Question: What is Audience Management?

Answer: The Audience Management module is a tool that allows you to create, view, filter, and manage Instagram audiences. These audiences are built from data generated through scraping, enrichment, and AI workflows. The purpose of this module is to help you transform raw scraped data into targeted, usable segments for campaigns, automation, and outreach.

Question: What does the Audience module do?

Answer: The Audience module helps you create and manage targeted audiences from data collected through scraping and other processes. It provides tools to view, filter, and organize these audiences, transforming raw data into useful segments that you can use for your campaigns, automation, and outreach efforts.

Question: Why do I need Audience Management?

Answer: You need Audience Management to turn raw scraped data into valuable, usable audience segments. It helps you filter and organize your data, making it easier to create highly targeted groups for your campaigns. This saves you time and ensures your outreach and automation efforts are focused on the right people.

Question: What is the purpose of managing audiences?

Answer: The purpose of managing audiences is to take raw data and refine it into specific, targeted groups that are useful for your campaigns. By using an Audience Management module, you can effectively filter, organize, and prepare your data, which ensures your automation and outreach are more effective and efficient.

Question: What is Audience?

Answer: An audience is a group of Instagram users that has been created and managed from data collected through scraping, enrichment, and AI workflows. This data is transformed into a targeted, usable segment for campaigns, automation, and outreach.

Question: What is the purpose of audience?

Answer: The purpose of an audience is to provide a targeted and usable list of people for your campaigns, automation, and outreach efforts. It helps you focus your efforts on a specific group of people rather than using raw, unorganized data.

Question: What do you know about Audience?

Answer: An audience is a targeted list of users generated through data collection methods like scraping and enrichment. This data is then managed in a module to create usable segments that can be used for automation, campaigns, and outreach.

Question: How do I view existing audiences?

Answer: To view your existing audiences, click on the Audience button on the Dashboard sidebar. A table will then appear, displaying all of your previously created audiences, with each row representing a single audience and its summary data.

When you click on **Audience**, a new page will open that contains three tabs: **Metrics**, **Resources**, and **Visuals**. These tabs provide different ways to manage and analyze your audiences.

Question: Where can I find my saved audiences?

Answer: You can find your saved audiences by clicking the Audience button on the Dashboard sidebar. This will take you to a new page that shows a table of all the audiences you've previously created. On this page, you can also access tabs like Metrics, Resources, and Visuals to get more information about your audiences.

Question: How do I manage my audience list?

Answer: To manage your audience list, click on Audience on the Dashboard sidebar. This will open a table where you can view all of your audiences. From here, you can select and manage individual audiences and also access different tabs on the page to analyze metrics, resources, and visual data related to your audiences.

Question: Can I delete or search audiences?

Answer: Yes, you can. To manage your audiences, including deleting or searching them, click on the Audience button on the Dashboard sidebar. This will take you to a table where you can view all of your existing audiences and perform management actions on them. The page also features three different tabs—Metrics, Resources, and Visuals—to provide you with more options for managing your audiences.

Question: What information is shown in the Audience Detail View?

Answer: To access the Audience Detail View, click Audience on the Dashboard sidebar. A new page with three tabs will open, providing detailed information about your audience.

- **a) Metrics Tab:** This tab shows a table with performance and cost metrics, including:
    - **SR No.:** The serial number.
    - **Data Scraped:** The number of records scraped into the audience.
    - **Data Enriched:** The number of records enriched with extra details.
    - **Cost So Far:** The total cost incurred.
    - **Total Interactions:** The engagement actions performed.
    - **Conversions:** The successful conversions tracked.
    - **Created On:** The date the audience was created.
    - **State:** The current status (active, paused, etc.).
    - **Actions:** Options to manage or update specific metrics.
- **b) Resources Tab:** This tab displays the resources linked to the audience, such as:
    - **Bots:** The assigned bots.
    - **Campaigns:** The campaigns using this audience.
    - **Proxies:** The linked proxies.
    - **Devices:** The devices used.
    - **Servers:** The backend servers powering the tasks.
    - **Resource Cost:** The cost of the resources used.
    - **Actions:** Options to manage assigned resources.
- **c) Visuals Tab:** This tab shows detailed profile-level data, including:
    - **Username, Name, Profile Picture**
    - **Followers Count, Followings Count**
    - **Bio, Gender, Type** (personal/business)
    - **Country, City, Interests, Profile Analysis**
    - **Keywords, Phone Number, Email**
    - **Age, Possible Buying Interests, Religion**

Question: What details do I get for an audience?

Answer: When you view the details of an audience by clicking Audience on the Dashboard sidebar, you get a new page with three tabs: Metrics, Resources, and Visuals. The Metrics tab provides data on cost, interactions, and conversions. The Resources tab lists all linked bots, campaigns, proxies, devices, and servers. The Visuals tab offers detailed profile-level data like username, bio, location, interests, and contact information.

Question: Can I see bots and campaigns linked to an audience?

Answer: Yes, you can. To see the bots and campaigns linked to an audience, click on Audience on the Dashboard sidebar. This will open a new page with a Resources tab. This tab displays all the resources linked to that audience, including the assigned bots and the campaigns that are using it.

Question: Where do I check enriched data?

Answer: You can check enriched data by clicking Audience on the Dashboard sidebar, which will take you to a new page. The Metrics tab shows the Data Enriched metric, which tells you how many records have been enriched. The Visuals tab provides the detailed enriched data at the profile level, such as Age, Interests, Keywords, and Contact Information.

Question: What additional actions are available in the Visuals Tab?

