

# SEM Coaching 63

# Custom & Lookalike Audiences



# Introduction

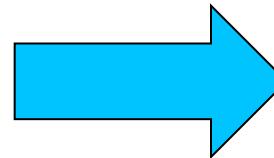
- Facebook allows you to serve ads to your EXISTING contacts, prospects and/or customers via Custom Audience feature
- There is a 200 Custom Audiences and 500 data files maximum limit per account
- Facebook encrypts the data you upload as Custom Audience via Hashing, so it will never know the original data you uploaded
- 3 ways to create a Custom Audience:
  - Customer List - Uploading A Data File (containing either: E-mails, Phone Numbers or Facebook IDs or App IDs)
  - Website - Facebook Retargeting Pixel
  - Mobile App – Facebook Mobile SDK

# Creating Custom Audience



# Create A Custom Audience

A screenshot of the Facebook Ads Manager interface. On the left, there is a sidebar with various options: Create an Ad, Campaigns (which is highlighted by a blue box), Pages, Reports, Settings, Billing, Conversion Tracking, Power Editor, Account History, and Audiences (which is highlighted by a red box). At the top, there is a search bar with the placeholder "Search for people, places, groups".



A screenshot of the Facebook Ads Manager interface. On the right, there is a "Create Audience" dropdown menu with three options: "Create Audience", "Custom Audience" (which is highlighted by a red box), and "Lookalike Audience". Above the dropdown, there is a "Home" button with a count of 4, and a navigation bar with icons for people, messages, and notifications.

# Custom Audience From Customer List



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# Create A Custom Audience

**Create a Custom Audience** X

Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.

**Customer List** Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook

**Website Traffic** Create a list of people who visit your website or view specific web pages

**App Activity** Create a list of people who have taken a specific action in your app or game

**Cancel**



# Create A Custom Audience

**Create a Custom Audience**

**How do you want to add customers to this audience?**

Information you provide will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience, and we'll never contact them without your permission.

**Upload a file**  
Upload a data file that contains emails, phone numbers, Facebook user IDs or mobile advertiser IDs

**Copy and paste your custom list**  
Copy and paste emails, phone numbers, Facebook user IDs or mobile advertiser IDs of your customers and create a Custom Audience

**Import from MailChimp**  
Import a customer list from a third-party email service.

**Back**



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# Create A Custom Audience

**Create a Custom Audience** ×

 Choose a file to upload

You can upload files in .csv or .txt format.

Text files (.txt and .csv) can include records on separate lines or in a list separated by commas.  
[View formatting examples.](#)

**Data Type**

**Emails** ▼

- Emails**
- User IDs
- Phone Numbers
- Mobile Advertiser IDs

and drop your file here or Upload File

I agree to the Facebook Custom Audiences Terms

Back Create Audience



# Creating Custom Audience From Website



# Website Custom Audience

Create a Custom Audience X

Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.

**Customer List**  
 Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook

**Website Traffic**  
 Create a list of people who visit your website or view specific web pages

**App Activity**  
 Create a list of people who have taken a specific action in your app or game

**Cancel**



# Website Custom Audience

Create Audience X

Website Traffic Anyone who visits your website

Include people who visit any page on the following domains (optional). (i)

Choose a website domain [Browse](#)

In the Last 30 days

Include past website traffic

Audience Name Enter a name for your audience

Add a description

View Pixel Code Custom Audience Website

Learn More Custom Audience Website

Send Feedback

[Cancel](#) Create Audience

# Website Custom Audience

## View Custom Audience Pixel

Copy the code below and paste it between the <head> and </head> in your website code. Then you can set up rules to track specific actions people take across your website.

Send the code to your website developer

```
<script>(function() {
  var _fbq = window._fbq || (window._fbq = []);
  if (!_fbq.loaded) {
    var fbds = document.createElement('script');
    fbds.async = true;
    fbds.src = '//connect.facebook.net/en_US/fbds.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
  _fbq.push(['addPixelId', '836248006389808']);
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', 'PixelInitialized', {}]);
```

Learn more about how to verify your pixel installation in the [Help Center](#).

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[Cancel](#)
[Create Audience](#)

# Creating Custom Audience From App



# App Custom Audience

**Create a Custom Audience**

Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.

**Customer List**  
 Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook

**Website Traffic**  
 Create a list of people who visit your website or view specific web pages

**App Activity**  
 Create a list of people who have taken a specific action in your app or game

Cancel



# App Custom Audience

Create a Custom Audience from your App

Name

Description

App  Page Advisor Application

Create a list of people based on their activity in your app

Action Taken

Action taken  Action taken  
 Action not taken  
 Combined action

Action Taken

App Version   
Type to search App Version values...

