Interest-based people targeting

In the New Conversions adset, there is a search bar that has Added demographics, interests, or behaviors. Here you can find people based on demographics, interests, or behaviors. Estimated audience size increases with the help of adding new interests. This is called staking. In staking, if someone has any of the following interests. It includes in our target audience. To make more narrow down your audience more specifically click on define further. It is used for laying.

In staking audience increases but in varying decreases. If your budget is low then only do layering but here extra budget then go for layering. This is called audience targeting. Here we show the ad to those people who have not seen your ad.