



The Ultimate Guide to Facebook Custom Audiences

by *AdEspresso*
by Hootsuite™

2019 Update!

There's a reason why all of the top marketers are using **Custom Audiences** in their Facebook Ads - they actually work! If you're not using them already, chances are you're losing money, which clearly shouldn't be in your marketing plan!

If you're not up on Custom Audiences, here are some case studies that quickly prove their worth:

- **KingNet:** +75% CTR, +46.6% Conversion Rate, 43.37% lower CPA
- **OpenSky:** +30% Conversion Rate
- **JackThreads:** 30% Lower CPA for member signups
- **KIXEYE:** 2x Higher conversion rate, 5.5X higher LifeTime Value

If Facebook Ads are already working for you, Custom Audiences can make your ROI skyrocket to new heights.

If you're in a niche where Facebook Ads tend to be a less-effective channel, such as B2B, Custom Audiences can make your ads work much better and reach hundreds of thousands of more customers in the process.

Want proof? We experienced the power of Custom Audiences ourselves. When we were a new startup, Facebook wasn't our most effective acquisition channel. Now, thanks to Custom Audiences, it generates more signups than Google AdWords at just one-third of the cost!

In this ebook, you'll discover what Custom Audiences are, how to start using them, and some of the best ideas to grow your business with them!

And if you really want to learn how to target just the right people so that you maximize your results and avoid wasted ad spend, enjoy FREE access to this exclusive one-hour training with our Head of Education Paul Fairbrother!



[Click to Reserve your Spot for the Live Event or to Receive Your FREE Copy of the Recording](#)

And now, let's get started.

By:



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Chapter One

WHAT ARE CUSTOM AUDIENCES?

Custom Audiences are an extremely effective way for marketers to target their Facebook Ads.

Through Custom Audiences, you can target your Facebook Ads with a list of email addresses, website visitors, video viewers, mobile app users, and even page engagers!

The opportunities for precisely targeting potential customers are basically endless. You're no longer limited to hard-guessing your advertising targets by gender or vague interests. Instead, you can target a very precise niche of highly-targeted users.

Let's look at an example:

Say you have an email list of 10,000 customers who've bought your product. You want to promote the launch of an updated product version to these customers. By simply uploading your email list to Facebook, you'll create a new Custom Audience. Facebook will then try to match those email addresses with its users.

For the sake of our example, let's say Facebook was able to match 70% of your list. You can now target advertising for the new, improved version of your product to 7,000 customers who already loved the previous one – I bet the conversion rate will be pretty high!

This example is just the beginning. Since Custom Audiences launched in October 2013, Facebook has continually made significant updates, making it much more powerful and flexible than ever before.

Here are your options for custom audiences:

Standard Custom Audience

Upload a list of emails and up to 14 other identifiers (for example age, gender and ZIP code) that you want to target and Facebook will match them with its users. Facebook will usually match between 60-80% of the contacts on your list.

Website Custom Audiences

Website Custom Audiences mean you don't need to have target users' email addresses or phone numbers. Instead, simply insert the Facebook Pixel tracking code on your website and you'll

be able to target your Facebook Advertising for all users that have visited a specific page on your website during a set time period of up to 180 days.

App Activity Custom Audiences

You can create audiences based on what actions people take when they use your app. You can create audiences of people who recently opened your app, recently completed a purchase, completed large purchases, or achieved a certain level in your game or platform. For example, you can create an audience of those who have used your app previously, but not used it in the last 30 days.

Engagement Custom Audiences

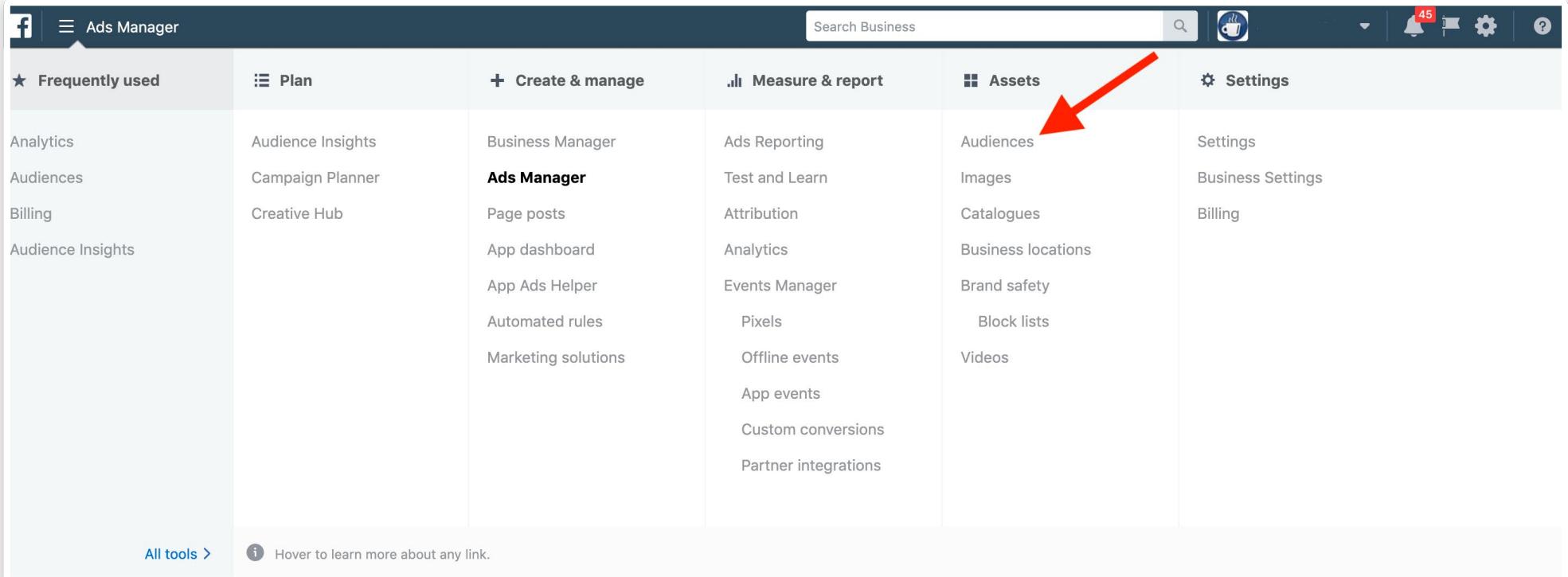
You can create audiences of those who engage with certain ad types or your page. The duration of these ad types is up to 365 days (apart from lead forms which have a 90 day duration), although more recent is often better.

Lookalike Audiences

Once you've created a Custom Audience, you can ask Facebook to create a broader Lookalike Audience to target your ads towards similar users. Facebook will look for patterns and characteristics your users have in common – such as age, gender, or interests – and create a much bigger list of very similar users. With the ability to immediately expand your list and target users who are likely to convert, you can see why Lookalike Audiences are so powerful. Since launching, Facebook has expanded Lookalike Audiences, allowing you to create them based on your Facebook Page fans, website visitors, engagers and customer lists.

Getting Started with Custom Audiences

To create your first Custom Audience, click on the "**Audience**" option under the Assets section of the Ads Manager main menu.

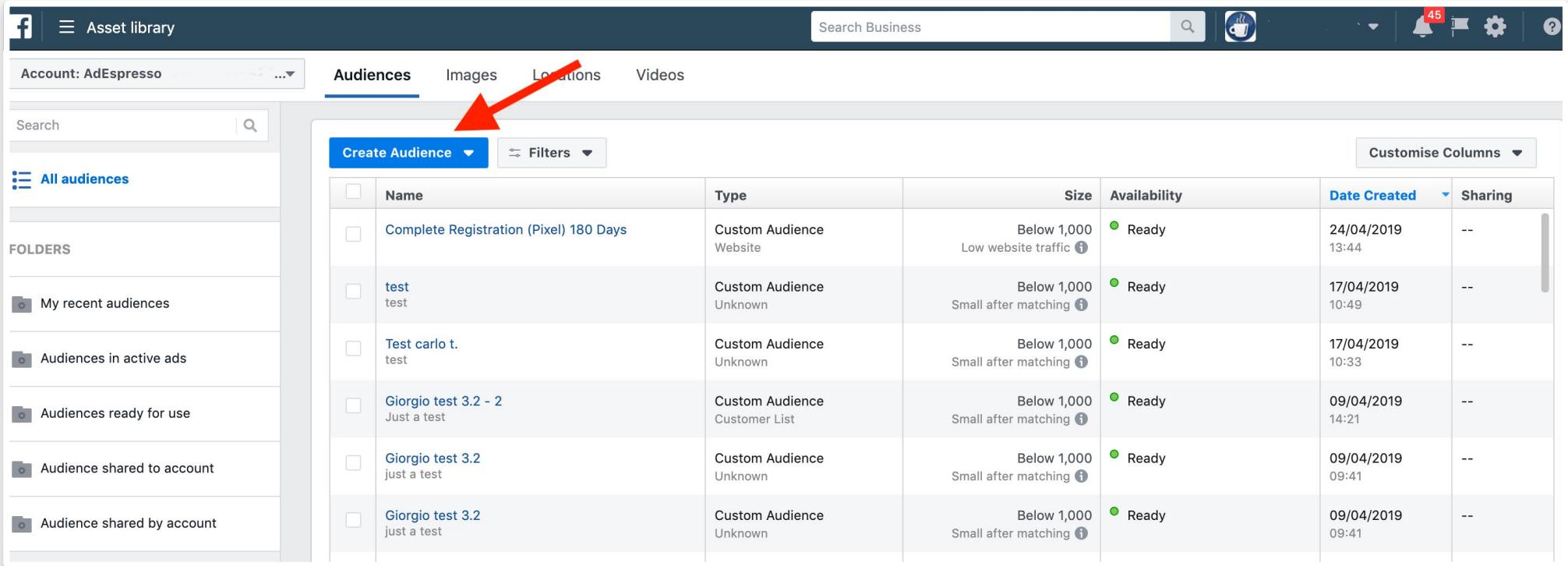


The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with icons for search, notifications (45), and settings. Below the navigation bar is a main menu with several sections:

★ Frequently used	☰ Plan	+ Create & manage	.📊 Measure & report	☰ Assets	⚙️ Settings
Analytics	Audience Insights	Business Manager	Ads Reporting	Audiences	Settings
Audiences	Campaign Planner	Ads Manager	Test and Learn	Images	Business Settings
Billing	Creative Hub	Page posts	Attribution	Catalogues	Billing
Audience Insights		App dashboard	Analytics	Business locations	
		App Ads Helper	Events Manager	Brand safety	
		Automated rules	Pixels	Block lists	
		Marketing solutions	Offline events	Videos	
			App events		
			Custom conversions		
			Partner integrations		

A red arrow points to the "Audiences" link under the "Assets" section. At the bottom left, there's a "All tools >" link and a help tip: "Hover to learn more about any link."

