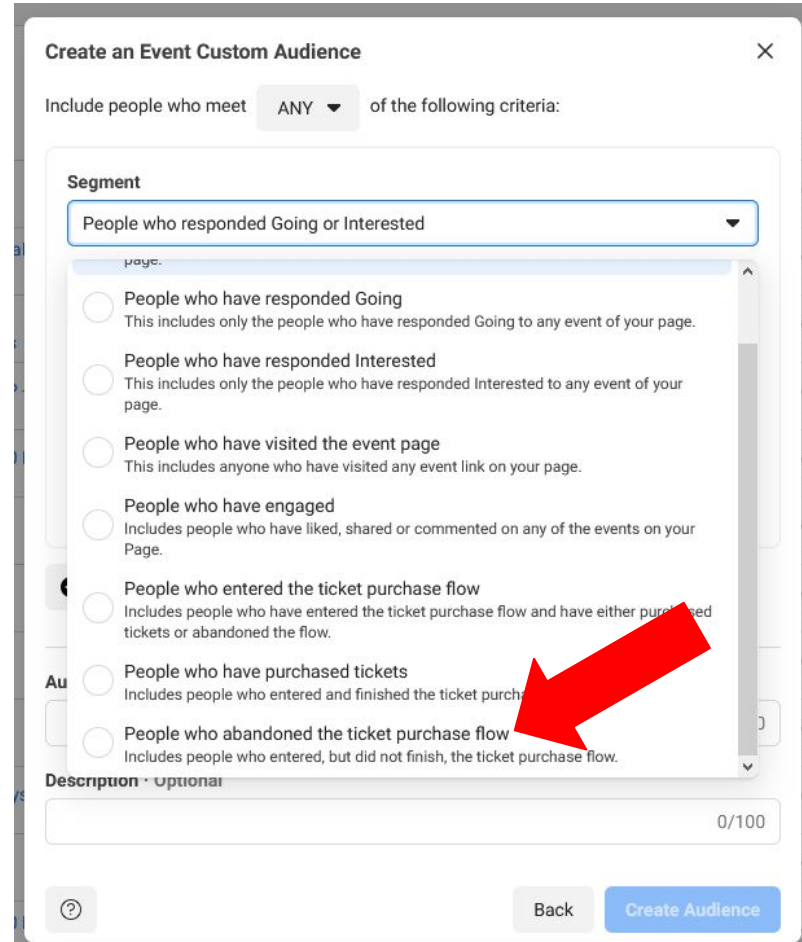
A large red arrow points to the "Events" option, which is highlighted with a blue border. The background shows the "Create Audience" button and a list of existing audiences.

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>



Create an Event Custom Audience

Include people who meet **ANY** of the following criteria:

Segment

People who responded Going or Interested

- ☐ 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.

Description · Optional

0/100

Back Create Audience

Custom Audience → Catalog

Select “Catalog”.

The screenshot shows the Facebook Ads Manager interface. A modal dialog 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 dialog is divided into two sections: "Your sources" and "Meta Sources".

Your sources

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

Meta Sources

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

A red arrow points to the "Catalog" option under "Your sources". The background shows a list of custom audiences with columns for Name, Date Created, and Sharing. The "Create Audience" button is visible in the top left of the interface.

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).

The screenshot shows the 'Create a catalog custom audience' form. It includes a 'Source' dropdown set to 'Products for Coursenvy (447856925367170)', a 'Product set' dropdown set to 'Store collection Featured Products', and an 'Include' dropdown set to 'Accounts Center accounts'. The 'Of the following criteria' section is expanded, showing three options: 'Accounts Center accounts who viewed products from your product set' (selected), 'Accounts Center accounts who added products from your product set to cart', and 'Accounts Center accounts who purchased products from your product set'. The 'Audience Name' field is empty with a 0/50 character limit, and the 'Description · Optional' field is also empty with a 0/300 character limit. At the bottom, there are 'Back' and 'Create audience' buttons.

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

Learn how to create a catalog in Meta Commerce Manager:

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

Lookalike Audiences

BEST PRACTICES: Lookalike Audiences

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

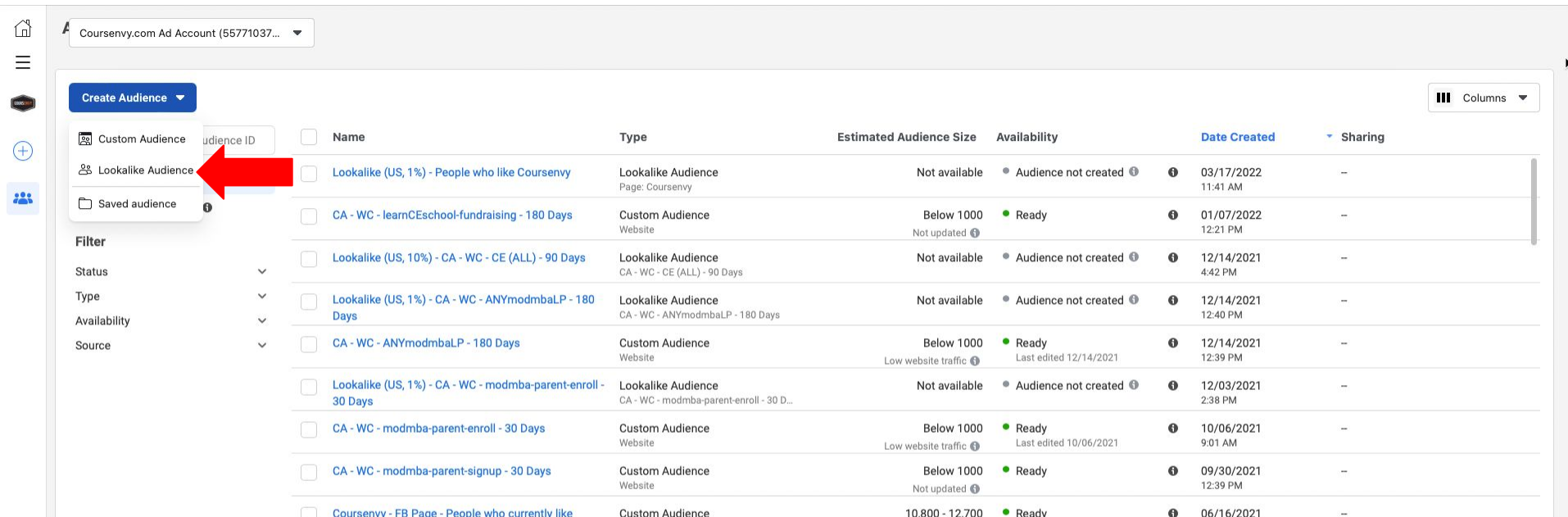
Custom Audiences are ALWAYS best (i.e. someone who has engaged with your post, website, video, etc.). Second best is a **LOOKALIKE**... Facebook uses hundreds of data points to find users that “LOOK” and “act online” nearly the exact same as your Custom Audience! Here are my favorites:

- 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 displays the Facebook Ads Manager interface. At the top, the account name 'Coursenvy.com Ad Account (55771037...)' is visible. Below this, the 'Create Audience' dropdown menu is open, showing three options: 'Custom Audience', 'Lookalike Audience' (highlighted with a red arrow), and 'Saved audience'. The 'Lookalike Audience' option is selected, and a red arrow points to it. The main table below lists various audiences, including Lookalike Audiences and Custom Audiences, with columns for Name, Type, Estimated Audience Size, Availability, Date Created, and Sharing.

Custom Audience	Audience ID	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	Audience not created ⓘ	03/17/2022 11:41 AM	--
<input type="checkbox"/>		CA - WC - learnCESchool-fundraising - 180 Days	Custom Audience Website	Below 1000 Not updated ⓘ	Ready	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	Audience not created ⓘ	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	Audience not created ⓘ	12/14/2021 12:40 PM	--
<input type="checkbox"/>		CA - WC - ANYmodmbaLP - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready 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	Audience not created ⓘ	12/03/2021 2:38 PM	--
<input type="checkbox"/>		CA - WC - modmba-parent-enroll - 30 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready 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 Not updated ⓘ	Ready	09/30/2021 12:39 PM	--
<input type="checkbox"/>		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).

Create a Lookalike Audience

Select Your Lookalike Source

Select an existing audience or data source

Create New Source ▼

Select Audience Location

Search for regions or countries

Browse

Select Audience Size

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

Audience

Coursenvy.com Ad Account (557710375...

