# **Data Processing Options for US Users**

# <https://developers.facebook.com/docs/marketing-api/overview/data-processing-options>

**For all other - another flow**

**Customer list formatting guidelines for custom audiences**

A customer list is a file containing information about your customers, such as names and email addresses, which are called identifiers. We use identifiers to match your customers to Facebook and Instagram users.

## Before you begin

Customer lists should:

* be either CSV or TXT files.
* include at least 100 customers.
* include at least one main identifier.
* use the correct column formatting that matches each identifier type.

Meta uses hashing, a type of cryptographic security method, to match your customer list to our platform securely. [Learn more](https://www.facebook.com/business/help/112061095610075).

## Formatting guidelines

**Main identifiers**. You must add at least one. We recommend that you include more main identifiers to increase the chances of getting a better match rate.

| **Identifier** | **Column header** | **Formatting guidelines** | **Examples** |
| --- | --- | --- | --- |
| Email | email | We accept email addresses in up to 3 separate columns. Only one email address can go in each cell. All universal email address formats are accepted. | * Emily@mail.com * John@mail.com * Helen@mail.com |
| Phone number | phone | Phone numbers must include a country code to be used for matching, even if they're all from the same country. For example, a one must precede a phone number in the United States. We accept phone numbers in up to 3 separate columns, with or without punctuation.  **Note:** Make sure that you include the country code as part of your customers' phone numbers, even if all of your data is from the same country.  **How to use this column:**  Required to upload customers to your messaging customer base. | * 1(222)333-4444 * 001(222)333-4444 * +12223334444 |
| Mobile Advertiser ID | madid | We accept 2 types of mobile advertiser IDs: Android's advertising ID (AAID), which Google provides as part of Android advertising, and Apple's advertising identifier (IDFA), which Apple provides as part of iOS in its ads framework. | * AECE52E7-03EE-455A-B3C4-E57283966239 * BEBE52E7-03EE-455A-B3C4-E57283966239 |
| Facebook app user ID | appuid | An ID corresponding to someone who uses an app that can be retrieved through the Facebook SDK. We accept numerical user IDs associated with your Facebook application. | * 1234567890 * 1443637309 * 1234567892 |
| Facebook Page user ID | pageuid | An ID corresponding to someone who has interacted with your business' Facebook Page. This does not refer to a user's personal Facebook profile page. We accept numerical user IDs associated with your business' Facebook Page. | * 1234567890 * 1443637309 * 1234567892 |

**Messaging customer base**. (Optional.) [Learn more](https://www.facebook.com/business/help/307354849046879).

| **Identifier** | **Column header** | **Formatting guidelines** | **Examples** |
| --- | --- | --- | --- |
| Add to messaging customer base for WhatsApp | add\_to\_messaging\_cb\_for\_wa | Use “yes” to also upload a customer to your messaging customer base. Leave blank for customers not subscribed to your messages. If a customer has been added to your messaging customer base from a previous list, a blank value will not unsubscribe them.  **How to use this column:**  Required to upload customers to your messaging customer base. | * Yes |

**Customer value**. (Optional.) [Learn more](https://www.facebook.com/business/help/1033094474356222).

| **Identifier** | **Column header** | **Formatting guidelines** | **Examples** |
| --- | --- | --- | --- |
| Value  **How to use this column:**  Adding customer value as a column in your customer list allows you to create a value-based lookalike later on to find people who are similar to your most valuable customers. | value | Customer value is a value associated with your customers based on how much and how often they spend towards your business.  Value columns must contain a numeric value only, without any currency characters. | * 0 * 0.1 * 3 * 20 |

**Additional identifiers** (Optional.) We recommend using these identifiers along with at least one main identifier to increase the chances of getting a better match rate.