Use the blue Create Audience button to begin setting up a new audience.



A screenshot of the AdEspresso platform interface. The top navigation bar includes a Facebook icon, 'Asset library', a search bar ('Search Business'), and various notification and settings icons. Below the bar, the 'Account' is set to 'AdEspresso'. The main menu has tabs for 'Audiences', 'Images', 'Locations', and 'Videos', with 'Audiences' being the active tab. A red arrow points to the 'Create Audience' button, which is highlighted in blue and located just below the tabs. To the right of the button is a 'Filters' dropdown. On the left side, there's a sidebar titled 'All audiences' under 'Folders', listing categories like 'My recent audiences', 'Audiences in active ads', 'Audiences ready for use', 'Audience shared to account', and 'Audience shared by account'. The main content area displays a table of existing audiences, each with a checkbox, name, type, size, availability, date created, and sharing options. The table rows include:

	Name	Type	Size	Availability	Date Created	Sharing
<input type="checkbox"/>	Complete Registration (Pixel) 180 Days	Custom Audience Website	Below 1,000 Low website traffic	Ready	24/04/2019 13:44	--
<input type="checkbox"/>	test test	Custom Audience Unknown	Below 1,000 Small after matching	Ready	17/04/2019 10:49	--
<input type="checkbox"/>	Test carlo t. test	Custom Audience Unknown	Below 1,000 Small after matching	Ready	17/04/2019 10:33	--
<input type="checkbox"/>	Giorgio test 3.2 - 2 Just a test	Custom Audience Customer List	Below 1,000 Small after matching	Ready	09/04/2019 14:21	--
<input type="checkbox"/>	Giorgio test 3.2 just a test	Custom Audience Unknown	Below 1,000 Small after matching	Ready	09/04/2019 09:41	--
<input type="checkbox"/>	Giorgio test 3.2 just a test	Custom Audience Unknown	Below 1,000 Small after matching	Ready	09/04/2019 09:41	--

After selecting the Custom Audience option from the dropdown menu that appears, a popup window will open and ask you to pick which type of audience you'd like to create.

Create a Custom Audience

Use your sources

- Website traffic
- Customer file
- App activity
- Offline activity

Use Facebook sources

- Video
- Instagram business profile
- Lead form
- Events
- Instant Experience
- Facebook Page



About Custom Audiences
Create the most relevant audiences by adding people from the sources that matter to you.

 This process is secure and the details about your

Cancel

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Chapter Two

HOW TO CREATE A “CUSTOMER LIST” CUSTOM AUDIENCE

Let's select the “Customer File” option. This is where you can upload your list of leads or customers.

Create a Custom Audience

Use your sources

- Website traffic
- Customer file**
- App activity
- Offline activity

Use Facebook sources

- Video
- Instagram business profile
- Lead form
- Events
- Instant Experience
- Facebook Page



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

You'll have two options to sync "customer lists:

- ⌚ Manually upload your audience in a .txt or .csv file
- ⌚ Sync your Email CRM to your Facebook Ads Account

Option #1) Manual Upload

You'll be presented with three options:

Create a Custom Audience X

Customer file

- 📊 Use a file that includes customer lifetime value (LTV)
- 📄 Use a file that doesn't include LTV
- ✉ Import from MailChimp



Customer file best practices

We recommend using a .csv file that includes the customer lifetime value (LTV).

The first two options require a .csv or .txt file, and if you have an ecommerce store often you can export an extra column for the customer lifetime value data. The third option obviously requires a MailChimp account to sync with.

There are up to 15 identifiers you can include in the upload such as name, city and age along with the email address.

Create a data file Custom Audience

1 Prepare a file with your customer data

Identifiers you can use (15) [?](#)

Email address Phone number Mobile advertiser ID First name Surname ZIP/Postcode City County/Region
Country Date of birth Year of birth Gender Age Facebook app user ID Facebook Page user ID

2 Add your file

Original data source [?](#) Select the origin of this upload

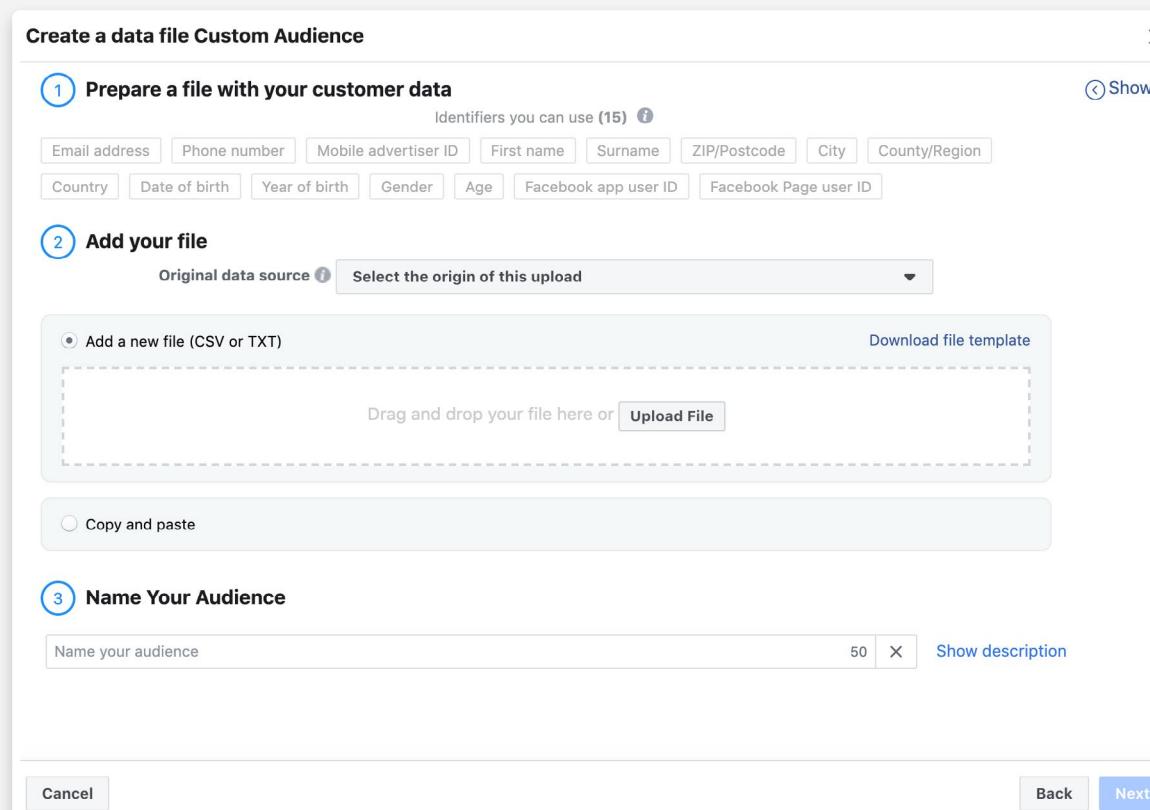
Add a new file (CSV or TXT) [Download file template](#)
Drag and drop your file here or [Upload File](#)

Copy and paste

3 Name Your Audience

Name your audience [Show description](#)

[Cancel](#) [Back](#) [Next](#)



Upload the file and select an origin for the data source: either directly from customers, from partners such as agencies, or a mix.

Give your Custom Audience a short, easy-to-remember name that describes this specific audience. Some ideas include “Former customers,” “Email signups,” or something similar.

Add a description. You’ll eventually want to use this field to insert notes every time you add a new audience. However, you don’t have to worry about it at this point.

HOW TO MANUALLY UPLOAD WITH ADESPRESSO

Create Custom Audience

Select the source of your Custom Audience to reach just the right people for your business.