Create Audience

Search by name or audience ID

☒ All Audiences

☐ Expiring Audiences

Filter

Status

Type

Availability

Source

Name

☐ CA - WC - ceVirtEntClub - 90 Days

☐ rich

☐ LA (US, 1%) - CA - WC - learnCEmod

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

☐ CA - WC - learnCEmodmbaBBcomp

☐ CA - WC - learnCEmodmbaBBcomp / J

☐ CA - WC - ceHomeRepair - 90 Days

☐ CA - WC - cePD - 90 Days

☐ WC - ceTeeth - 30 Days

☐ WC - ceEnterprise - 30 Days

☐ WC - learnCE-AdAgencyLP - 14 Days

☐ moms

☐ 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.

Browse

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



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

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

Audience

Create Audience

Search by name or audience ID

☒ All Audiences

Filter

Status

Type

Availability

Source

Create a Lookalike Audience

1 Select Your Lookalike Source

Select an existing audience or data source

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

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.

Cancel

Create Audience

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

Coursenvy.com Ad Account (557...

Columns

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

WC - learnCEpurchased (BUYERS-all) - 180 Days

Custom Audience
Website

Below 1000
Low website traffic

Ready
Last edited 06/22/2020

06/22/2020
11:37 AM

WC - modMBA LP - 7 Days

Custom Audience
Website

Below 1000
Low website traffic

Ready
Last edited 06/29/2020

05/26/2020
10:43 AM

WC - CE (ALL) - Top 25% - 14 Days

Custom Audience
Website (Advanced)

Below 1000
Low website traffic

Ready
Last edited 05/26/2020

05/26/2020
9:00 AM

WC - modMBA-freePurchased - 180 Days
(BUYERS)

Custom Audience
Website

Below 1000
Low website traffic

Ready
Last edited 05/22/2020

05/22/2020
9:28 AM

Create Audience ▼

Search by name or audience ID

☒ All Audiences

Filter

Status

Type

Availability

Source

Create a Lookalike Audience



1 Select Your Lookalike Source ⓘ

[Show Tips](#)

CA - WC - CE (ALL) - 14 Days

Create New Source ▼

Select Audience Location

Countries > North America

United States

Search for regions or countries

[Suggestions](#) | [Browse](#)

3 Select Audience Size

Number of lookalike audiences ⓘ 1 ▼



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

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?)

Date Created

Sharing

07/21/2020
9:37 AM07/06/2020
11:57 AM07/06/2020
10:25 AM07/06/2020
10:24 AM07/01/2020
2:07 PM06/24/2020
5:42 PM06/24/2020
3:29 PM06/23/2020
4:46 PM06/22/2020
11:39 AM06/22/2020
11:37 AM05/26/2020
10:43 AM05/26/2020
9:00 AM05/22/2020
9:28 AM

Create Audience

Search by name or audience ID

☒ All Audiences

Filter

Status

Type

Availability

Source

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

Select Audience Size

Number of lookalike audiences 1



New lookalike audiences

1% of US - CA - WC - CE (ALL) - 14 Days

Estimated reach

2,380,000 people

Cancel

Create 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!

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 ⓘ	Estimated reach
1% of US - CA - WC - CE (ALL) - 14 Days	2,380,000 people

3 Select Audience Size

Number of lookalike audiences ⓘ 1 ▾

11.9M

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 ⓘ	Estimated reach
5% of US - CA - WC - CE (ALL) - 14 Days	

3 Select Audience Size

Number of lookalike audiences ⓘ 1 ▾

23.8M

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 ⓘ	Estimated reach
10% of US - CA - WC - CE (ALL) - 14 Days	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 Audiences interface. On the left, there's a sidebar with navigation icons. The main area is titled 'Audience' and contains a table of existing audiences. A red arrow points to the 'Create Audience' button at the top. Another red arrow points to the 'Create Lookalike' option in the dropdown menu that appears when the three-dot menu is clicked. A third red arrow points to the checkbox next to the 'CA - WC - ceEnterprise - 30 Days' Custom Audience, which has a size of 'Below 1000'.

Name	Type	Size
CA - WC - ceVirtE	Custom Audience Website	Below 1000 Low website traffic ⓘ
rich world 18+ er	Saved Audience	Not available ⓘ
LA (US, 1%) - CA - WC - learnCEmodmbaBBcomp - 30 Days	Lookalike Audience CA - WC - learnCEmodmbaBBcomp / Join...	2,300,000
LA (US, 1%) - CA - WC - learnCEmodmbaBBcompAPP - 30 Days	Lookalike Audience CA - WC - learnCEmodmbaBBcompA...	2,200,000
CA - WC - learnCEmodmbaBBcompAPP - 30 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ
CA - WC - learnCEmodmbaBBcomp / JoinTheMM - 30 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ
CA - WC - ceHomeRepairly - 90 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ
CA - WC - cePD - 90 Days	Custom Audience Website	Below 1000 Not updated ⓘ
CA - WC - ceTeeth - 30 Days	Custom Audience Website	Below 1000 Not updated ⓘ
<input checked="" type="checkbox"/> CA - WC - ceEnterprise - 30 Days	Custom Audience Website	Below 1000 Not updated ⓘ
CA - WC - learnCEAdAgencyLP - 14 Days	Custom Audience Website	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 displays the Facebook Ads Manager interface. On the left, a sidebar shows a hierarchy: 'New Sales Campaign' (selected), 'New Sales Ad Set', and 'New Sales Ad'. A red arrow points to 'New Sales Ad Set'. The main content area shows the 'Audience' section for a 'New Sales Ad Set'. A red arrow points to the 'Create new audience' button. Below this, the 'Custom audiences' section is visible, with a search bar and a dropdown menu showing 'Lookalike audience' selected. A list of Lookalike Audiences is displayed, including 'Lookalike (US, 1%) - People who like Coursenvy' and 'Lookalike (US, 10%) - CA - WC - CE (ALL) - 90 Days'. A tooltip for the first audience shows details: 'Size: Not available', 'Name: Lookalike (US, 1%) - People who like Coursenvy', 'Type: Lookalike', and 'Source: Coursenvy'. On the right, a 'Performance may be impacted' warning is visible, along with an 'Audience definition' section showing a 'Specific' to 'Broad' range. At the bottom right, 'Reach' is shown as 872 - 2.5K and 'Conversions' as 0.

New Sales Campaign > New Sales Ad Set > 1 Ad

Edit Review

Show more options

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

Create new audience Use saved audience

Custom audiences Create new

Search existing audience

All **Lookalike audience** Custom Audience

Lookalike (US, 1%) - People who like Coursenvy	Lookalike
Lookalike (US, 10%) - CA - WC - CE (ALL) - 90 Days	Lookalike
Lookalike (US, 1%) - CA - WC - ANYmodmbaLP - 180 ...	Lookalike
Lookalike (US, 1%) - CA - WC - modmba-parent-enroll ...	Lookalike
LA (US, 1%) - CA - WC - learnCEmodmbaBBcomp - 30 ...	Lookalike
LA (US, 1%) - CA - WC - learnCEmodmbaBBcompAPP ...	Lookalike
LA (US, 5%) - CA - WC - CE (ALL) - Top 25% - 90 Days	Lookalike
LA (US, 1%) - CL - BUYERS - altM (ALL)	Lookalike
LA (US, 10%) - CL - BUYERS - learnCE (ALL)	Lookalike

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](#)

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

Size: Not available
Name: Lookalike (US, 1%) - People who like Coursenvy
Type: Lookalike
Source: Coursenvy

Reach
872 - 2.5K

Conversions
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.

The image shows the Facebook Ads Manager interface for creating a new ad set. The breadcrumb trail at the top reads: New Sales Campaign > New Sales Ad Set > 1 Ad. The left sidebar shows a hierarchy: New Sales Campaign (selected), New Sales Ad Set, and New Sales Ad. The main content area is titled 'Audience' and includes a 'Define who you want to see your ads. Learn more' link. Below this, there are two tabs: 'Create new audience' (selected) and 'Use saved audience'. Under 'Create new audience', there is a 'Custom audiences' section with a 'Create new' dropdown and a search bar. Below the search bar is an 'Exclude' button. The 'Locations' section is highlighted with a red box and shows 'Location: United States'. The 'Age' section is also highlighted with a red box and shows '25' and '44' as selected ranges. The 'Gender' section shows 'All genders'. The 'Detailed targeting' section includes a search bar, 'Suggestions', and 'Browse' buttons. Below this, there is a message: 'We may deliver ads beyond your audiences for your selected objective, if it's likely to improve performance. Learn more.' and an 'Exclude' button. At the bottom of the 'Audience' section, there are 'Close' and 'All edits saved' buttons. To the right of the 'Audience' section, there is a 'Performance may be impacted' warning, an 'Audience definition' section showing a progress bar from 'Specific' to 'Broad', and an 'Estimated audience size' of 96,900,000 - 114,000,000. Below this, there is an 'Estimated daily results' section showing 'Reach' of 851 - 2.5K and 'Conversions' of 0. A large red arrow points from the 'Locations' and 'Age' sections to the 'Estimated audience size' section. On the far right, there is a red box containing the text: 'View your "Estimated audience size"'. At the bottom right, there are 'Back' and 'Next' buttons.

