

# Reach Estimate API

Get a range of individuals for your targeting and what bids to make to reach that target group with the `/reachestimate` API. You can call this API in one of these ways:

- Specify an ad account and a targeting spec:

```
curl -G \
  --data-urlencode 'targeting_spec={
    "geo_locations": {"countries":["US","GB"]},
    "publisher_platforms": ["instagram"],
    "user_os": ["iOS"]
  }' \
  -d 'optimize_for=IMPRESSIONS' \
  -d 'access_token=<ACCESS_TOKEN>' \
  https://graph.facebook.com/v23.0/act_<AD_ACCOUNT_ID>/reachestimate
```

## Reference

- [Ad Account Reachestimate](#)
- [Reach Estimate](#)

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