 **Create Audience from Sync**
Create a Custom Audience directly from a list of users from your CRM using Data Sync

 **Custom Audience**

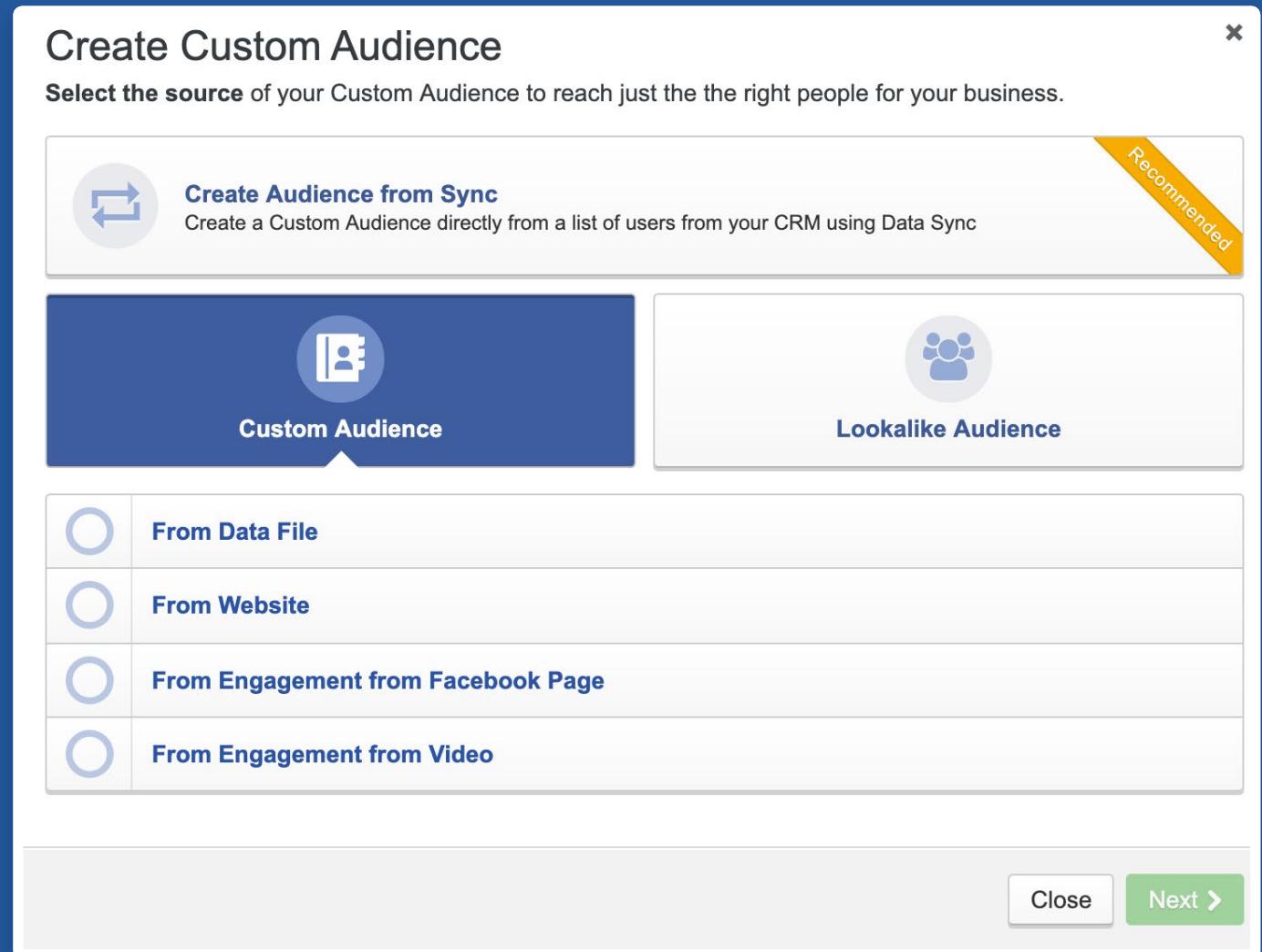
 **Lookalike Audience**

Recommended

Close **Next >**

Creating a Customer List Custom Audience on AdEspresso is simple.

1. Login into AdEspresso.
2. Go to "Tools → Asset Manager"
3. Click on the New Asset green button.
4. Click “Custom Audience”.
5. Select the first option, From Data File, under the Custom Audience option.



6. Now create your audience:
Pick a title, a description,
select the data origin and
content type of your file,
and the data file to upload.

Create Custom Audience

Data File

Name*

Description

Indicate origin of data *

Type *

File *

[Back](#) [Create ✓](#)

Option #2) Syncing with Your Email CRM

Facebook currently only supports MailChimp integration to sync custom audiences. For every other CRM, you'll have to use third party tools to add new leads that you acquire to your email lists, or add your email lists to custom audiences. Lucky for you, we have a sync feature in AdEspresso!

With AdEspresso's Data Sync, it's easier than ever for businesses and marketers to sync up all the necessary contacts and leads! New leads will be added to your email list, which can be used to create new custom audiences, both of which are tools that can and should be used to increase conversion rates and build rapport with your new leads!

HOW TO DATA SYNC WITH ADESPRESSO

You can do this with AdEspresso in **5 easy steps.**



Step 1: Choose your CRM or email marketing tool as your source.

The screenshot shows the AdEspresso interface with a blue header bar at the top. Below the header, a horizontal navigation bar is visible with six steps: 1. Source (highlighted in dark blue), 2. Source Config, 3. Target, 4. Target Config, 5. Mapping, and 6. Recap. The main content area is titled "1 SOURCE CHOICE".

Lead Generation
Sync Lead Generation Ads To Your CRM



Custom Audience
Sync Your CRM to Create New Audiences

ActiveCampaign >	 AWeber	 GetResponse	 Google Sheets
 HubSpot	 Infusionsoft.	 INTERCOM	 MailChimp
	 Marketo	 salesforce	

Step 2: You select which email list you'll pull the contact information from.

The screenshot shows a six-step configuration wizard. Step 2, 'Source Config', is active and highlighted in blue. The steps are: 1. Source, 2. Source Config, 3. Target, 4. Target Config, 5. Mapping, and 6. Recap. Below the steps, the title 'SOURCE CONFIGURATION' is displayed next to a large '2'. To the right of the title is the HubSpot logo. The main content area is titled 'Hubspot List' and shows a dropdown menu containing 'Getting Started Webinar (114)'. At the bottom left is a 'Back' button with a left arrow icon, and at the bottom right is a green 'Save >' button.

Step 3: You choose your target choice, which will be Facebook.

The screenshot shows a six-step wizard interface for AdEspresso. The steps are: 1. Source, 2. Source Config, 3. Target (highlighted in blue), 4. Target Config, 5. Mapping, and 6. Recap. Step 3 is titled "TARGET CHOICE". In the center, there is a large "facebook." logo with a checkmark icon. At the bottom left is a "Back" button, and at the bottom right is a green "Next >" button.

Step 4: You choose your associated ad account and which existing (or new) Custom Audience to add these contacts too.

The screenshot shows the 'TARGET CONFIGURATION' step of a six-step process. The top navigation bar includes steps 1 (Source), 2 (Source Config), 3 (Target), 4 (Target Config, highlighted in blue), 5 (Mapping), and 6 (Recap). A large 'facebook' logo is visible on the right. The main section is titled 'TARGET CONFIGURATION' with the number '4'. It contains two dropdown menus: 'Facebook Ad Account' set to 'AdEspresso' and 'Facebook Custom Audience' set to 'Select a Custom Audience'. Below these are buttons for 'Back' and 'Next >'. The overall background is white with blue and grey accents.

1 Source 2 Source Config 3 Target **4 Target Config** 5 Mapping 6 Recap

4 TARGET CONFIGURATION

Facebook Ad Account

AdEspresso

Facebook Custom Audience

Select a Custom Audience

+ Create a new Custom Audience

◀ Back Next ➤

Step 5: You'll set up your mapping fields to make sure all the information is transferred correctly. And then just review, and you're done! **And then just review, and you're done!**

The screenshot shows the AdEspresso software interface in the 'Mapping Fields' step. At the top, a navigation bar shows steps 1 through 6: Source, Source Config, Target, Target Config, Mapping, and Recap. Step 5 is highlighted. Below the navigation bar, the title '5 MAPPING FIELDS' is displayed. The interface is divided into two main sections: 'SOURCE' on the left and 'TARGET' on the right. The SOURCE section contains the HubSpot logo. The TARGET section contains the Facebook logo. Between them is a central mapping area with a large right-pointing arrow. Below this is a 'MAPPING FIELD' header. There are three rows of mapping fields. Each row consists of a dropdown menu under 'SOURCE' with the option 'Leave empty', an arrow icon, and a dropdown menu under 'TARGET'. The first row maps 'Leave empty' to 'Mail Address *'. The second row maps 'Leave empty' to 'Phone Number'. The third row maps 'Leave empty' to 'Gender'.

3

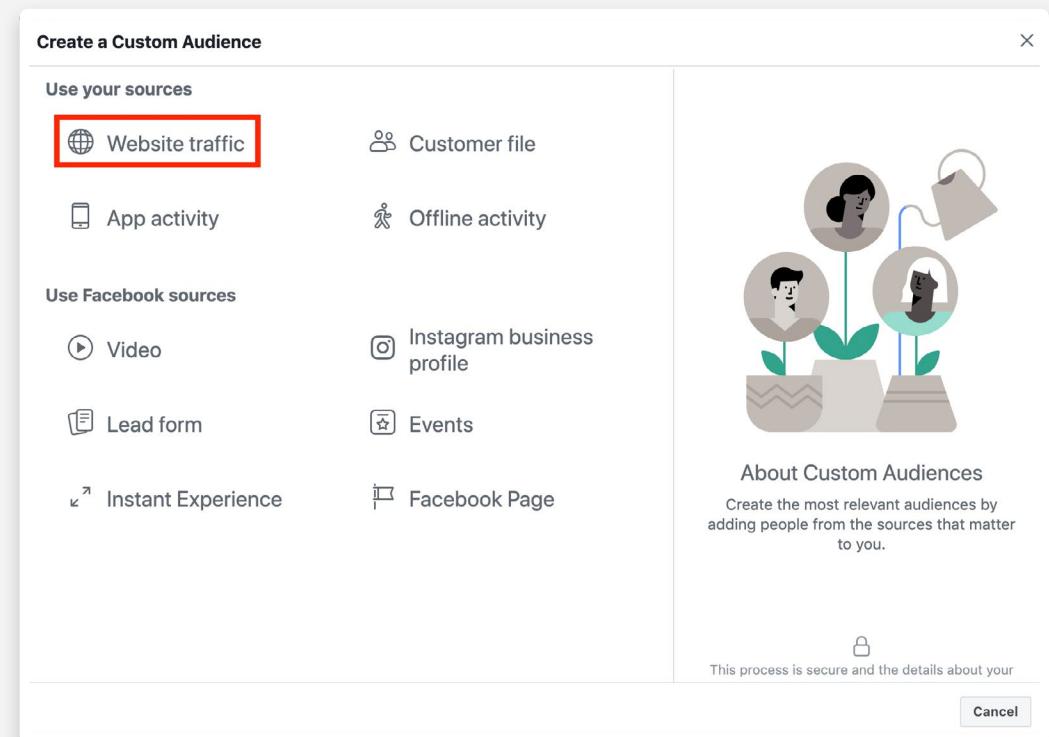
Chapter Three

HOW TO CREATE A WEBSITE CUSTOM AUDIENCE

Custom Audiences created from customers – or leads – allow you to target your advertising at the right people and achieve awesome ROI's for your ad spend. However, **what do you do if you don't have a big enough database of emails to create your own Custom Audiences?** This is where **the power of Website Custom Audiences comes in.**

This feature doesn't require you to have any data about the users you want to target. **All you have to do is wait for a user to visit your website.**

Thanks to a special tracking code – the Facebook Pixel – Facebook will recognize users and automatically add them to an Audience, making them ready to be re-targeted with advertising.