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 ⓘ

Search: 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

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 campaign data, the budget you entered, and ad data.

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.

Home

Menu

Facebook

+

People

Coursenvy.com Ad Account (55771037...)

Create Audience

Custom Audience Audience ID

Lookalike Audience

Saved audience

Filter

Status

Type

Availability

Source

<input type="checkbox"/>	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	Audience not created ⓘ	03/17/2022 11:41 AM	--
<input type="checkbox"/>	CA - WC - learnCESchool-fundraising - 180 Days	Custom Audience Website	Below 1000 Not updated ⓘ	Ready	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	Audience not created ⓘ	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	Audience not created ⓘ	12/14/2021 12:40 PM	--
<input type="checkbox"/>	CA - WC - ANYmodmbaLP - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready 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	Audience not created ⓘ	12/03/2021 2:38 PM	--
<input type="checkbox"/>	CA - WC - modmba-parent-enroll - 30 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready 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 Not updated ⓘ	Ready	09/30/2021 12:39 PM	--
<input type="checkbox"/>	Coursenvy - FB Page - People who currently like	Custom Audience Engagement - Page	10,800 - 12,700 Not updated ⓘ	Ready	06/16/2021 4:48 PM	--

Create a Saved Audience

Audience Name

Name your audience

Custom Audiences

Add a previously created Custom or Lookalike Audience

Exclude | Create New

Locations

People who live in this location

United Kingdom

United Kingdom

Include | Type to add more locations | Browse

Add Locations in Bulk

Age

18 - 65+

Gender

All | Men | Women

Languages

Enter a language...

Potential Audience:

Potential Reach: 44,000,000 people

Audience Details:

Location - Living In:

United Kingdom

Age:

18 - 65+

Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | 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

Name your audience

Custom Audiences

Add a previously created Custom or Lookalike Audience

Exclude | Create New

Locations

People who live in this location

United Kingdom

United Kingdom

Include | Type to add more locations | Browse

Add Locations in Bulk

Age 18 - 65+

Gender All Men Women

Languages

Enter a language...

Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors

Exclude People

Cancel

Create Audience

Potential Audience:

Potential Reach: 44,000,000 people

Audience Details:

- Location - Living In:
 - United Kingdom
- Age:
 - 18 - 65+

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

Search by name or audience ID

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...

Columns

Date Created

Sharing

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

Targeting Custom, Lookalike, and Saved Audiences

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

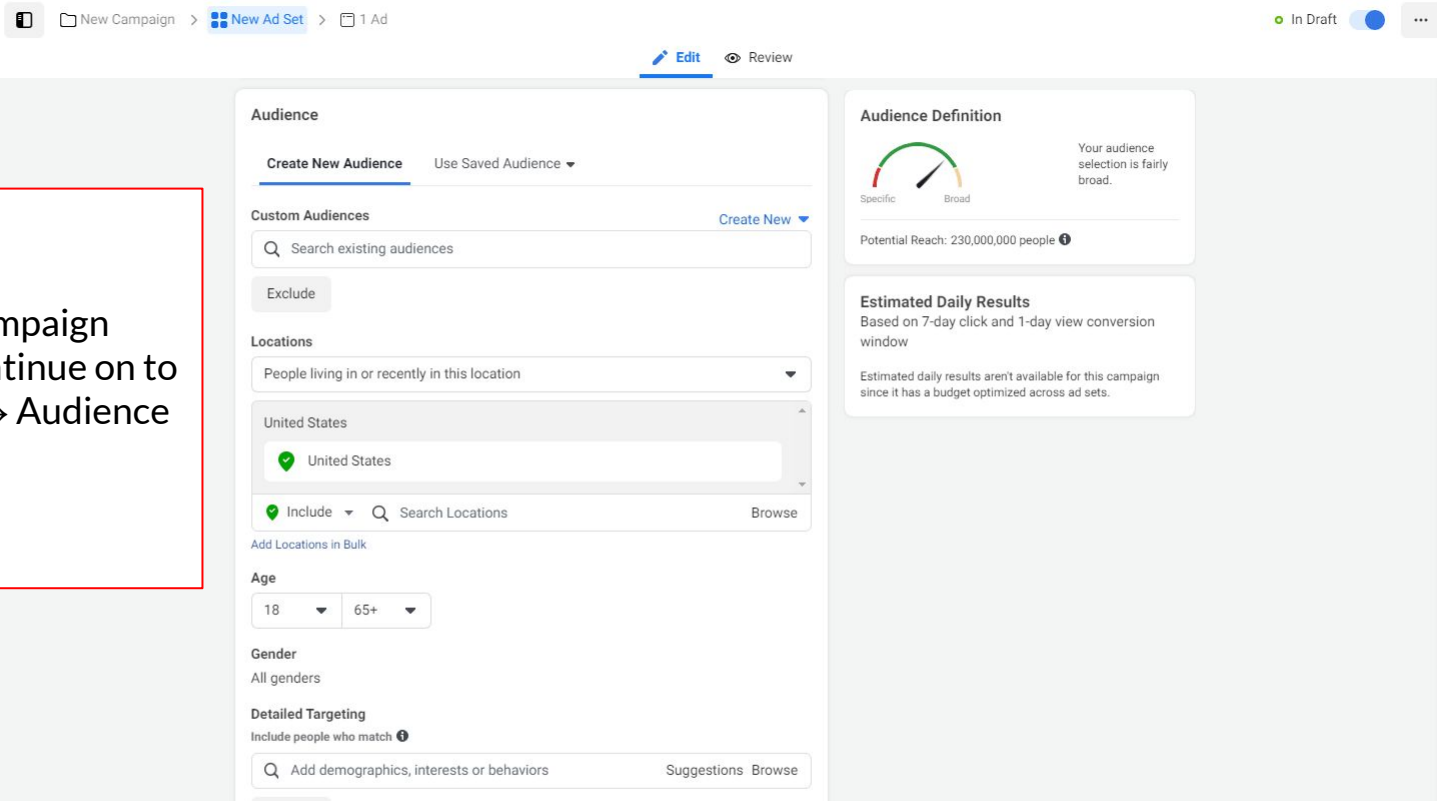
- Navigate to your Ads Manager
- Click the green Create button

The screenshot shows the Facebook Ads Manager interface. At the top, there's a header with 'Campaigns' and 'Coursenvy.com Ad Account (5...'. Below this is a search bar and filters. A red arrow points to the '+ Create' button. The main area shows a table of campaigns. The table has columns for Campaign Name, Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Frequency, and Unique Link Clicks. Two campaigns are listed: 'CONV-99modMBA-mrkt-USA7-20' and 'CONV-99modMBA-LA-USA7-6 [LA (US, 1%) -...'. Both are active and using the 'Lowest cost' bid strategy.

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



The screenshot displays the Facebook Ads interface. On the left, a sidebar contains navigation icons. The main area shows a breadcrumb trail: "New Campaign" > "New Ad Set" > "1 Ad". A red arrow points from the "New Ad Set" link in the sidebar to the "New Ad Set" link in the breadcrumb. The "Audience" section is active, showing options to "Create New Audience" or "Use Saved Audience". Under "Custom Audiences", there is a search bar and an "Exclude" button. The "Locations" section shows a dropdown for "People living in or recently in this location" with "United States" selected. Below this, there is a list of locations with "United States" checked. The "Age" section shows "18" and "65+" dropdowns. The "Gender" section shows "All genders". The "Detailed Targeting" section shows "Include people who match" and a search bar for "Add demographics, interests or behaviors". On the right, there are two informational boxes: "Audience Definition" with a gauge showing "Your audience selection is fairly broad" and "Potential Reach: 230,000,000 people", and "Estimated Daily Results" stating "Based on 7-day click and 1-day view conversion window" and "Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets".

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 ⓘ

Search 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.

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 ⓘ

Search 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.

[Close](#) ✓ All edits saved

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.

[Back](#) [Next](#)

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



Audience

Create New Audience

Use Saved Audience ▼

Custom Audiences

INCLUDE people who are in at least ONE of the following

Create New ▼

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 - altM (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

United States

United States

Include Search Locations

Browse

Add Locations in Bulk

Age

18 - 65+

Audience Definition



Audience definition is unavailable.

