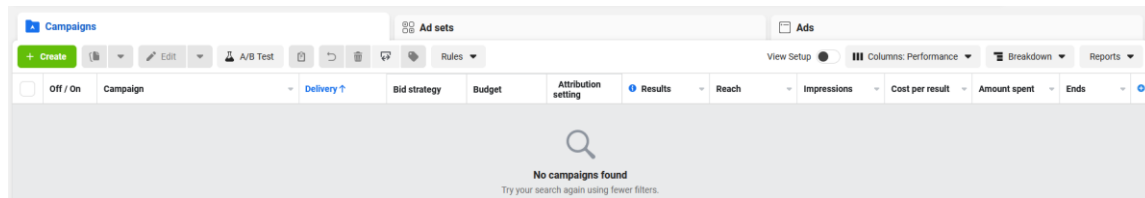


## How to check the size of your Facebook audience

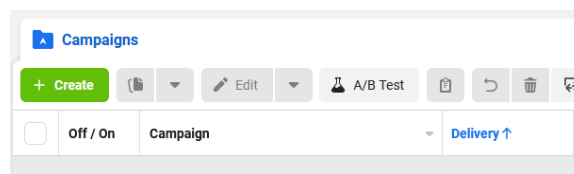
Sofia Gil-Clavel

**First:** Access <https://www.facebook.com/adsmanager>

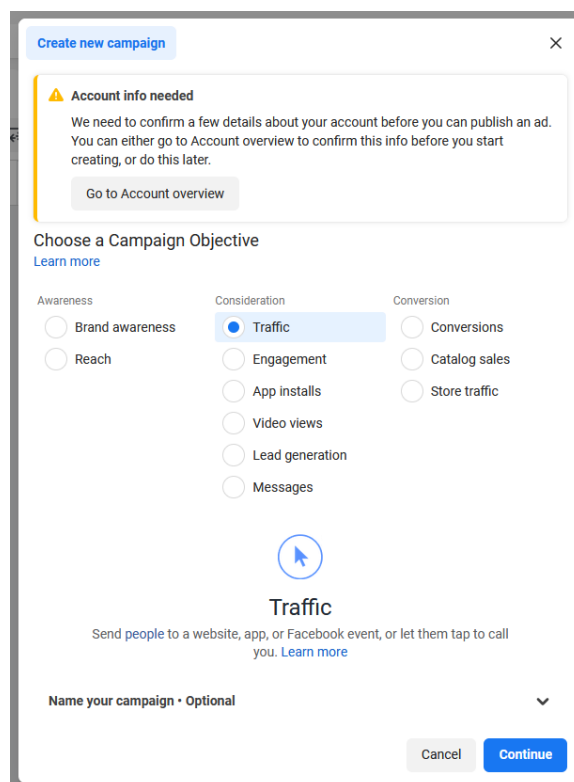
You will access a webpage that looks like:



**Second:** Under Campaigns click “+ Create”.



**Third:** Under Consideration click “Traffic” and then click “Continue”.



You will access something that looks like:

The screenshot shows the 'New Traffic Campaign' setup page. At the top, there's a breadcrumb trail: 'New Traffic Campaign' > '1 Ad set' > '1 Ad'. Below this are 'Edit' and 'Review' buttons. The main section is titled 'Campaign name' and contains a text input field with 'New Traffic Campaign' and a 'Create template' link. Below that is the 'Special Ad Categories' section, which includes a declaration statement and a 'Learn more' link. At the bottom, there's a 'Categories' dropdown menu currently set to 'No categories declared'.

You do not have to modify anything there. Just click [Next](#) at the bottom of the page.

**Fourth:**

You will access a webpage that looks like:

The screenshot shows the 'New Traffic Ad Set' setup page. The breadcrumb trail is 'New Traffic Campaign' > 'New Traffic Ad Set' > '1 Ad'. There are 'Edit' and 'Review' buttons. The 'Ad set name' section has a text input field with 'New Traffic Ad Set' and a 'Create template' link. The 'Traffic' section is titled 'Choose where you want to drive traffic. You'll enter more details about the destination later.' and has four radio button options: 'Website' (selected), 'App', 'Messenger', and 'WhatsApp'. The 'Performance may be impacted' section contains a warning about evolving changes related to Meta's data processing. The 'Audience definition' section shows a progress bar from 'Specific' to 'Broad' and an 'Estimated audience size' of 40,400,000 - 47,600,000.

There you have to scroll down and look for the Audience section:

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

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

**Settings**  
Locations: Germany  
Age: 18 - 65+  
Gender: All genders

**Custom audiences** Create new ▾

Search existing audiences

Exclude

Save This Audience

If you move your mouse over it, the **edit** button will appear. Just click on it.

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

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

**Settings** Edit  
Locations: Germany  
Age: 18 - 65+  
Gender: All genders

Now you can start playing with the parameters and check the estimated audience size:

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

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

**Settings**  
You may see higher performance with a broad audience. ✕

**Locations**  
People living in or recently in this location ▾  
Germany  
✓ Germany  
Include ▾ Search locations Browse

Add locations in bulk

**Age**  
18 - 65+

**Gender**  
All genders

Show more options ▾

**Custom audiences** Create new ▾  
Search existing audiences

Evolving changes related to how Meta can process data may affect your ad set's delivery and performance.

**Ad sets that include the European Region** ^  
As people in the European Region use our privacy controls, you may see changes to performance or reporting. [Learn more](#)

**Audience definition**  
Your audience selection is fairly broad.  
Specific Broad  
Estimated audience size: 40,400,000 - 47,600,000 ⓘ  
Estimates may vary significantly over time based on your targeting selections and available data.

**Estimated daily results**  
Reach ⓘ  
2.0K - 5.7K  
Link clicks ⓘ  
154 - 446