HOW TO INSTALL THE FACEBOOK PIXEL

Go to your Facebook Pixel Tab in [Ads Manager](#)

Create a Facebook Pixel

Add the Facebook pixel to your website to measure the impact of your ads. Unlock powerful solutions in Facebook advertising.



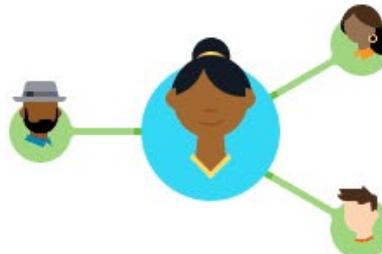
Track Website Activities

Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.



Improve Your Return on Advertising

Facebook will automatically deliver ads to people more likely to take action, based on conversion data from your website.



Reach New and Existing Customers

Show ads to people based on the actions they take on your website. Create lookalike audiences to reach people similar to your best customers.

[Create a Pixel](#)

- ⌚ Click Create a Pixel
- ⌚ Enter a name for your pixel.
- ⌚ To finish creating your pixel, click **Create** in the box that appears.
- ⌚ Your Facebook Pixel tracks multiple events depending on the page.

Website action	Description	Standard event code
Add to Cart	Track when items are added to a shopping basket (e.g. click, landing page on Add to Cart button).	fbq('track', 'AddToCart');
Add payment info	Track when payment information is added in the checkout flow (e.g. click, landing page on billing info)	fbq('track', 'AddPaymentInfo');
Add to wishlist	Track when items are added to a wishlist (e.g. click, landing page on Add to Wishlist button).	fbq('track', 'AddToWishlist');
Complete registration	Track when a registration form is completed (e.g. subscription completion, sign-up for a service).	fbq('track', 'CompleteRegistration');
Contact	A telephone/SMS, email, chat or other type of contact between a customer and your business	fbq('track', 'Contact');
Customise product	The customisation of products through a configuration tool or other application that your business owns	fbq('track', 'CustomizeProduct');
Donate	Track donation of funds to your organisation or cause	fbq('track', 'Donate');
Find location	Track when a person finds one of your locations on the Internet or application with the intention to visit	fbq('track', 'FindLocation');
Initiate checkout	Track when people enter the checkout flow (e.g. click, landing page on checkout button).	fbq('track', 'InitiateCheckout');



Lead	Track when someone expresses interest in your offering (e.g. form submission, sign-up for trial, landing on pricing page).	fbq('track', 'Lead');
Purchase	Track purchases or checkout flow completions (e.g. Landing on "Thank you" or confirmation page).	fbq('track', 'Purchase', {value: 0.00, currency: 'GBP'});
Schedule	Track the booking of an appointment to visit one of your locations	fbq('track', 'Schedule');
Search	Track searches on your website, app or other property (e.g. product searches)	fbq('track', 'Search');
Start trial	Track the start of a free trial of a product or service that you offer (e.g. trial subscription)	fbq('track', 'StartTrial', {value: '0.00', currency: 'USD', predicted_ltv: '0.00'});
Submit application	Track when a registration form is completed for a product, service or programme that you offer (e.g. credit card, educational programme or job)	fbq('track', 'SubmitApplication');
Subscribe	Track the start of a paid subscription for a product or service that you offer	fbq('track', 'Subscribe', {value: '0.00', currency: 'USD', predicted_ltv: '0.00'});
View content	Track key page views (e.g. product page, landing page, article).	fbq('track', 'ViewContent');

You'll want to add the Pixel to all pages you want to track, so ask a developer to help, or use a plugin that automatically does this for you.

For WordPress, we know [many smart marketers use Pixel Caffeine.](#)



If you want to check to make sure your Facebook Pixel is working,
download the [free Google Chrome Extension, Pixel Helper.](#)

The screenshot shows the Facebook Pixel Helper extension interface. At the top, there's a circular icon with '</>' symbols, the text "Facebook Pixel Helper", and a "Learn More" link. To the right is a share icon. Below this, a message says "One pixel found on adespresso.com". Underneath, it details a Facebook Pixel entry: "Facebook Pixel" with a "</>" icon, "Pixel ID: 1420085114924938", and a "View Analytics" link. A list of detected events follows: "► ✓ PageView", "► ✓ AdvancedEvents", and "► ⚡ Microdata Automatically Detected".

Facebook Pixel Helper

Learn More

One pixel found on adespresso.com

Facebook Pixel

Pixel ID: 1420085114924938

View Analytics

► ✓ PageView

► ✓ AdvancedEvents

► ⚡ Microdata Automatically Detected

And now, if you really want to unleash the power of the Facebook pixel for your business,
you can't miss this free webinar:



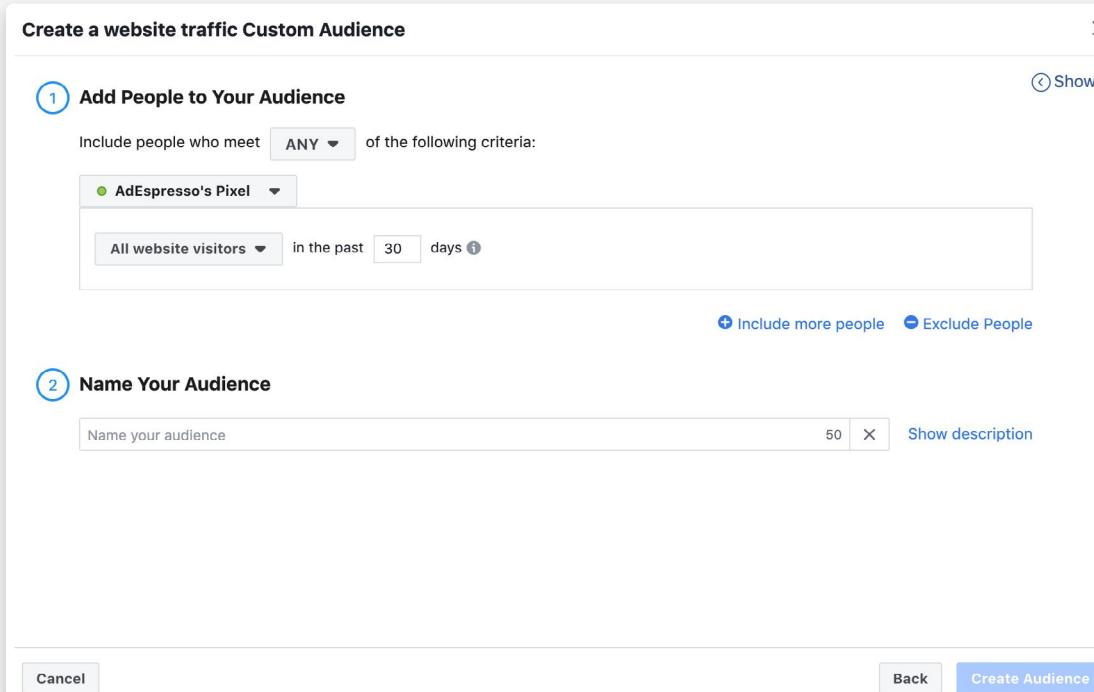
Just click on the image and you're ready to go!

CREATING YOUR FIRST WEBSITE CUSTOM AUDIENCE (WCA)

With the Facebook Pixel installed, you can now create your first website custom audience.

In Facebook Ads Manager, click on the “Audiences” button in the menu, and then click the blue “Create Audience” button.

After selecting “Custom Audience” a popup will appear, asking you what kind of audience you want to create.



1. Select “Website Traffic”
2. You can choose to add every user to your Custom Audience who has visited any page of your website or those who qualify according to specific rules. Rules are powerful and pretty easy to create. You can include or exclude people who visited a given url.

Create a website traffic Custom Audience

1 Add People to Your Audience

Include people who meet **ANY** of the following criteria:

AdEspresso's Pixel

All website visitors in the past 30 days

✓ All website visitors

People who visited specific web pages

Visitors by time spent

From your events

PageView

AdvancedEvents

PixellInitialized

2 Next

+ Include more people - Exclude People

50 X Show description

Cancel **Back** **Create Audience**

This screenshot shows the 'Create a website traffic Custom Audience' interface. It's divided into two main sections: 'Add People to Your Audience' (Step 1) and 'Next' (Step 2). In Step 1, the user has selected 'AdEspresso's Pixel' and chosen 'All website visitors' from the dropdown, specifying a lookback period of 'in the past 30 days'. There are also options to 'Include more people' or 'Exclude People'. Step 2 shows additional filtering options like 'People who visited specific web pages', 'Visitors by time spent', and 'From your events' (listing 'PageView', 'AdvancedEvents', and 'PixellInitialized'). At the bottom, there are 'Cancel', 'Back', and 'Create Audience' buttons.

For example, you could target everyone who visited your checkout page, expressing an intention to buy, but didn't see the "Thank You" page (meaning they did not complete the purchase). This gives you a "second chance" to get them to complete their purchase. Other filters include:

- ⌚ **Visitors by time spent:** select the top 5%, 10% or 25% of website visitors based on time spent on site
- ⌚ **From your events:** pick a pixel event to build an audience from. For instance use the purchase event to build a list of recent customers.
- ⌚ **Frequency:** how many times a website visitor performs an action, such as visiting a page or purchasing.
- ⌚ **Devices:** Android, iOS, desktop and all mobile devices can be included or excluded.
- ⌚ **Aggregated value:** this includes various options but is most commonly used to filter by the amount spent, for example to only include those that spent \$100 or more.

Create a website traffic Custom Audience X

1 Add People to Your Audience Show

Include people who meet ANY of the following criteria:

AdEspresso's Pixel

Purchase in the past 30 days ?