Potential Reach: Unavailable ⓘ

Estimated Daily Results

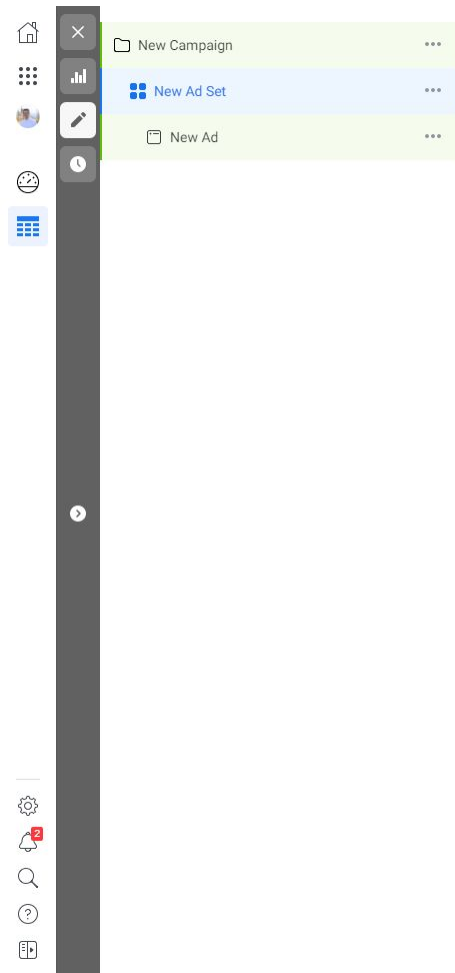
Estimated daily results aren't available for this campaign is a budget optimized across ad sets.

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

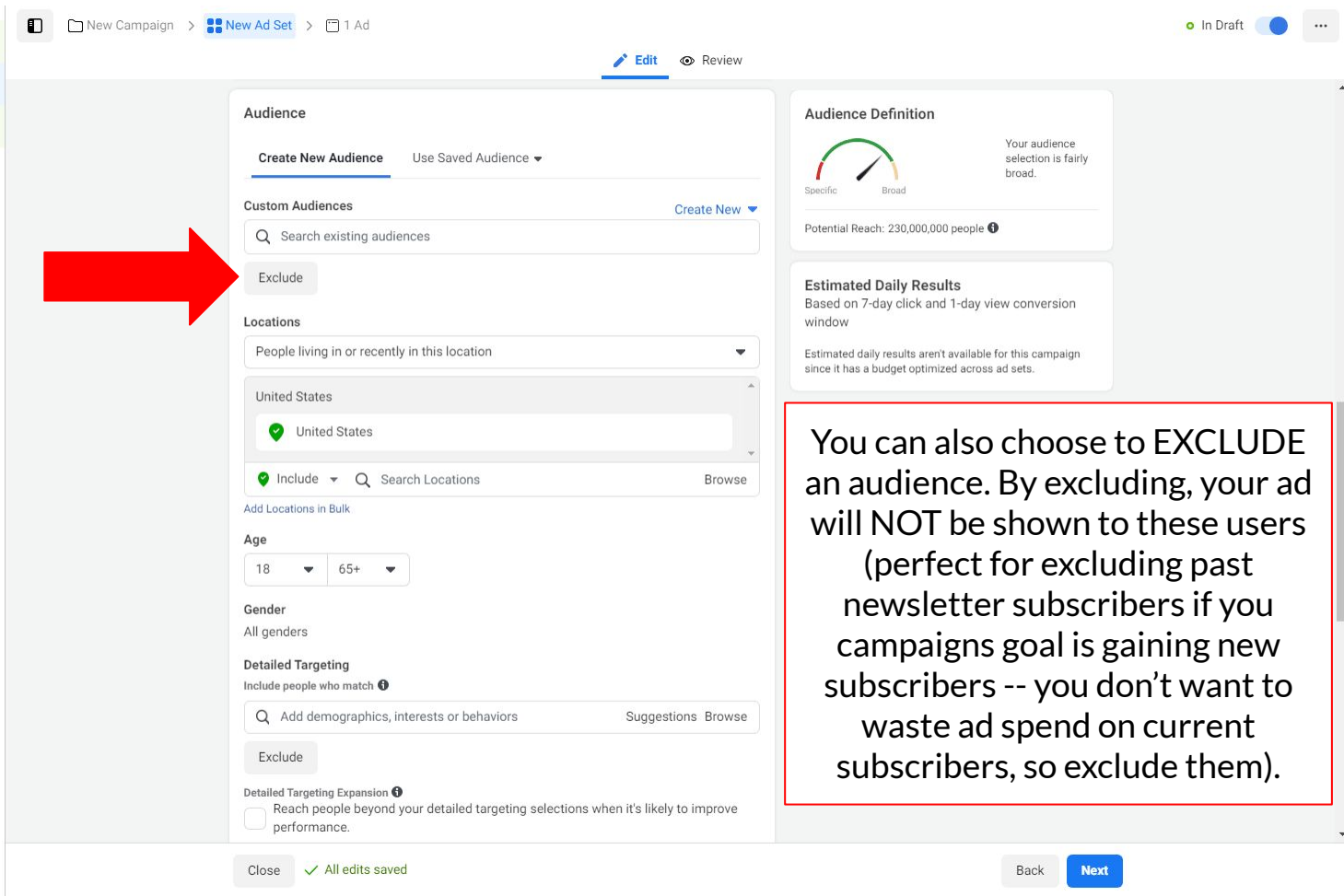
Close

Discard Draft

Publish



The sidebar contains icons for Home, Analytics, Ad Library, Campaigns, Ad Sets, Ads, and a search icon. Below these are icons for a calendar, a clock, and a list view. The main navigation area shows three items: 'New Campaign' (with a folder icon and three dots), 'New Ad Set' (with a blue square icon and three dots), and 'New Ad' (with a document icon and three dots). The 'New Ad Set' item is highlighted in blue.



The main content area is titled 'Audience' and has two tabs: 'Create New Audience' (active) and 'Use Saved Audience'. Below the tabs is a section for 'Custom Audiences' with a search bar and a 'Create New' link. A large red arrow points to the 'Exclude' button in this section. Below the 'Custom Audiences' section is the 'Locations' section, which includes a dropdown for 'People living in or recently in this location', a list of selected locations (United States), and an 'Include' button. Below the 'Locations' section is the 'Age' section with dropdowns for '18' and '65+'. Below the 'Age' section is the 'Gender' section with a dropdown for 'All genders'. Below the 'Gender' section is the 'Detailed Targeting' section, which includes a search bar, an 'Exclude' button, and a 'Detailed Targeting Expansion' checkbox. At the bottom of the main content area are 'Close' and 'All edits saved' buttons. On the right side of the screen, there are three informational cards: 'Audience Definition' (with a gauge showing 'Specific' to 'Broad' and text stating 'Your audience selection is fairly broad.'), 'Estimated Daily Results' (with text about 7-day click and 1-day view conversion window), and a note that estimated daily results aren't available for this campaign. At the bottom right are 'Back' and 'Next' buttons.

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.

Close ✓ All edits saved

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.

Back Next

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 you campaigns goal is gaining new subscribers -- you don't want to waste ad spend on current subscribers, so exclude them).

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 > 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 ⓘ

Search 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

[Back](#) [Next](#)