| **Identifier** | **Column header** | **Formatting guidelines** | **Examples** |
| --- | --- | --- | --- |
| First name | fn | We accept first name and first name initial, with or without accents. Initials can be provided with or without a period. | * John * F. * Émilie |
| Last Name | ln | We accept full last names with or without accents. | * Smith * Sørensen * Jacobs-Anderson |
| City | ct | We accept full names of towns and cities. | * Menlo Park * Seattle * London |
| County/Region | st | We accept full names of US and international states and provinces, as well as the abbreviated versions of US states. | * CA * California * Texas |
| Country | country | Countries must be provided as an [ISO two-letter country code](https://l.facebook.com/l.php?u=https%3A%2F%2Fen.wikipedia.org%2Fwiki%2FISO_3166-1_alpha-2&h=AT1nBPKDdPRijn1kNZq9HDHXqveSlCGtHx7zkZy2M1tZVX8wx94erYdmxM91zQN5-TQULV00sNShNsGHV8w3A8a99GNRDYiUwXiB2fyk-dq_fMrZHJ3Q57x7QpWn1zG1cKE24bnqfBndkEPHiMCCz1qQcKGteuD3rVqhGwo8), even if they're all from the same country. Because we match on a global scale, this simple step helps us match as many people as possible from your list. | * US * GB * FR |
| Zip/postcode | zip | We accept US and international ZIP and postcodes. US ZIP codes may include a 4-digit extension as long as they are separated by a hyphen. The extension is not required and will not further improve match rate. | * 94025 * 94025-3215 * L3T 5M7 |
| Date of birth | dob | We accept 18 different date formats to accommodate a range of month, day and year combinations, with or without punctuation. | * MM-DD-YYYY * MM/DD/YYYY * MMDDYYYY * DD-MM-YYYY * DD/MM/YYYY * DDMMYYYY * YYYY-MM-DD * YYYY/MM/DD * YYYYMMDD * MM-DD-YY * MM/DD/YY * MMDDYY * DD-MM-YY * DD/MM/YY * DDMMYY * YY-MM-DD * YY/MM/DD * YYMMDD |
| Year of birth | doby | We accept year of birth as a 4-digit number, YYYY. | * 1978 * 1962 * 1990 |
| Gender | gen | We accept gender in the form of an initial, such as 'F' for female and 'M' for male. | * M * F |
| Age | age | We accept age as a numerical value. | * 65 * 42 * 21 |

**Data processing options** (Optional.) [Learn more](https://www.facebook.com/business/help/1151133471911882).

| **Identifier type** | **Column header** | **Description and formatting guidelines** | **Examples** |
| --- | --- | --- | --- |
| Data Processing Options | data\_processing\_options | Use "LDU" to enable [Limited Data Use](https://www.facebook.com/business/help/1151133471911882) for California based customers. Use no value for customers who haven't asked you to limit their data use.  **How to use this column:** Use it to tell Meta to limit the data use of a customer in California. | * LDU |
| Data processing options - state | data\_processing\_options\_state | Use "1,000" for customers in California. Use "0" or no value for customers who aren't in California (or if you don't know where they are). Our system will check their location.  **How to use this column:** Use it to tell Meta if a customer is in California. | * 1000 * 0 |
| Data processing options - country | data\_processing\_options\_country | Use "1" for customers in the United States. Use "0" or no value for customers outside of the US (or if you don't know where they are). Our system will check their location.  **How to use this column:** Use it to tell us if a customer is in the United States. | * 1 * 0 |

# Best practices when using customer information for a custom audience

When making a custom audience based on information customers have shared with you, include as much of it as possible to get the best match rates. This information - known as an “identifier” such as email, phone number, address - may come from customer lists you’ve prepared, or from Meta Pixel or offline events.

Once you’ve collected the information, format it into a CSV or TXT file. (Check out our guidelines for how to [format custom audience lists).](https://www.facebook.com/help/2082575038703844)

If you're using multiple identifier types, make sure that your information is organized into separate columns that correspond to the types we accept. For example, don't include a single column for full names. Instead, include 2 columns - one for first names, one for last names.

Separating each identifier into its own column header type ensures compatibility with the formats we accept before the information is hashed. (If you use your own column headers, you’ll have to manually map an identifier to its type before uploading your list).

The 2 two most important tips are:

* When using phone numbers on your list, always include the country code - even if all the numbers are from the same country.
* When using a country on your list, always include it in its own column - even if all your data is from the same country. (This is because we match on a global scale, so this helps us match as many [people](https://www.facebook.com/business/help/283579896000936) as possible from your list).

Note: Your file can be either CSV or TXT format. Download example files:

**Formating guidelines**

The following list shows the information types that Meta accepts and how to format them correctly. Before the information is sent to us, your list of identifiers gets hashed into random code. [About hashing](https://www.facebook.com/business/help/112061095610075)

Main identifiers

| **Identifier** | **Column header**  **​** | **Formatting guidelines** | **Examples** |
| --- | --- | --- | --- |
| Email | email | We accept email addresses in up to three separate columns. Only one email can go in each cell. All universal email formats are accepted. | * Emily@example.com * John@example.com * Helena@example.com |
| Phone number | phone | Phone numbers must include a country code to be used for matching, even if they're all from the same country. For example, a one must precede a phone number in the United States. We accept phone numbers in up to three separate columns, with or without punctuation.  Important  Make sure that you include the country code as part of your customer's phone number, even if all of your data is from the same country. | * 1(222)333-4444 * 001(222)333-4444 * +12223334444 |

| **Identifier** | **Column header**  **​** | **Formatting guidelines** | **Examples** |
| --- | --- | --- | --- |
| Customer Value | value | [Customer value](https://www.facebook.com/business/help/1033094474356222) is a value associated with your customers based on how much and how often they spend towards your business.  Value columns must contain a numeric value only, without any currency characters.  How to use this column  Adding customer value as a column in your customer list allows you to create a value-based lookalike later on to find people similar to your most valuable customers. | * 0 * 0.1 * 3 * 20 |