Aggregated value:

Sum of value is greater than or equal to (\geq) 100

Further refine by Include more people Exclude People

Finally, you can select how many days to track website visitors. This means that your audience will only include people who match the specified rules during the last X days. While Facebook's suggested value is 30, the maximum value is 180 days.

Building an effective Website Custom Audience really depends on how much traffic you're getting and how strict your chosen rules are.

If your website receives a lot of traffic, you can stick with 30 days or even less. On the other hand, if your website doesn't have a lot of traffic, or you've set very strict rules, it may be wise to set this value to 180 days so you don't end up with an audience that's too small.

In either case, the sooner you reach out to potential customers through ads, the more likely they are to be effective.

Targeting Website Custom Audiences works exactly like any other audience you've created so far: start typing the name and select it when the autocomplete shows up.

It's as simple as that.

HOW TO DO IT WITH ADESPRESSO

Creating Website Custom Audiences in AdEspresso is extremely simple:

1. Go to "*Tools → Asset Manager*".
2. Click on the New Asset green button.
3. Click “Custom Audience”.

Select the second option, From Website, under the Custom Audience option.

You'll then just need to give your new audience a name and description and select the filters and time range.

Et voilà!

Create Custom Audience

Website

Name*

Description

[View remarketing pixel code](#) [Copy pixel code](#)

Actions

Create an audience based on specific actions people take on your website. To add people who have visited a specific web page, enter unique terms or numbers from any part of the web address, including the full URL, domain or path.

Website Traffic *

Retention * Days

Traffic recorded Include website traffic recorded prior to the audience creation

[Back](#) [Create ✓](#)

4

Chapter Four

HOW TO CREATE AN APP ACTIVITY CUSTOM AUDIENCE

With mobile accounting for over 90% of Facebook ads served, it only makes sense that creating audiences based on app activity is one of the leading forms of custom audiences.

For example, you can target people who previously used your app, but have not come back to your app within the last month. Or you can target people who have added an item to their cart on your app, but never actually purchased it. Target them with a discount coupon and voila!

Create a Custom Audience

Use your sources

- Website traffic
- App activity
- Customer file
- Offline activity

Use Facebook sources

- Video
- Lead form
- Instant Experience
- Instagram business profile
- Events
- Facebook Page



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

Cancel

You can create audiences based on actions a user did or didn't take within your app!

There's a wide range of actions you can currently target, but the most popular are:

- Anyone who opened the app
- Top 5%, 10% or 25% most active users
- Top 5%, 10% or 25% by purchase amount
- Users by segment, with the segment being created in Facebook Analytics

Create an app activity Custom Audience X

1 Add People to Your Audience

Include people who meet ANY of the following criteria:

▼

Anyone who opened the app in the past 30 days 50 X

+ Include more people - Exclude People

2 N New audience

From your events

App Launches

Session End

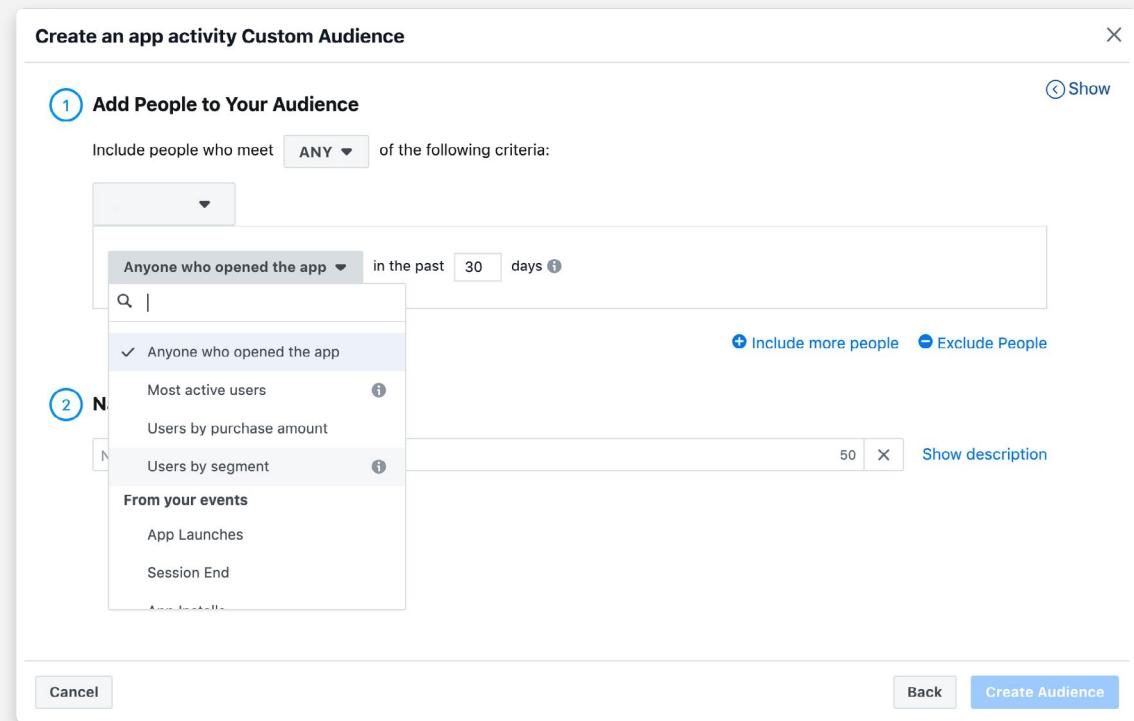
Users by segment

Users by purchase amount

Most active users

Any user who opened the app

Cancel Back Create Audience



5

Chapter Five

HOW TO CREATE AN ENGAGEMENT AUDIENCE

How do you engage your customers? Facebook offers you six different ways.

Create a Custom Audience

Use your sources

- Website traffic
- Customer file
- App activity
- Offline activity

Use Facebook sources

- Video
- Instagram business profile
- Lead form
- Events
- Instant Experience
- Facebook Page

About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

Cancel

These 6 types of engagement custom audiences really open up the doors for new businesses or those that are too small to have built up email lists or large volumes of website traffic.

Let's look at each option in more detail.

1) Video Engagement Custom Audiences

Select one or more videos, the time window to include and then the percentage or time watched.

Create a video engagement Custom Audience X

Engagement ? Choose a content type Show Browse

In the past ?

Audience name

- People who viewed at least three seconds of your video
- People who viewed at least ten seconds of your video
- People who have watched at least 25% of your video
- People who have watched at least 50% of your video
- People who have watched at least 75% of your video
- People who have watched at least 95% of your video**

Cancel Back Create Audience

2) Instagram Business Profile Custom Audiences

Select the Instagram profile and then choose from the various engagement options available.

Create an Instagram business profile Custom Audience X

1 Add People to Your Audience Show

Include people who meet **ANY** of the following criteria:

 adespresso ▾

Everyone who engaged with your business in the past 365 days ⓘ

Everyone who engaged with your business ⓘ + Include more people - Exclude People

2 **N** Anyone who visited your business profile ⓘ Show description

People who engaged with any post or ad ⓘ

People who sent a message to your business profile ⓘ

People who saved any post or ad ⓘ

50 X

3) Event Engagement Custom Audiences

Select a specific event or the account as a whole then choose from a wide range of options, including ticket sales if you have connected Eventbrite.

Create an event Custom Audience X

1 Add People to Your Audience Show

Include people who meet **ANY** of the following criteria:

People who responded with "Going" or "Interested" in the past 365 days

People who responded with "Going" or "Interested"

- People who have responded with "Going"
- People who have responded with "Interested"
- People who have visited the event page
- People who have engaged
- People who have engaged with tickets
- People who have purchased tickets
- People who intended to purchase tickets

2 N + Include more people - Exclude People

50 X Show description

4) Lead Ads Engagement Custom Audiences

Either choose a specific lead form or the account as a whole than anyone who opened the form, or specifically those that did or didn't submit it.

Create a lead form Custom Audience X

1 Add People to Your Audience Show

Include people who meet ANY of the following criteria:

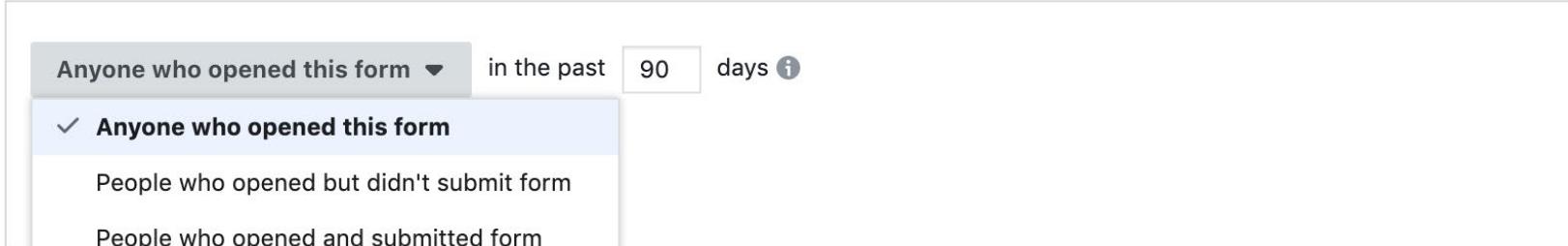
Anyone who opened this form in the past 90 days i

Anyone who opened this form

People who opened but didn't submit form

People who opened and submitted form

+ Include more people - Exclude People



5) Facebook Instant Experience Audiences

This was previously called Canvas, and just like for events or leads you can choose a specific post or the whole account. Then, choose those who opened or clicked on the Experience.

Create an Instant Experience Custom Audience

X

1 Add People to Your Audience Show

Include people who meet ANY of the following criteria:

People who opened this Instant Experience in the past 365 days i

People who opened this Instant Experience

People who clicked any links in this Instant Experience

[Create specific instant experiences](#)

+ Include more people - Exclude People

6) Facebook Page Engagement Audiences

This is similar to Instagram, choose the relevant business page and then pick from the range of engagement options.