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

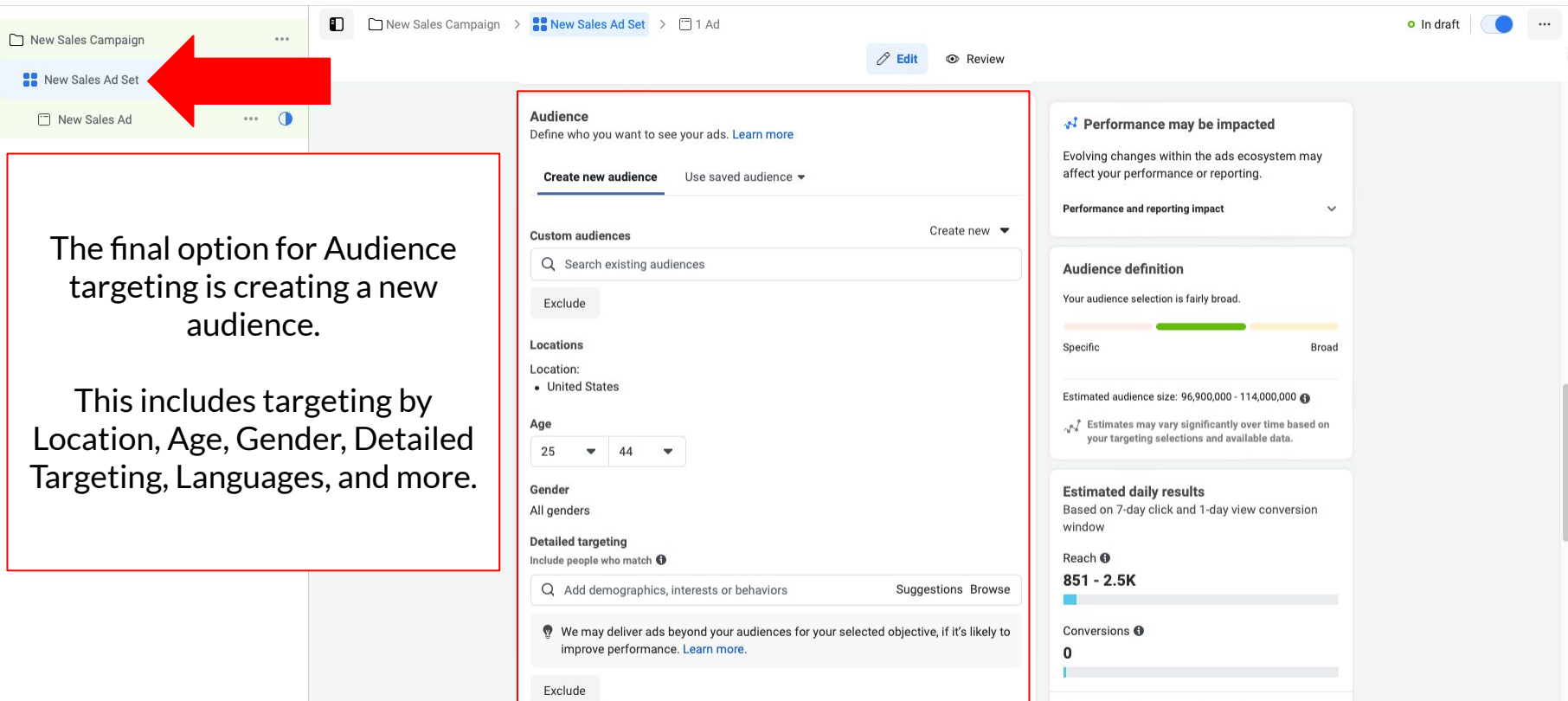
Conversions ⓘ

0

The accuracy of estimates is based on factors like past [campaign data](#), [the budget you selected](#), [market data](#).

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.

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 ⓘ

Search 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 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 displays the Facebook Ads interface. The top navigation bar shows the path: New Sales Campaign > New Sales Ad Set > 1 Ad. The left sidebar contains icons for home, campaign, ad set, ad, and analytics. The main content area is titled 'Audience' and includes a 'Create new audience' button. Below this, the 'Custom audiences' section has a search bar and an 'Exclude' button. The 'Locations' section shows 'United States'. The 'Age' section has dropdowns for '25' and '44'. The 'Gender' section shows 'All genders'. The 'Detailed targeting' section includes a search bar and a 'Browse' button. On the right, the 'Performance may be impacted' section contains a warning about evolving changes. Below this, the 'Audience definition' section shows a progress bar from 'Specific' to 'Broad' and the 'Estimated audience size: 96,900,000 - 114,000,000'. A red arrow points to this text. The 'Estimated daily results' section shows 'Reach 851 - 2.5K' and 'Conversions 0'.

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 ⓘ

Search 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.](#)

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

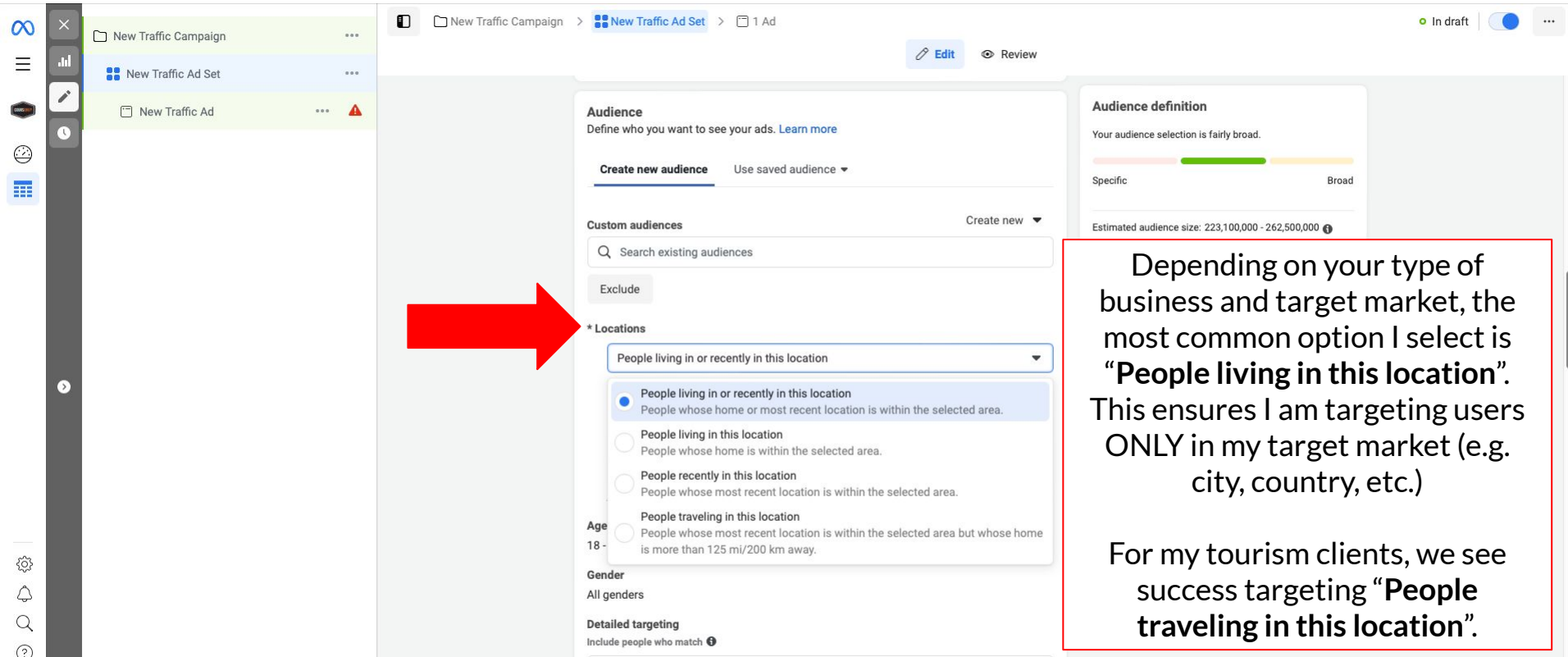
⚡ Estimates may vary significantly over time based on your targeting selections and available data.

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

Reach ⓘ
851 - 2.5K

Conversions ⓘ
0

Locations



The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar shows a hierarchy: 'New Traffic Campaign' (green), 'New Traffic Ad Set' (blue), and 'New Traffic Ad' (green with a red warning icon). The main area shows the 'Audience' selection process for a 'New Traffic Ad Set'. A red arrow points to the 'Locations' dropdown menu, which is currently set to 'People living in or recently in this location'. Below this, four options are listed with radio buttons: 'People living in or recently in this location' (selected), 'People living in this location', 'People recently in this location', and 'People traveling in this location'. The 'Audience definition' panel on the right indicates the selection is 'fairly broad' and shows an estimated audience size of 223,100,000 - 262,500,000.

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

Age
18 -

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).

New Sales Campaign > 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

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

☒ 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.