Optional parameter

In The Last  days

Filter by platform

Android  
 iOS  
 Canvas  
 Unknown

# Lookalike Audience



# Introduction

- Facebook also allows you to reach out to new people **SIMILAR** to your **EXISTING** audience via Lookalike Audience feature
- Lookalike Audience works only at the **COUNTRY** level
- 3 ways to create a Lookalike Audience. Based on:
  - Custom Audience
  - Conversion Tracking Pixel
  - Facebook Page
- You can choose the Lookalike Audience size either based on:
  - Similarity
  - Reach

# Create Lookalike Audience

The screenshot shows the Facebook Ads Manager interface. On the left, there's a vertical navigation menu with the following items:

- Create an Ad
- Campaigns** (highlighted with a grey background)
- Pages
- Reports
- Settings
- Billing
- Conversion Tracking
- Power Editor
- Account History
- Audiences** (highlighted with a red border)

A large blue arrow points from the 'Audiences' item in the navigation menu towards the 'Create Audience' dropdown on the right side of the screen.

The screenshot shows the 'Create Audience' dropdown menu in the Facebook Ads Manager. The menu items are:

- Create Audience
- Custom Audience
- Lookalike Audience** (highlighted with a red border)
- Saved Target Group

Below the menu is a search bar labeled "Search by name" with a magnifying glass icon.

# Create Lookalike Audience

**Create Lookalike Audience** X

Reach new people who are similar to an audience you care about. Select a source and a country below, then choose an optimization.

Source

Country

Size  2.7M

Size range is based on the total audience in the country you choose. Smaller audiences most closely match your source audience. Creating a larger audience increases your potential reach, but reduces the level of similarity to your source.

Cancel Create Audience

# Results



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# Custom Audience Results

Home      Campaign      Ad Set

All Campaigns ►

STATUS



SCHEDULE

Apr 9, 2015

8:34am

- Ongoing

BUDGET

\$20.00

Daily



Budget, Schedule & Optimization

>Edit

Budget: \$20.00 daily

Schedule: 04/09/2015 – ongoing

Duration: Continuous

Bidding: Bid for website conversions

Pricing: Your bid will be optimized to get more conversions for your website. You'll be charged each time your ad is served.

Targeting & Placement

Edit

Custom Audience:

Excluding Custom Audience:

Location – Living In:

Singapore

Age: 18 – 65+

Language: English (UK) or English (US)

Mobile Placement: News Feed

Desktop: News Feed



# Custom Audience Results

Home      Campaign      Ad Set  
**All Campaigns** ►

	STATUS	DELIVERY	SPENT TODAY	LIFETIME SPENT	END DATE
	<b>Active</b>		\$5.51 of \$20.00	\$678.23	Ongoing
	CONVERSIONS ? <b>118</b>	REACH ? <b>7,810</b>	FREQUENCY ? <b>7.93</b>	TOTAL SPENT ? <b>\$678.23</b>	AVG. COST PER CONVERSION ? <b>\$5.75</b>

— Website Conversions

# Lookalike Audience Results

Home      Campaign      Ad Set      How does this page work?      Create Ad in Ad Set

All Campaigns >

**Status:**  **Schedule:** Mar 26, 2015 7:54am - Ongoing **Budget:** \$40.00 Daily

**Budget, Schedule & Optimization** 

Budget: \$40.00 daily  
Schedule: 03/26/2015 – ongoing  
Duration: Continuous  
Bidding: Bid for website conversions  
Pricing: Your bid will be optimized to get more conversions for your website. You'll be charged each time your ad is served.

**Targeting & Placement** 

Custom Audience **Lookalike (SG, 1%)**   
Excluding Custom Audience:   
Location – Living In: **Singapore**  
Education Level: College grad  
Age: 25 – 64  
Language: English (UK) or English (US)  
Mobile Placement: News Feed  
Desktop: News Feed