Create a Facebook Page Custom Audience X

1 Add People to Your Audience [>Show](#)

Include people who meet **ANY** of the following criteria:

Page: **AdEspresso**

Everyone who engaged with your Page in the past 365 days

✓ Everyone who engaged with your Page

+ Include more people - Exclude People

2 **N** Anyone who visited your Page

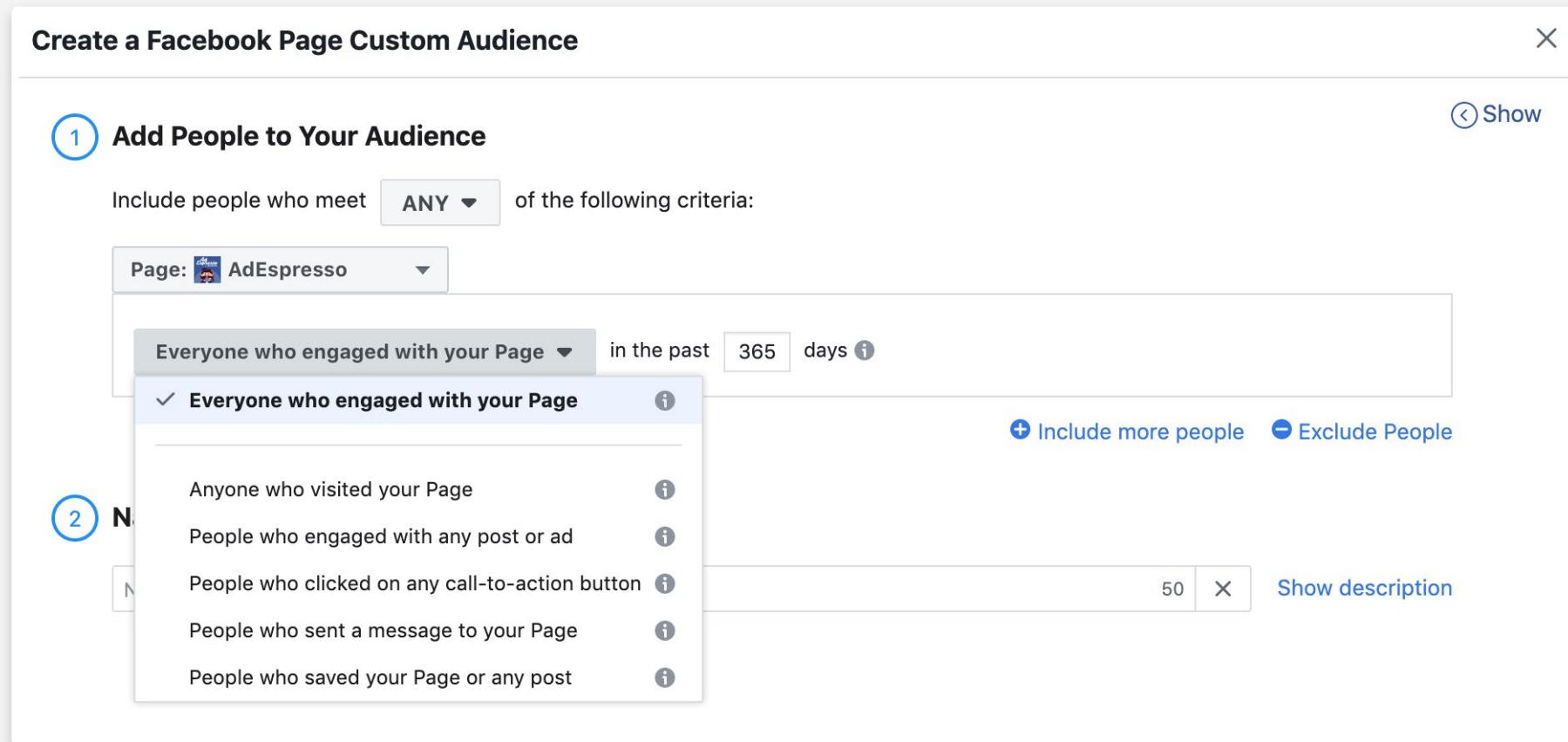
People who engaged with any post or ad

People who clicked on any call-to-action button

People who sent a message to your Page

People who saved your Page or any post

50 X [Show description](#)



This means all those likes, comments, and shares are no longer vanity metrics! Rejoice!

FACEBOOK CUSTOM AUDIENCES TYPE (QUICK REFERENCE)

Let us break it down for you:

- ⌚ **Everyone who engaged with your Page:** Everyone who visited your Page or engaged with your Page's content or ads on Facebook or Messenger.
- ⌚ **Anyone who visited your Page:** Anyone who visited your Page, regardless of the actions they took.
- ⌚ **People who engaged with any post or ad:** Only the people who have engaged with a Page post or ad. Engagement includes reactions (Likes, Love, Haha, Wow, Sad, and Angry), shares, comments, link clicks or even carousel swipes.
- ⌚ **People who clicked any call-to-action button:** Only the people who clicked any available call-to-action button on your Page. For example: "Shop Now."
- ⌚ **People who sent a message to your Page:** Only the people who sent a message to your Page.
- ⌚ **People who saved your Page or any post:** Only the people who saved your Page or a post on your Page.

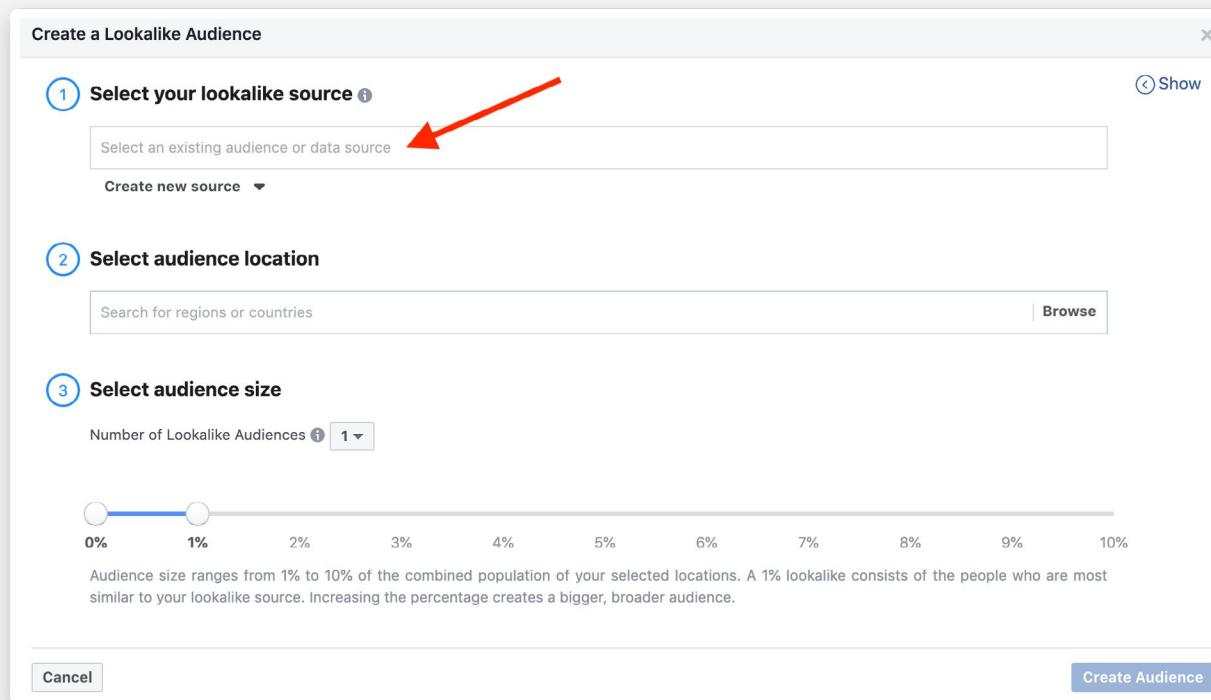
Keep in mind, the audience of page engagement has to be at least 20 people.

6

Chapter Six

USING A LOOKALIKE AUDIENCE

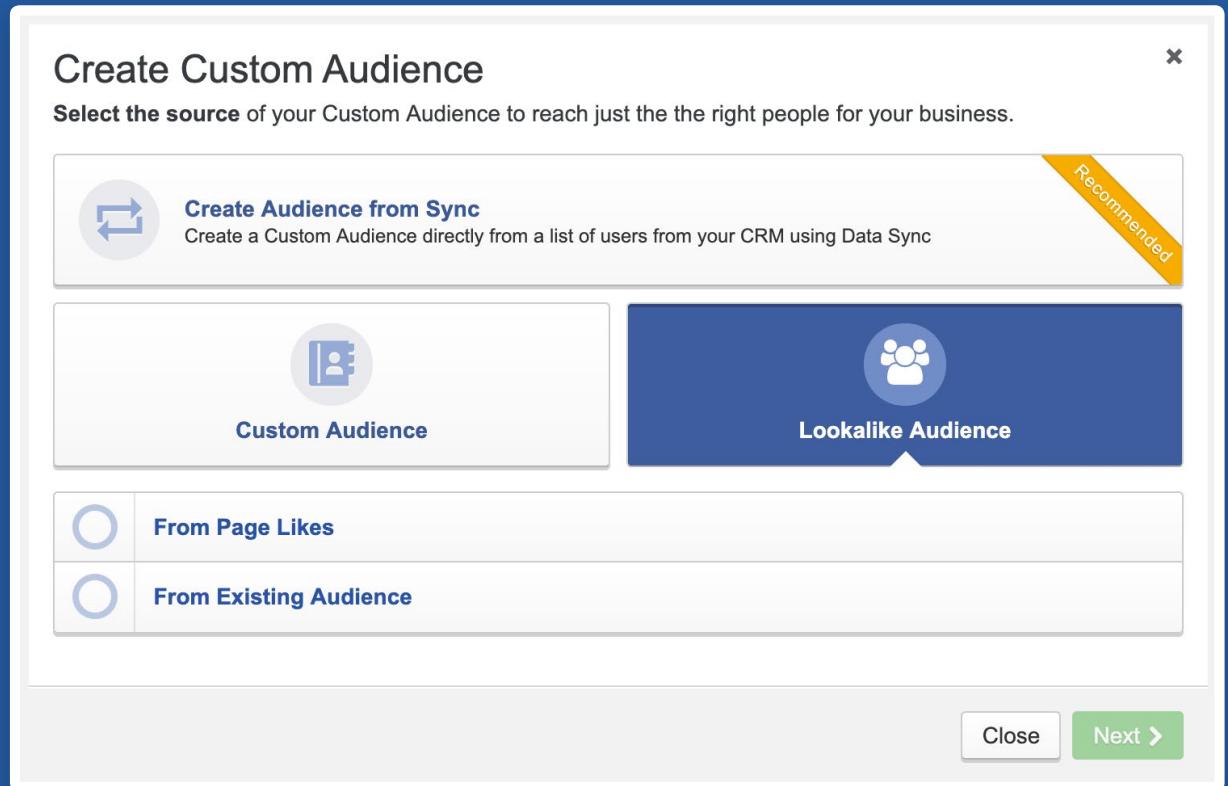
While custom audiences are great for re-engaging people who already had an interaction with you, **lookalike audiences allow you to target new users that don't know you yet, but are very likely to become your customers.** Choose a suitable custom audience as a source, for example current customers if the aim is to get more purchasers, or current leads if you wish to get more signups. You need at least 100 people in the seed audience to create a lookalike audience.