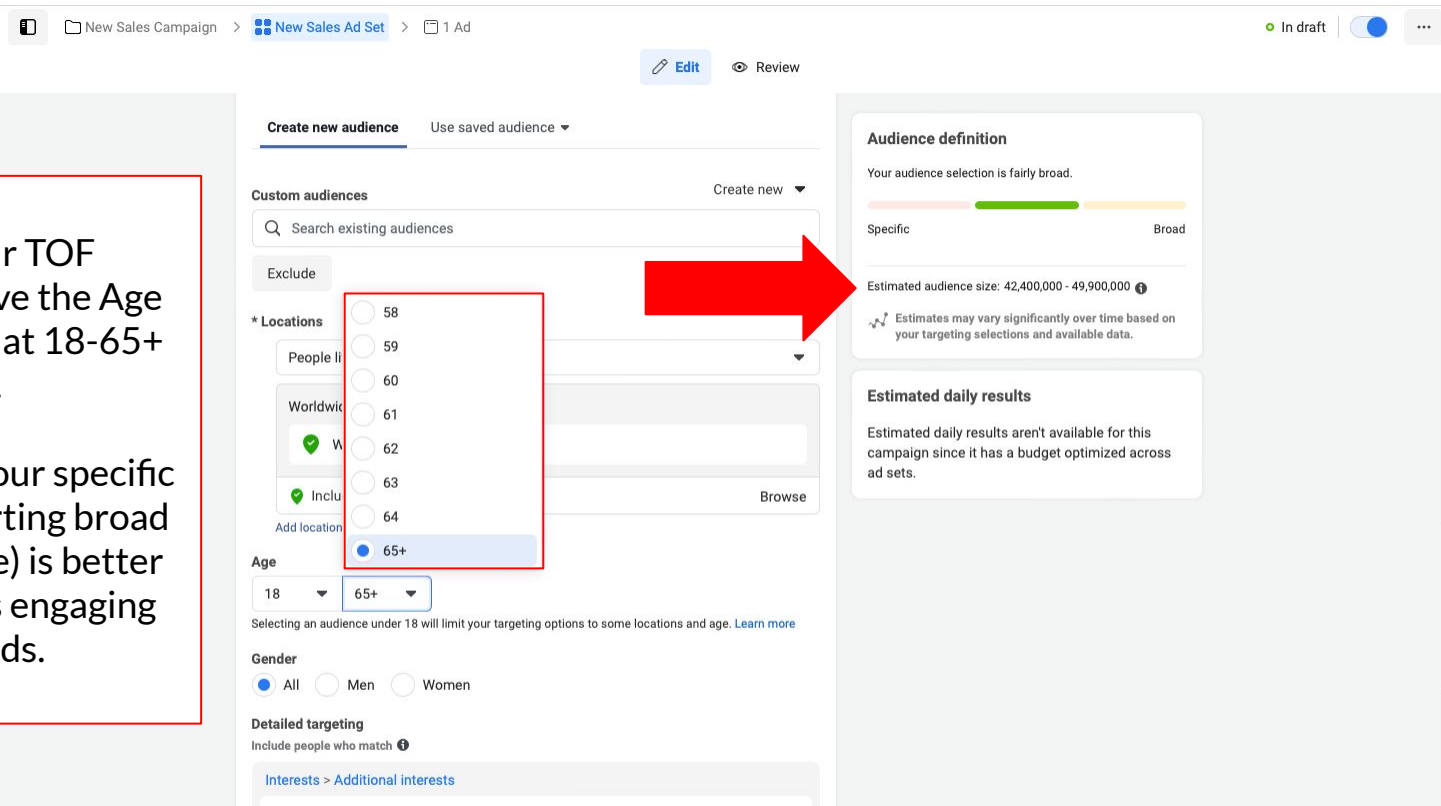
Close Verifying your edits...

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 image shows the Facebook Ads Manager interface for creating a new audience. The breadcrumb trail at the top indicates the path: New Sales Campaign > New Sales Ad Set > 1 Ad. The 'Create new audience' section is active, with a dropdown menu for 'Age' currently open, showing options from 18 to 65+, with 65+ selected. A red arrow points from the text box on the left to the '65+' option in the dropdown. The 'Gender' section shows 'All' selected. The 'Audience definition' section on the right indicates the selection is 'fairly broad' and shows an estimated audience size of 42,400,000 - 49,900,000. The 'Estimated daily results' section notes that results are not available for this campaign due to budget optimization.

New Sales Campaign > New Sales Ad Set > 1 Ad

Create new audience Use saved audience ▼

Custom audiences Create new ▼

Search existing audiences

Exclude

* Locations

People living in

Worldwide

W

Incl

Add location

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 ⓘ

Interests > Additional interests

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.

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

The screenshot displays the Facebook Professional dashboard for a page named 'Tawnie and Brina'. The left sidebar contains navigation options: Home (selected), Your Page, Content, Audience, Grow your audience, Ad Center, Invite friends to follow, Your tools, and Platform tools. The main content area is titled 'Professional dashboard' and shows the 'Audience' section. It indicates 5,952 Facebook followers. A bar chart titled 'Age and Gender' shows the distribution of followers by age group and gender. A large red arrow points to the 25-34 age group bar, which is the highest at 63%. The data is as follows:

Age Group	Men (%)	Women (%)
18-24	0%	15%
25-34	0%	63%
35-44	0%	12%

Below the chart, there is a button labeled 'See De' (likely 'See Details').

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

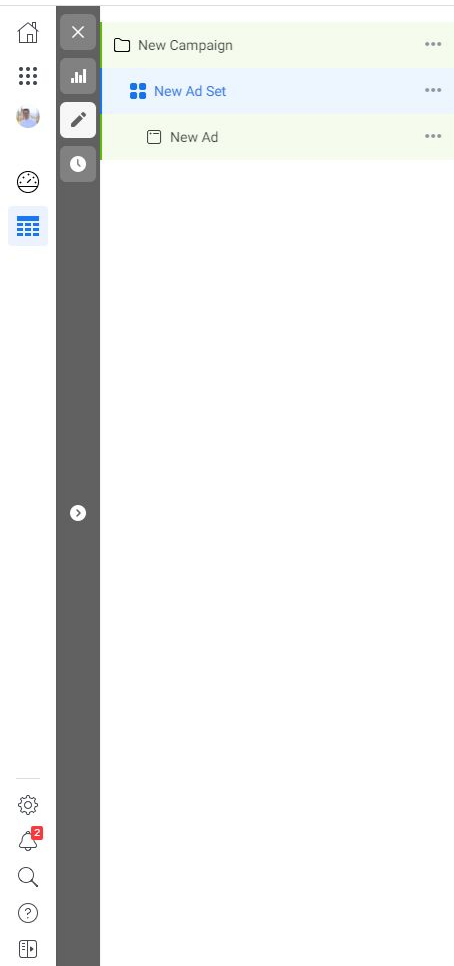


This Is a Specialized Option

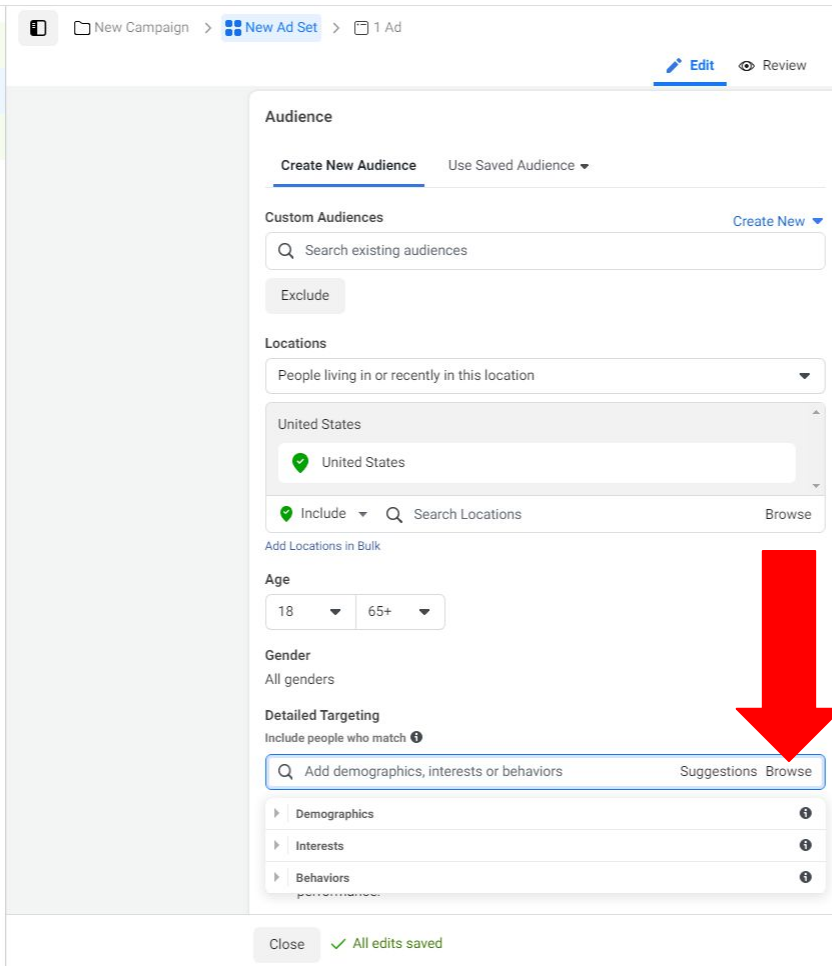


This setting is for reaching people whose language is uncommon in the location you select. To reach all people in your chosen location, leave this option blank.





The sidebar contains icons for Home, Campaigns, Ad Sets, Ads, Analytics, and a search icon. Below these are icons for Settings, Notifications (with a red badge), Help, and a profile icon.



