**Custom audiences**

In ads manager click on all tools then come on audiences. Here you can create your audience by clicking on Create Audience. Give it a meaning full name. To use this. When you were creating campaigns. While selecting audiences. Click on detailed targeting then find the custom audience click on it and enter the custom audience name to use it.

**FB page custom audience:-**

Ads manager 🡪all tools 🡪Audiences 🡪 Create Audience 🡪Custom audience

Select a Facebook page to create custom audiences. To create a customer list click on it. Then upload a custom file in it. You can buy data on Fiverr. Or You can search niche name adtargeting.io in Google. like, hear loss adtargeting.io I have created 1 million dollar sales by using this website.

LEADENFORCE.COM is much better but is paid software. Facebook will not allow you to target someone else group targeting because it is private. With the help of LEADENFORCE.COM. You can target someone's group audience.