**Question: What is Audience Management?  
(Users may also ask: “What does the Audience module do?”, “Why do I need Audience Management?”, “What is the purpose of managing audiences?”)**

**Answer:**  
The Audience Management module allows you to create, view, filter, and manage Instagram audiences generated through **scraping, enrichment, and AI workflows**. It helps you transform raw scraped data into **targeted, usable segments** that can be used for campaigns, automation, and outreach.

**Question: How do I view existing audiences?  
(Users may also ask: “Where can I find my saved audiences?”, “How do I manage my audience list?”, “Can I delete or search audiences?”)**

**Answer:**  
To view your existing audiences:

1. On the Dashboard sidebar, click **Audience**.
2. A table will display all previously created audiences. Each row represents one audience with summary data.
3. When we click Audience the we see a new page that contain multiple tab ,**Metric Tab, Resources Tab and Visuals Tab.**

Question: What information is shown in the Audience Detail View?  
(Users may also ask: “What details do I get for an audience?”, “Can I see bots and campaigns linked to an audience?”, “Where do I check enriched data?”)

**Answer:**

* On the Dashboard sidebar, click **Audience**.
* A table will display all previously created audiences. Each row represents one audience with summary data.
* When we click Audience the we see a new page that contain multiple tab ,**Metric Tab, Resources Tab and Visuals Tab.**

**a) Metrics Tab**

Shows performance and cost metrics in a table:

* SR No. → Serial number.
* Data Scraped → Number of records scraped into this audience.
* Data Enriched → Number of records enriched with extra details.
* Cost So Far → Total cost incurred.
* Total Interactions → Engagement actions performed.
* Conversions → Successful conversions tracked.
* Created On → Date of audience creation.
* State → Current status (active, paused, etc.).
* Actions → Manage or update specific metrics.

**b) Resources Tab**

Displays resources linked to the audience:

* Bots → Assigned bots.
* Campaigns → Campaigns using this audience.
* Proxies → Linked proxies.
* Devices → Devices used.
* Servers → Backend servers powering the tasks.
* Resource Cost → Cost of resources used.
* Actions → Manage assigned resources.

**c) Visuals Tab**

Shows detailed profile-level data such as:

* 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: How do I access the Audience List page?**

(Users may also ask: “Where can I find my audiences?”, “How do I open the saved audience list?”, “Where is the Audience tab located?”)  
**Answer:**

* On the Dashboard sidebar, click **Audience**.
* The system will display the **Audience List page**, showing all saved audiences in a table format.

**Question: What bulk actions can I perform on audiences?**

(Users may also ask: “Can I delete multiple audiences at once?”, “How do I export audiences in bulk?”, “Can I generate reports for many audiences together?”)  
**Answer:**  
You can manage multiple audiences at the same time using bulk actions:

* **Delete Selected Audience** → Select one or more audiences using the checkboxes, then click Delete Selected Audience.
* **Generate Report** → Select an audience, choose **Generate Report** from the dropdown, and click Apply Action.
* **Export CSV File** → Select an audience, choose **Export CSV File** from the dropdown, and click Apply Action.

**Question: How do I delete an audience?**

(Users may also ask: “Where is the delete option for audiences?”, “How do I remove an audience from the system?”, “Can I bulk delete audiences?”)  
**Answer:**

* On the Dashboard sidebar, click **Audience**.
* The system will display the **Audience List page**, showing all saved audiences in a table format.
* Tick the checkbox next to the audience you want to delete.
* Click **Delete Selected Audience**.
* Confirm the deletion to permanently remove it from the system.

**Question: How do I generate a report for an audience?**

(Users may also ask: “Where can I download an audience report?”, “How do I create a report from the audience list?”, “Can I export audience analytics?”)  
**Answer:**

* On the Dashboard sidebar, click **Audience**.
* The system will display the **Audience List page**, showing all saved audiences in a table format.
* Tick the checkbox next to the audience(s) you want a report for.
* From the **Select Action** dropdown, choose **Generate Report**.
* Click **Apply Action**.
* The system will generate the report.

**Question: How do I export audience data as a CSV file?**

(Users may also ask: “Where can I download my audiences as CSV?”, “How do I export audience data?”, “Can I export multiple audiences at once?”)  
**Answer:**

* On the Dashboard sidebar, click **Audience**.
* The system will display the **Audience List page**, showing all saved audiences in a table format.
* Select one or more audiences using the checkboxes.
* In the **Select Action** dropdown, choose **Export CSV File**.
* Click **Apply Action**.
* A CSV file will be generated and made available for download.

**Question: How do I search for a specific audience?**

(Users may also ask: “Where is the search option for audiences?”, “How do I quickly find my audience?”, “Can I filter the audience list by name?”)  
**Answer:**

* On the Dashboard sidebar, click **Audience**.
* The system will display the **Audience List page**, showing all saved audiences in a table format.
* Go to the **Search bar** on the top-right of the Audience List page.
* Type the name (or part of the name) of the audience.
* The table will instantly filter results and display matching audiences.

**🔹 6.3 Editing an Existing Audience**

**Question:** How do I edit an existing audience?  
(Users may also ask: “Can I update an audience?”, “What changes can I make to an audience?”, “Can I edit workflow steps after creation?”)

**Answer:**  
To edit an existing audience:

* On the Dashboard sidebar, click **Audience**.
* A table will display all previously created audiences. Each row represents one audience with summary data.
* When we click Audience the we see a new page that contain multiple tab and you see the Edit Audience Button**.**
* Click on **Edit Audience** (top-right).
* You can:
  + You can edit the Scrape task selection.
  + Update the prompt text.
  + You can edit the Scrape task selection.
  + Note: You cannot change the original workflow configuration (e.g., scrape tasks or enrichment steps).

**Question:** How do I create a new audience?  
(Users may also ask: “Where do I find Add Audience?”, “How do I build a new audience from scrape tasks?”, “Can I use AI for audience enrichment?”)

**Answer:**  
To build a new audience:

1. On the Dashboard sidebar, click **Audience it will redirect to Audience Page**.
2. Click **Add Audience** (top-right).
3. You’ll be redirected to the Audience Creation Page with step-by-step setup.

**Step 1 – Basic Info**

* Audience Name → Enter a unique name.
* Select Service → Choose the platform (e.g., Instagram).
* Select AI Services → Options include OpenAI, DeepSeek, Gemini, etc.
* API Key → Provide the API key for the chosen AI service.
* Google Sheets Option → Enable if you want data saved directly to Google Sheets.

**Step 2 – Select Scrape Tasks**

* Choose one or more completed scrape tasks.
* These will act as input profiles for the new audience.

**Step 3 – Define Workflow Steps**

Click **Add Workflow Step** and choose between:

**A. Cleaning**

* One cleaning service per step.
* Configure field comparisons:
  + Field (e.g., Name, Gender, Location)
  + Operator (e.g., equals, greater than, contains)
  + Value → Comparison value
* Click **Add** to insert the field.
* Click **Add Step** to finalize.

**B. Enrichment**

* Choose from available services such as:
  + Gender and Nationality
  + User Info Enrichment
  + Profile Analysis Enrichment
* Select the service and click **Add Step**.

Best practice: Apply **Cleaning first**, then **Enrichment**.

**🔹 6.5 Finalize Audience Creation**

**Question:** How do I finalize and save my audience?  
(Users may also ask: “How do I complete audience creation?”, “What’s the last step to save an audience?”)

**Answer:**

* Review all workflow steps and configurations.
* Click **Create Audience** to save the new audience.
* The audience will now appear in your **Audience List** with metrics, resources, and visuals ready for analysis.