The page shows the configuration for a new ad set. The breadcrumb trail is: New Campaign > New Ad Set > 1 Ad. The status is 'In Draft'. The 'Audience' section is active, showing options to 'Create New Audience' or 'Use Saved Audience'. Under 'Custom Audiences', there is a search bar and an 'Exclude' button. The 'Locations' section shows a dropdown for 'People living in or recently in this location', with 'United States' selected. Below this is a list of locations with 'United States' checked and an 'Include' button. There is also a 'Search Locations' bar and a 'Browse' button. The 'Add Locations in Bulk' section is visible. The 'Age' section has dropdowns for '18' and '65+'. The 'Gender' section shows 'All genders'. The 'Detailed Targeting' section has a search bar and a 'Browse' button. A large red arrow points from the 'Browse' button in the 'Detailed Targeting' section to the text box on the right.

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 displays the Facebook Ads Manager interface. On the left is a sidebar with navigation icons. The main area shows a breadcrumb trail: 'New Campaign' > 'New Ad Set' > '1 Ad'. Below this, there are 'Edit' and 'Review' buttons. The 'Audience' section is active, showing options to 'Create New Audience' or 'Use Saved Audience'. Under 'Custom Audiences', there is a search bar and an 'Exclude' button. The 'Locations' section shows a dropdown for 'United States' with a search bar and a 'Browse' button. Below this is the 'Age' section with dropdowns for '18' and '65+'. The 'Gender' section shows 'All genders'. The 'Detailed Targeting' section is highlighted with a red box and a red arrow pointing to the 'Demographics' dropdown menu. The text inside the red box states: 'DEMOGRAPHICS under the Detailed Targeting field include targeting options for people based on education, employment, household, and lifestyle details.'

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

Search Add demographics or behaviors Suggestions Browse

Demographics

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

Detailed Targeting

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

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.

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

Exclude

* 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

All Men Women

Detailed targeting

Include people who match

Add demographics, interests or behaviors Suggestions Browse

Demographics

Interests

Behaviors

Exclude

Languages

All languages

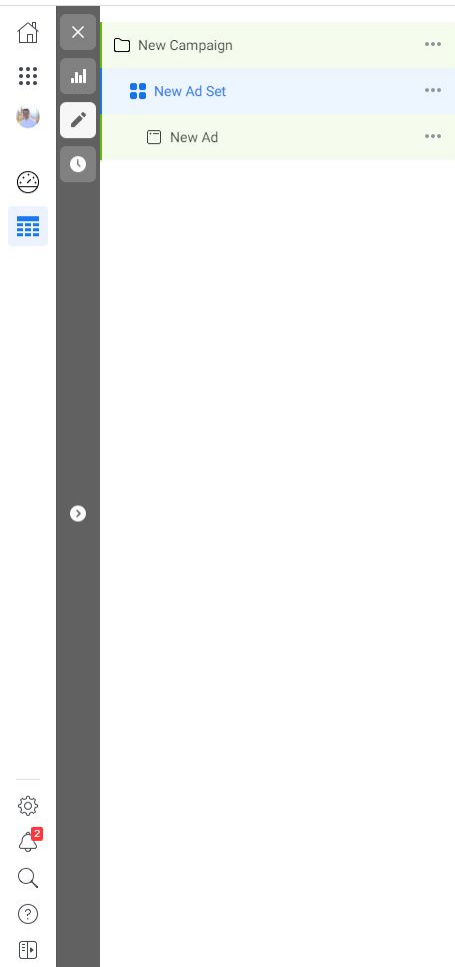
Detailed Targeting

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.



New Campaign > New Ad Set > 1 Ad

EditReview

Detailed Targeting

Include people who match ⓘ

apple

SuggestionsBrowse

Apple > Facebook access (mobile): iPhone XS

Apple > Owns: iPhone SE

Apple > Owns: iPhone 6S Plus

Apple

Apple Inc.

Apple TV

Apple Music

Apple Music

Behaviors

Behaviors

Behaviors

Interests

Interests

Employers

Employers

Interests

Save This Audience

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

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.

Next

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!

* Locations

Location:

- United States

Age

18 - 65+

Gender

All genders

Detailed targeting

Include people who match ⓘ

Demographics > Parents > All parents

Parents with teenagers (13-17 years)

Q Add demographics, interests or behaviors

Suggestions Browse

and must also match ⓘ

Demographics > Relationship > Relationship status

Single

Q Add demographics, interests or behaviors

Suggestions Browse

Narrow further

Exclude people who match ⓘ

Behaviors > Mobile Device User > All Mobile Devices by Operating System

Facebook access (mobile): Apple (iOS) devices

Q Add demographics, interests or behaviors

Browse

Close

✓ All edits saved

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.

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.

Back

Next

Navigation sidebar with icons for Home, Campaigns, Ad Sets, Ads, Analytics, and Settings. The sidebar shows a hierarchy: New Campaign > New Ad Set > New Ad.

Facebook Ads Editor interface showing the configuration for a new ad set. The breadcrumb trail is: New Campaign > New Ad Set > 1 Ad. The interface includes tabs for Edit and Review.

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

[Demographics > Parents > All Parents](#)

Parents with teenagers (13-17 years)

Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience

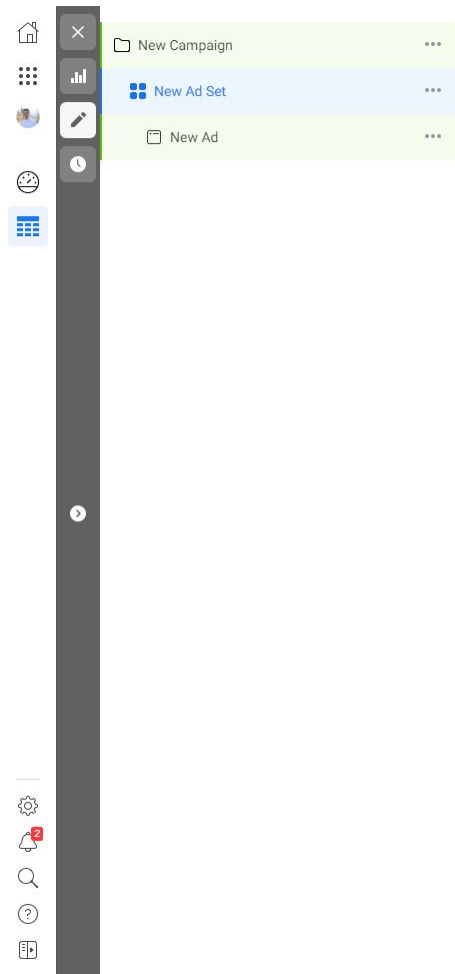
Detailed Targeting Expansion

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

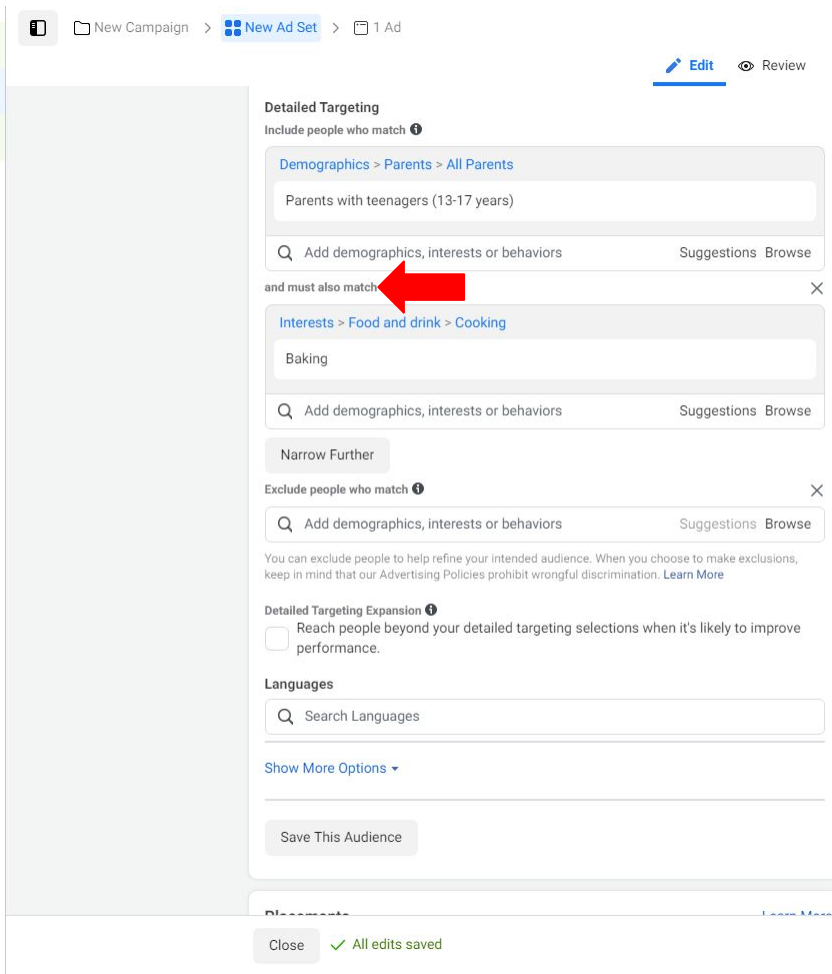
Close All edits saved

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

Back Next



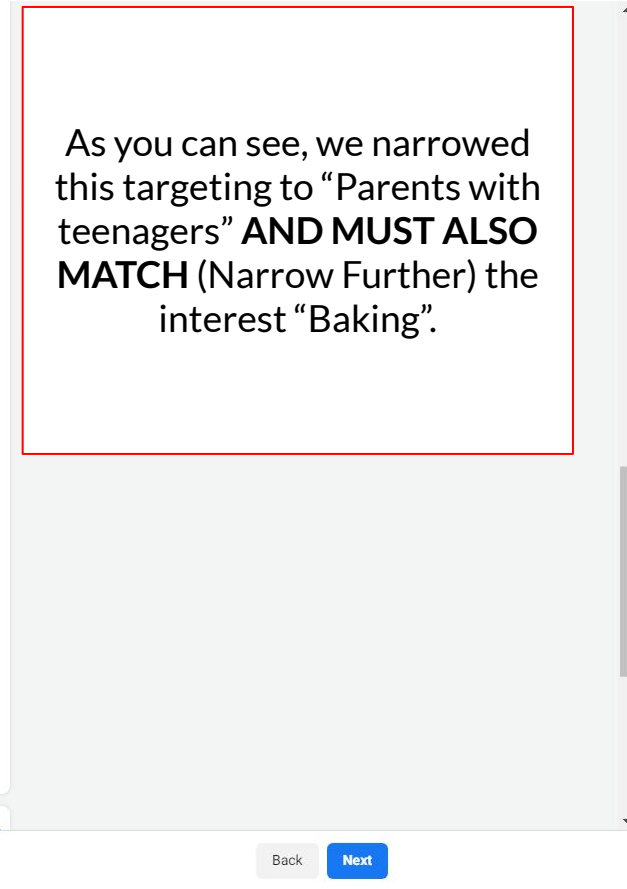
The sidebar contains the following navigation items from top to bottom: Home, Overview, Campaigns, Ad Sets, Ads, Reporting, and a bottom section with icons for Settings, Notifications (with a red badge), Search, Help, and a profile icon.



The targeting configuration screen shows the following sections:

- Detailed Targeting**
 - Include people who match ⓘ
 - Demographics > Parents > All Parents
 - Parents with teenagers (13-17 years)
 - Search bar: Add demographics, interests or behaviors
 - and must also match ⓘ (highlighted with a red arrow)
 - Interests > Food and drink > Cooking
 - Baking
 - Search bar: Add demographics, interests or behaviors
 - Narrow Further
- Exclude people who match ⓘ**
 - Search bar: Add demographics, interests or behaviors
- Detailed Targeting Expansion ⓘ**
 - ☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.
- Languages**
 - Search Languages
- Show More Options ▾
- Save This Audience

At the bottom, there is a "Close" button and a green checkmark with the text "All edits saved".



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

At the bottom right, there are "Back" and "Next" buttons.

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”.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Detailed Targeting
Include people who match ⓘ

[Demographics](#) > [Parents](#) > [All Parents](#)
Parents with teenagers (13-17 years)

Q Add demographics, interests or behaviors Suggestions **410,000 people ⓘ**

and must also match

[Demographics](#) > [Relationship](#) > [Relationship Status](#)
Single

Q Add demographics, interests or behaviors Suggestions Browse

Narrow Further

Exclude people who match

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

Q Add demographics, interests or behaviors Suggestions Browse

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](#)

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

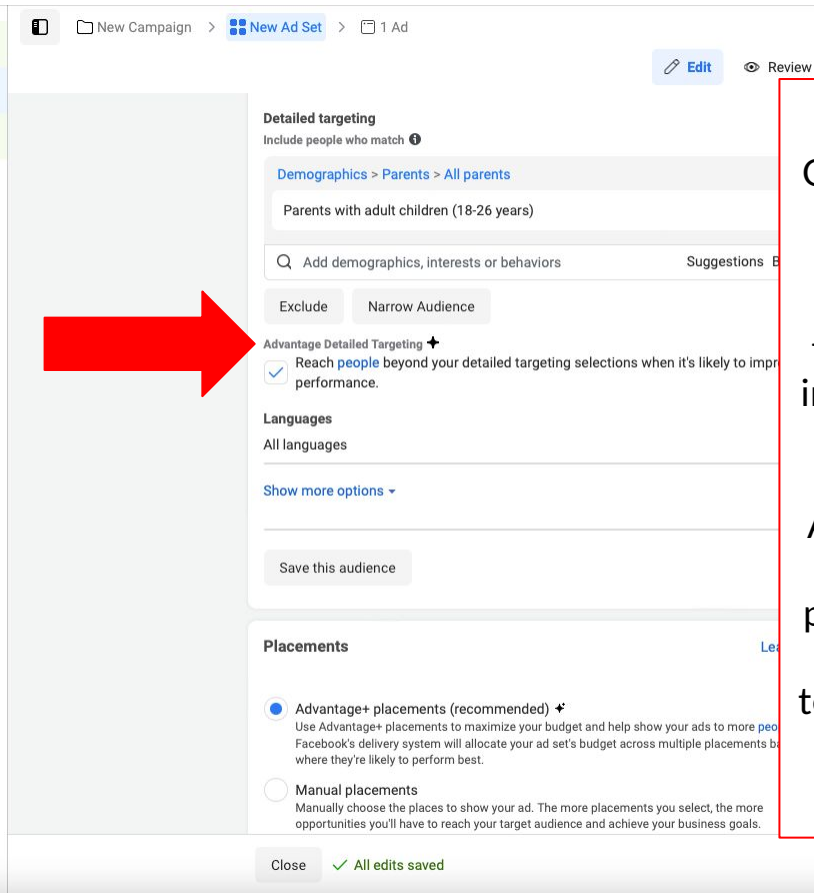
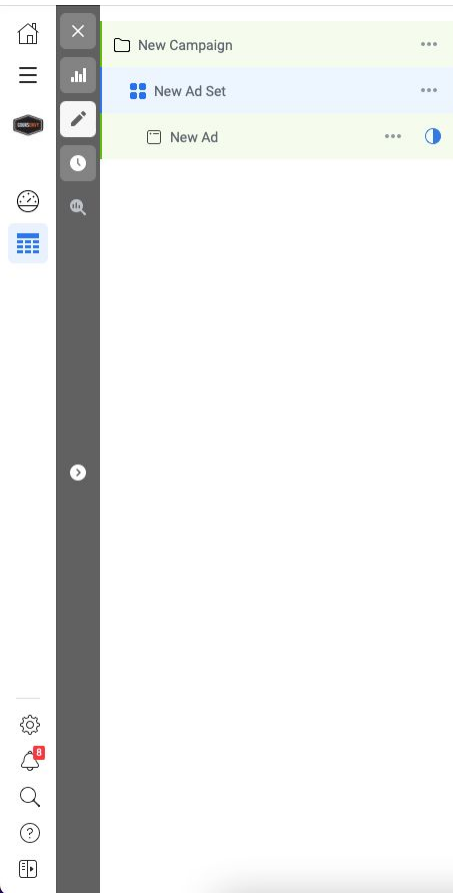
Languages
Q Search Languages

[Show More Options](#) ▾

Audience Definition
Your audience selection is fairly broad.

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](#)



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

New Traffic Campaign > New Traffic Ad Set > 1 Ad

[Edit](#) [Review](#)

Placements [Learn more](#)

☐ **Advantage+ placements (recommended)**
Use Advantage+ placements to maximize your budget. 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.

Devices
All devices

Platforms

☒ Facebook ☐ Instagram
☐ Audience network ☐ Messenger

Asset customization
10 / 19 placements that support asset customization
[Select all](#)

Placements

☒ **Feeds**
Get high visibility for your business with ads in feeds

☒ Facebook Feed
☒ Instagram feed
☐ Instagram profile feed
☐ Facebook Marketplace
☐ Facebook video feeds
☐ Facebook right column
☐ Instagram Explore

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

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”.