HOW TO DO IT WITH ADESPRESSO

- ✓ Go to “Tools → Asset Manager”.
- ✓ Click on the New Asset green button.
- ✓ Click “Custom Audience”.

Select Lookalike Audience and then choose to create the Lookalike based on page likes or an existing custom audience.



Next, select the seed audience, choose a name and description and then specify one or more countries. Finally, choose the percentage of Facebook users in that country to target. The larger the percentage, the larger the audience will be but it will have a weaker affinity to the source audience.

Create Lookalike Audience

From Existing Custom Audience

Search an existing custom audience...

Name *

Description

Country *

Number of ranges *

Audiences size (% of countries) *

Back Create ✓

The dialog box is titled "Create Lookalike Audience" and "From Existing Custom Audience". It features a search bar for existing audiences. Below are fields for "Name *", "Description", and "Country *". The "Country" field includes a "Clear All" button. A dropdown for "Number of ranges *" is set to "1". A slider for "Audiences size (% of countries) *" is set to 5%. At the bottom are "Back" and "Create" buttons with a checkmark.

7

Chapter Seven

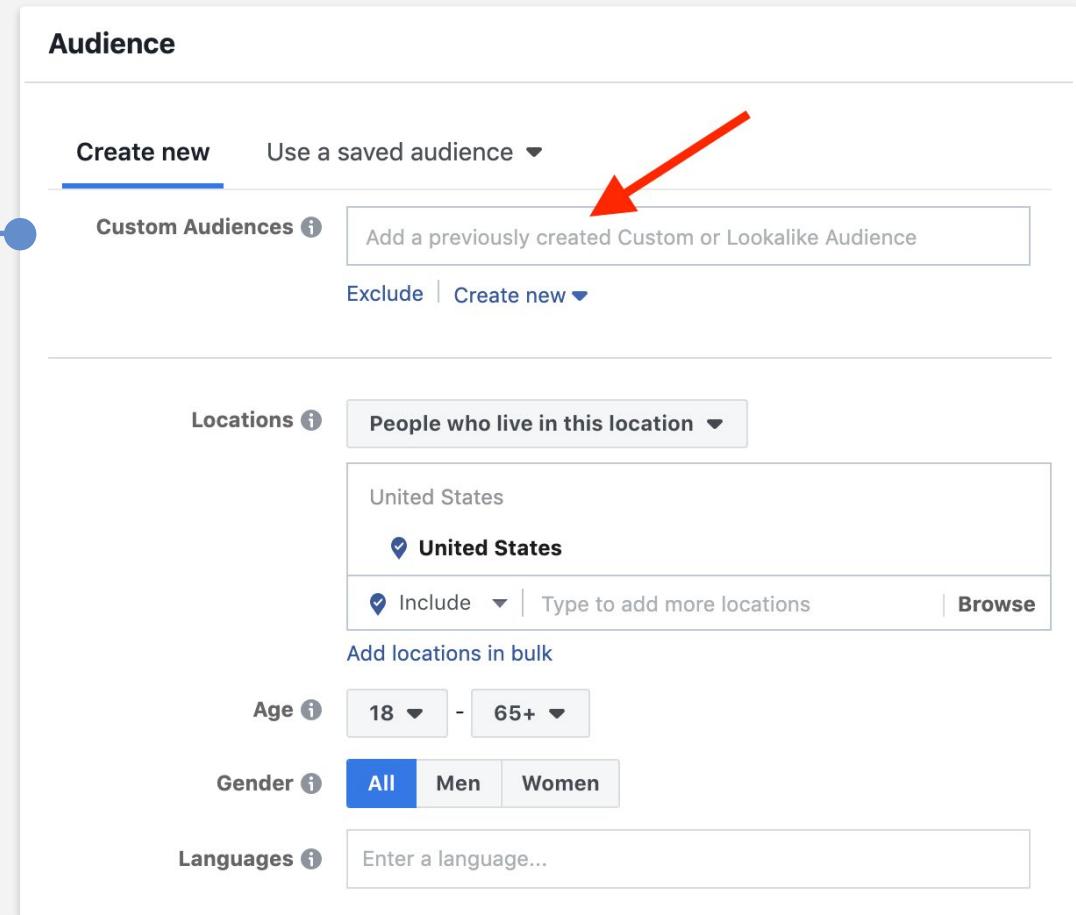
HOW TO TARGET YOUR FACEBOOK ADS TO A CUSTOM AUDIENCE

Targeting audiences is extremely simple. Start with opening Facebook Ads Manager and creating a new adset within a campaign.

Scroll down to the Audiences section:

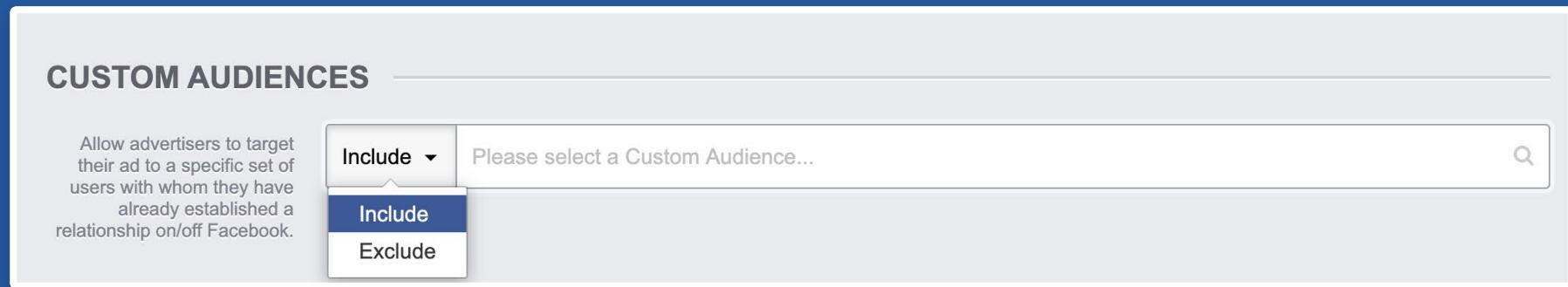
Just start typing the name of the Custom Audience you want to target and select it from the autocomplete list. If you want, **you can select more than one Custom Audience to increase your reach.**

Once you've selected an audience, you'll notice that hovering your mouse cursor over it will cause two icons to appear. The X deletes your audience and clicking the down arrow gives you the option to exclude the audience.



HOW TO DO IT WITH ADESPRESSO

Targeting Custom Audiences in AdEspresso is very similar to how it's done on Facebook. When defining your campaign's target at Step 3, use the Custom Audience box. You'll find two distinct options: one to select the Custom Audiences you want to target, and one for those you want to exclude.



To help you get the most out of your advertising dollars, AdEspresso also allows you to perform a split test on your audiences. This way, a set of ads will be created for each Custom Audience you're targeting.

This will give you detailed statistics on the effectiveness and CPA of each one.

8

Chapter Eight

8 WAYS TO BOOST YOUR CAMPAIGNS WITH CUSTOM AUDIENCES

Now that you know how to create and use Custom Audiences, it's time to switch from theory to practice.

Custom Audiences are a powerful tool, and using them can make the difference between wasting your advertising dollars and building a money-making campaign that lasts.

To begin experimenting with Custom Audiences, here's a list of **the eight top strategies used directly by the AdEspresso team or our customers to get amazing results from Facebook Ads.**

Strategy #1: Reach users who are not reading your emails

Though it's frustrating, a lot of the people receiving your emails aren't even opening them. This doesn't necessarily mean they don't like your product or service. Most likely, your message just got buried along with hundreds of others in their inbox.

If you have something really important to announce, export (or Data Sync) your list of email subscribers who didn't open your latest emails and try to reach them through Facebook Advertising instead. Most email services allow you to segment and export lists based on who's opened your recent emails.

Strategy #2: Regain lost customers

How many times have you discovered a great site only to forget about it later? This clearly happens often, even if you've bought a great product. This may be the case for your old customers, as well.

To solve this, create a Custom Audience with a list of all the people who have bought something from you in the past, but haven't bought anything recently, and target them with ads about your new products. They already know and trust you since they've purchased from you in the past. Leverage this!

Remind them that they've done business with you in the past, and maybe **offer them a sweet deal** since they are long time customers. For these kinds of campaigns, **craft a very direct and friendly message**.

Use your brand in the picture or in the title. These users will recognize and trust your brand.

Here's a nice example from a great marketer, Andrea Vahl. She knows I already visited her blog and subscribed to her email list, so she boldly uses her name and picture in the ad to get my attention and boost my trust.



Strategy #3: Target people very similar to your customers

This tactic is perfect to get new customers without going crazy figuring out how old are they, where they live or what interests they have. Let Facebook figure it out!