**Estimated Daily Reach**  
6,600 – 17,000 people   
0 of 110,000 

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

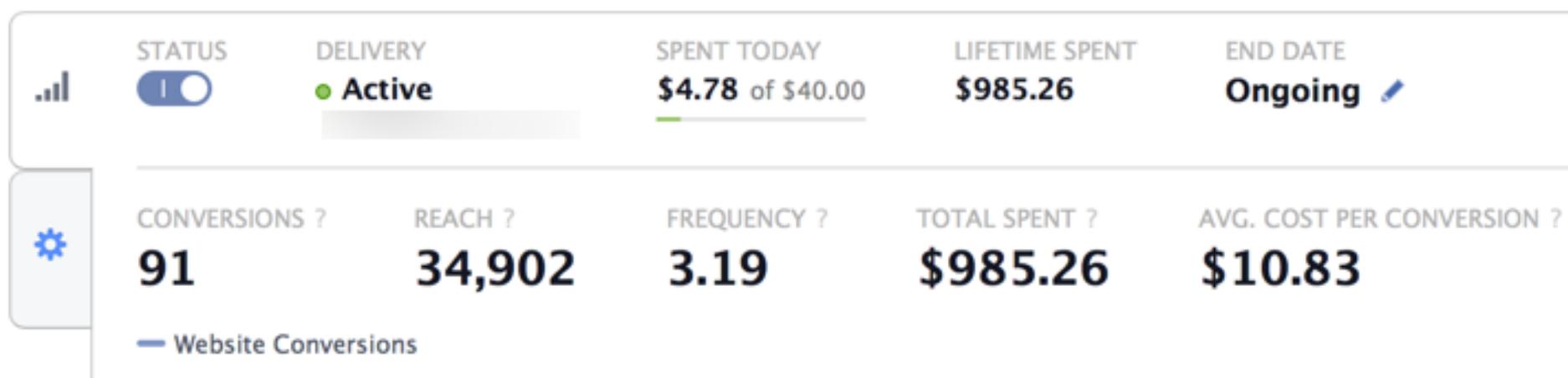
# Lookalike Audience Results

Home

Campaign

Ad Set

All Campaigns ►



# Custom & Lookalike Audience Strategies

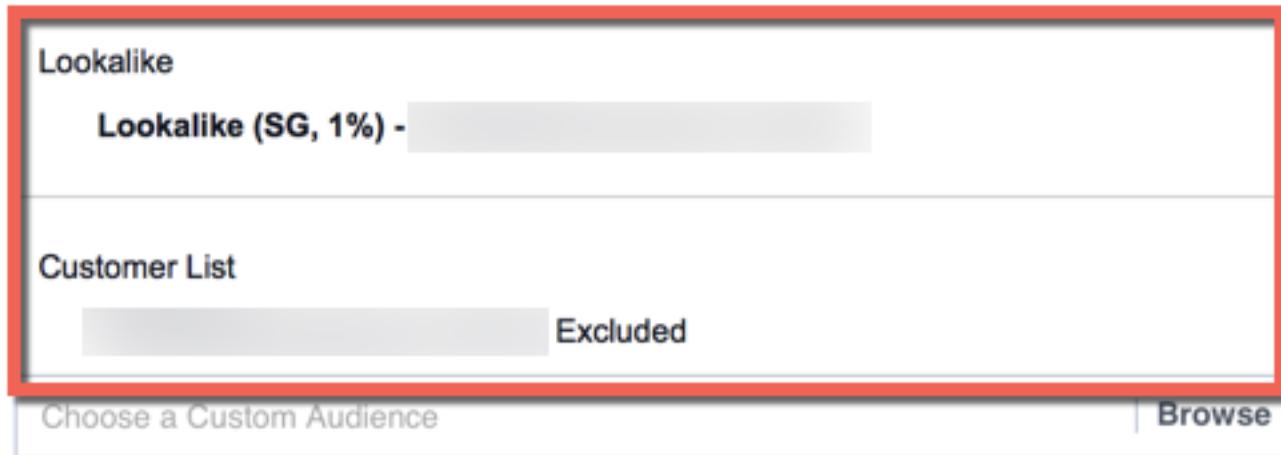


# Strategies

- Custom Audience:
  - Create as many Custom Audiences as possible for your business
  - Create TWO Custom Audience for each target group (i.e. based on e-mail AND phone number)
- Lookalike Audience:
  - Target based on SIMILARITY rather than REACH
  - To track conversions accurately:
    - Custom Audience: EXCLUDE the custom audience if creating new Ad Set based on Interest
    - Lookalike Audience: EXCLUDE the custom audience you used to create the Lookalike Audience

# Excluding An Audience

Custom Audiences 



The screenshot shows a user interface for managing custom audiences. A red box highlights the 'Lookalike' section, which contains a dropdown menu set to 'Lookalike (SG, 1%) -'. Below this is a 'Customer List' section with a single entry labeled 'Excluded'. At the bottom, there is a button to 'Choose a Custom Audience' and a 'Browse' button.

Lookalike

Lookalike (SG, 1%) -

Customer List

Excluded

Choose a Custom Audience

Browse

# Questions?