Answer: In the Visuals tab, you can perform two additional actions:

1. **Add Filter:** This allows you to filter the data by any available field, such as location, gender, or interests.
2. Fetch Latest Data from Server: This action refreshes the table to update the information with the most recent data from the server.
   You can access the Visuals tab by clicking Audience on the Dashboard sidebar.

Question: Can I filter audience data?

Answer: Yes, you can filter audience data. To do so, click Audience on the Dashboard sidebar to view your audience list. Then, on the detail page, go to the Visuals tab, where you will find an Add Filter option that allows you to filter the data by various fields like location, gender, or interests.

Question: How do I refresh the audience details?

Answer: To refresh the audience details, go to the Visuals tab on the audience detail page. You can access this page by clicking Audience on the Dashboard sidebar. In the Visuals tab, click on the Fetch Latest Data from Server option to update the table with the most recent information from the server.

Question: Where do I update the latest profile data?

Answer: You can update the latest profile data in the Visuals tab of the audience detail page. To get there, click Audience on the Dashboard sidebar. Once in the Visuals tab, you'll see a button for Fetch Latest Data from Server. Clicking this will refresh the table with the most current profile data.

Question: How do I edit an existing audience?

Answer: To edit an existing audience, first click Audience on the Dashboard sidebar. This will open a table of all your created audiences. When you select an audience from this table, a new page will open, where you will find an Edit Audience button in the top-right corner.

By clicking the **Edit Audience** button, you can:

- Edit the scrape task selection.
- Update the prompt text.
- Edit the scrape task selection.

Note: You cannot change the original workflow configuration, such as the initial scrape tasks or enrichment steps.

Question: Can I update an audience?

Answer: Yes, you can update an audience. To do so, click Audience on the Dashboard sidebar to view your list of existing audiences. When you click on an audience, a new page will open where you can click the Edit Audience button to make changes, such as updating the scrape task selection or the prompt text.

Question: What changes can I make to an audience?

Answer: When editing an audience, you can make changes such as:

- Editing the scrape task selection.
- Updating the prompt text.
  You can find the Edit Audience button on the page that opens after you select an audience from the main table.

Question: Can I edit workflow steps after creation?

Answer: No, you cannot change the original workflow configuration, such as the initial scrape tasks or enrichment steps, after an audience has been created. However, you can edit certain aspects of the audience, such as updating the prompt text or editing the scrape task selection, by clicking the Edit Audience button on the audience's detail page.

Question: How do I create a new audience?

Answer: To create a new audience, follow these steps:

1. On the Dashboard sidebar, click **Audience**. This will redirect you to the Audience Page.
2. Click **Add Audience** (located in the top-right corner).
3. You will be taken to the Audience Creation Page with a step-by-step setup.

- **Step 1 – Basic Info:**
  - **Audience Name:** Enter a unique name for your audience.
  - **Select Service:** Choose the platform (e.g., Instagram).
  - **Select AI Services:** Select an AI service (e.g., OpenAI, DeepSeek, Gemini) for enrichment.
  - **API Key:** Provide the API key for your chosen AI service.
  - **Google Sheets Option:** Enable this if you want the data saved directly to a Google Sheet.
- **Step 2 – Select Scrape Tasks:**
  - Choose one or more completed scrape tasks. These tasks will serve as the input profiles for your new audience.
- **Step 3 – Define Workflow Steps:**
  - Click **Add Workflow Step** and choose from:
    - **A. Cleaning:**
      - Configure field comparisons by specifying the **Field** (e.g., Name, Gender, Location), **Operator** (e.g., equals, contains), and **Value**.
      - Click **Add** to insert the field and then **Add Step** to finalize.
    - **B. Enrichment:**

- Choose from available services like **Gender and Nationality**, **User Info Enrichment**, or **Profile Analysis Enrichment**.
- Select a service and click **Add Step**.

Best practice: It is recommended to apply a **Cleaning** step before an **Enrichment** step.

Question: Where do I find Add Audience?

Answer: To find the Add Audience button, first go to the Dashboard sidebar and click Audience. This will take you to the Audience page, where the Add Audience button is located in the top-right corner. Clicking it will start the step-by-step process of creating a new audience.

Question: How do I build a new audience from scrape tasks?

Answer: You can build a new audience from scrape tasks by clicking Audience on the Dashboard sidebar and then clicking Add Audience. In Step 2 – Select Scrape Tasks, you will choose one or more of your previously completed scrape tasks. The profiles from these tasks will serve as the input data for your new audience, which you can then clean and enrich in the subsequent workflow steps.

Question: Can I use AI for audience enrichment?

Answer: Yes, you can use AI for audience enrichment. In Step 1 – Basic Info of the audience creation process, you can select an AI service such as OpenAI, DeepSeek, or Gemini. You will need to provide the corresponding API key. The AI service will then be used in the Enrichment step of your workflow to add extra details and insights to your audience data.

Question: How do I finalize and save my audience?

Answer: The final step to save your audience is to review all the workflow steps and configurations you have set up. Once you are satisfied with everything, click the Create Audience button. The new audience will then be saved and will appear in your Audience List, with its metrics, resources, and visuals ready for analysis.

Question: How do I complete audience creation?

Answer: To complete the audience creation process, you must review the entire workflow to make sure all the settings and steps are correct. The final action is to click the Create Audience button, which saves the audience and makes it available in your Audience List for you to analyze and use.

Question: What’s the last step to save an audience?

Answer: The last step to save an audience is to click the Create Audience button. This action finalizes all the settings and workflow steps you have configured and saves the new audience to your Audience List, where you can view all of its details.