Create a Custom Audience with the emails of your customers. Then, create a Lookalike Audience from that list, starting with a small percentage at first.

Once the Lookalike Audience is ready, target these new prospects with a 60 second video of your service or product.



BONUS TIP #1

If you're advertising on Facebook to generate new leads or grow your mailing list, always remember to create an updated Custom Audience with all the contacts you already have.

Then, exclude this audience from your advertising. You don't want to waste money by targeting ads at people you're already in contact with.

Strategy #4: Grow your Facebook page likes

Custom Audiences can be a cheap way to have your contacts like your page so create a Facebook Ads campaign targeted to a Custom Audience containing all your contacts.

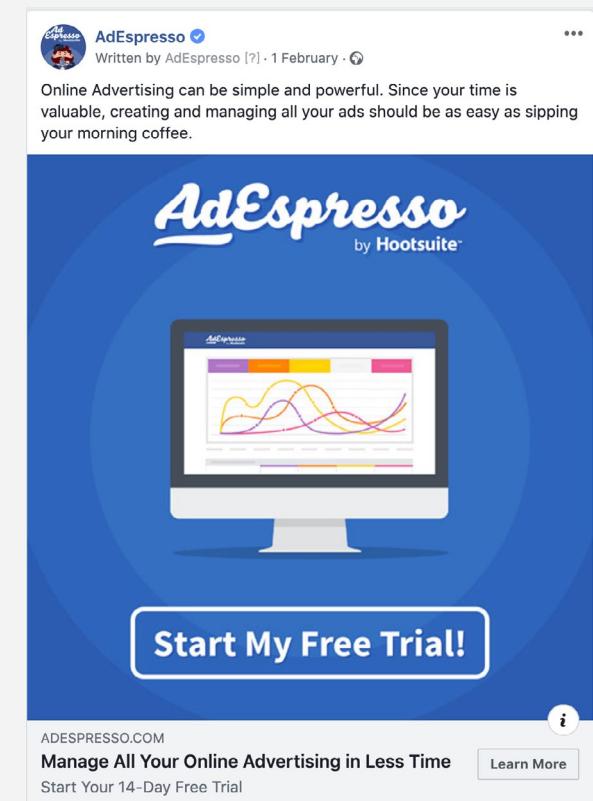
To avoid wasting money, exclude all of your existing Page fans from your targeting options. They've already liked your Page and typically won't add value.

Strategy #5: Guide People Through Your Sales Funnel

An AdEspresso subscription is only going to appeal to a subset of digital marketers and only a small fraction of the general population.

So, we boost more general blog posts to cold traffic and can then build a 5 day audience of website visitors and advertise a free trial to them. As they're already aware of AdEspresso, the conversion rate is much higher than promoting trials to cold traffic.

Current and previous customers are excluded from these campaigns using login data based on the pixel being installed on the AdEspresso login page and also custom audiences based on email lists of current and churned customers, updated using Data Sync.



Strategy #6: Upsell products or upgrades

As this guide has already mentioned, it's easier to sell to someone who has already bought from you than to a total stranger. Custom Audiences make it extremely simple to get your customer to buy more. Create Custom Audiences of people who have bought from you, segmented by product category or kind.

Strategy #7: From Web to Mobile & vice-versa

Nowadays, many businesses rely both on a website and a mobile app. Facebook Custom Audiences can be a great way to move users from one platform to the other, making sure you can reach your customers everywhere.

Simply create two audiences — one with just your website users and one with the mobile app users.

Then create two campaigns: one mobile app install campaign to have your website users install your mobile application, the other allowing your mobile users to access your website where it may be easier to close a sale.



WARNING!

Many Facebook advertising guides about Custom Audiences note ad-hoc software that crawls Facebook's Pages and Groups, saving the Facebook User IDs of fans and group members for targeting purposes.

So, why are we not discussing it here? Because **it violates Facebook's Terms & Conditions.**

No matter how effective it is, it may get you in trouble and your account may be banned. Don't risk it!

Strategy #8: Target your Page Engagement Fans with a Lead Magnet

You know these people are liking, commenting, and sharing your page posts with their Facebook accounts...but why not get even more personal by asking for an email? This is one big advantage of the page engagement custom audience option.

By targeting your highly engaged page fans with a lead magnet (like an eBook or PDF checklist) you can open up a new channel for them: your email marketing.

Just don't forget to exclude your current customers or leads from the ads!



So, What's Next?

In this guide, we've shown you how and when to use Custom Audiences.

The next step for you is to put everything you've learned into practice – and AdEspresso has the tools to help you do just that!

If you're an AdEspresso customer — [**click here to sign up for a 14-day free trial**](#) — you'll have access to the AdEspresso **Data Sync Tool**.

Instantly connect your Lead Ad Forms with HubSpot, MailChimp, GetResponse, ActiveCampaign, AWeber, and many more — new integrations are added almost every month and AdEspresso **supports multiple accounts for each tool!**



AdEspresso Data Sync

Beta

1 Source

2 Source Config

3 Target

4 Target Config

5 Mapping

6 Recap

6 RECAP

SOURCE

Leads from **Mailchimp List Test2** of account devtest
(wildancer+mailchimptest@gmail.com)

TARGET**MAPPING FIELD**

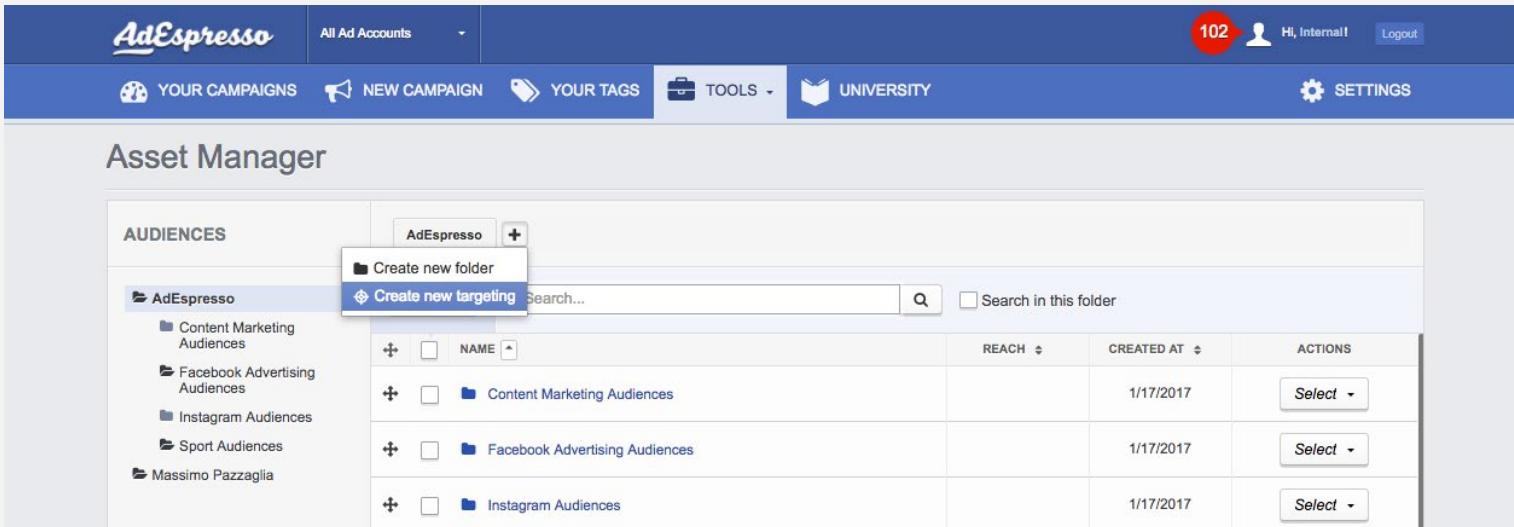
Mail Address Mail Address

[Back](#)**Save**

Once you've set up the sync, AdEspresso will **automatically** add all of your new leads from your Lead Ads into the CRM of your choice. The process also works in reverse – meaning you can sync your CRM contacts into a Custom Audience, too!

In addition to Data Sync, but you'll also have access to Asset Manager.

Here, you can create folders to separate the audiences, for example relating to a certain promotion or by the name of the person that created them. **This is especially useful for agencies to keep track of all their audiences across multiple ad accounts.**



The screenshot shows the AdEspresso Asset Manager interface. At the top, there's a navigation bar with links for 'YOUR CAMPAIGNS', 'NEW CAMPAIGN', 'YOUR TAGS', 'TOOLS', 'UNIVERSITY', and 'SETTINGS'. On the right side of the header, there's a user profile with a red notification bubble showing '102' and options to 'Logout'. Below the header, the main title 'Asset Manager' is displayed. On the left, there's a sidebar titled 'AUDIENCES' containing a tree view of audience categories: 'AdEspresso' (which is expanded to show 'Content Marketing Audiences', 'Facebook Advertising Audiences', 'Instagram Audiences', 'Sport Audiences'), and 'Massimo Pazzaglia'. In the center, there's a search bar with the placeholder 'Search...' and a checkbox for 'Search in this folder'. Below the search bar, there's a button labeled 'Create new targeting'. A dropdown menu is open over this button, showing two options: 'Create new folder' (which is highlighted) and 'Create new targeting'. To the right of the search bar, there's a table listing three audience items. The columns are labeled 'NAME', 'REACH', 'CREATED AT', and 'ACTIONS'. The listed audiences are: 'Content Marketing Audiences' (REACH: 1/17/2017), 'Facebook Advertising Audiences' (REACH: 1/17/2017), and 'Instagram Audiences' (REACH: 1/17/2017). Each row has a 'Select' button in the 'ACTIONS' column.

NAME	REACH	CREATED AT	ACTIONS
Content Marketing Audiences		1/17/2017	Select
Facebook Advertising Audiences		1/17/2017	Select
Instagram Audiences		1/17/2017	Select

Give it a go [during your free trial!](#)

Thank you for reading!
If you liked this ebook please share it:



...and if you want to make the
most out of Custom Audiences

**SIGN UP FOR
ADESPRESSO!**