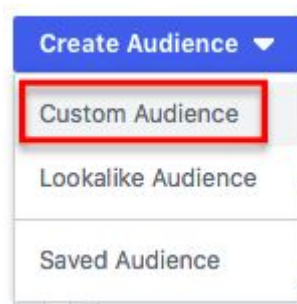# Custom Audiences

Custom Audiences

Remember there are three different audiences? Today we will talk about Custom Audiences.

A Custom Audience is a group of people who have already interacted with you in one way or the other.
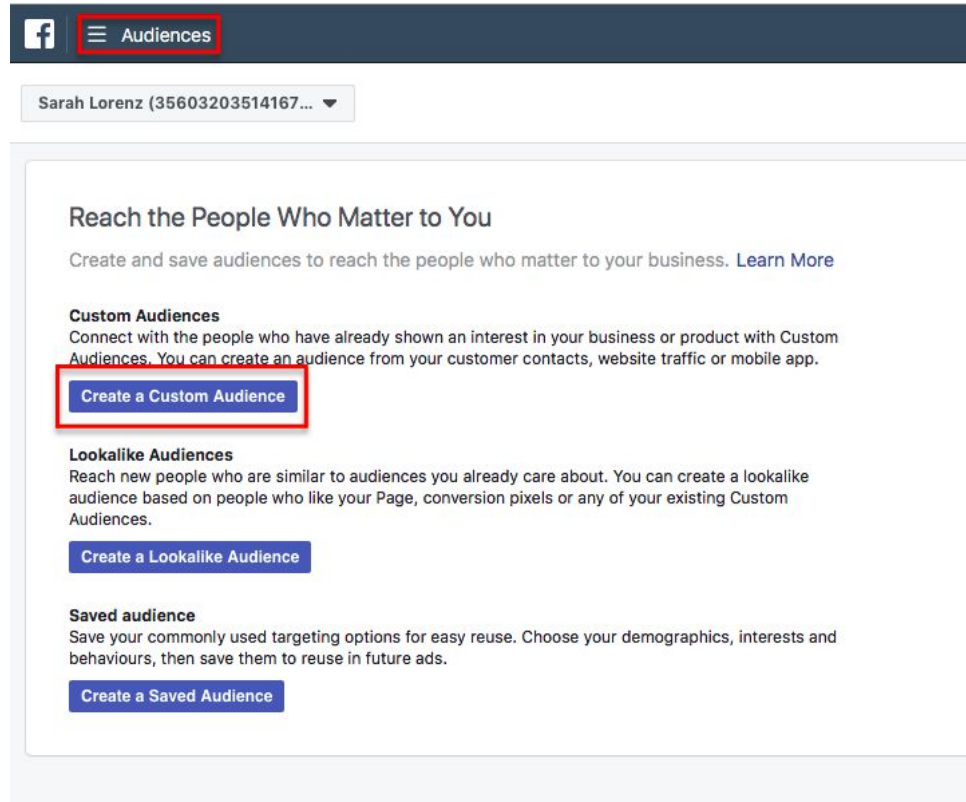
They can be

email subscribers,
website visitors,
Facebook fans,

...and more!

Custom Audiences

To set this up go back into your Ads Manager, the menu and choose "Audiences" and then "Create a Custom Audience".

Custom Audiences

Now you have five main options.

Let's start at the top and work our way down.

Create a Custom Audience   ✕

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or prospects who have interacted with your business on Facebook or other platforms.

Customer file
Use a customer file to match your customers and prospects with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

Website traffic
Create a list of people who visited your website or took specific actions using Facebook pixel.

App activity
Create a list of people who launched your app or game, or took specific actions.

Offline activity **UPDATED**
Create a list of people who interacted with your business in-store, by phone or through other offline channels.

Engagement **UPDATED**
Create a list of people who engaged with your content on Facebook or Instagram.

Custom Audiences

Customer file:

If you use MailChimp you can directly upload your email subscribers by clicking here and then logging into Mailchimp.

Get
SOME
Magic

Create a Custom Audience   ×

Customer file

📑 **Add customers from your own file or copy and paste data**
    Use your customers' information to match them with people on Facebook.

⤓ **Import from MailChimp**
    Import email addresses directly from this third-party connection by
    providing your login credentials.

Customer file with lifetime value (LTV)

📊 **Include LTV for better-performing lookalikes** NEW
    Use a file with LTV to create a lookalike that is more similar to your most
    valuable customers.

Back

Custom Audiences

You can then select one or more lists that you want to upload into your Ads Manager.

Create a Custom Audience   ✕

Select one or more lists. A new audience will be created for each email list.

☑	**Name**
☑	Ebook - Wandern mit Pferden
☑	eBook Testleser
☑	Online-Kurs
☑	Verwandert.de Newsletter

4 lists selected

Create Audience

Custom Audiences

We don't want to take any further steps just yet, so click "Done".

Custom Audiences

If you don't use Mailchimp go for the option at the top.

Create a Custom Audience ✕

Customer file

📄➕   **Add customers from your own file or copy and paste data**
Use your customers' information to match them with people on Facebook.

⤓   **Import from MailChimp**
Import email addresses directly from this third-party connection by providing your login credentials.

Customer file with lifetime value (LTV)

📊   **Include LTV for better-performing lookalikes** `NEW`
Use a file with LTV to create a lookalike that is more similar to your most valuable customers.

Back

Custom Audiences

Here you'll want to upload your email list as a csv or txt file.

(So first you'll need to download this from your email provider to your computer)

Make sure to give it a smart name and to include the date in it.

Mine have names like:

FBAdsfree_20190109
Emailliste_ContentUpgrade_20180304

Custom Audiences

Then for data protection reasons you need to tell Facebook where you got your data from.

If it's your own email list and people signed-up directly to it, it's "Directly from customers".

Original data source ⓘ | Select the origin of this upload ▼

● Add a new file (CSV

export.csv

From customers and partners
Advertisers collected information directly from their customers and it was also sourced from their partners (i.e. agencies).

Directly from customers
Advertisers collected information directly from their customers.

From partners
Advertisers sourced information directly from their partners (i.e. agencies or data providers).

Custom Audiences

After uploading the file it will probably look something like this.

That's fine, as you only want to upload the email addresses anyhow.

Click on "Upload & Create".

Custom Audiences

Depending on your email provider and the exact format Facebook might show you a message like this.

This is fine.

Click "Upload Anyway".

Some identifiers won't be uploaded

It looks like there are still 20 unmapped identifiers in your file.
Finish mapping the data to improve the match rate.

Do Not Upload ▾

✓ Do Not Upload

Email
Phone Number
First name
Last name
Country

Back   Upload Anyway
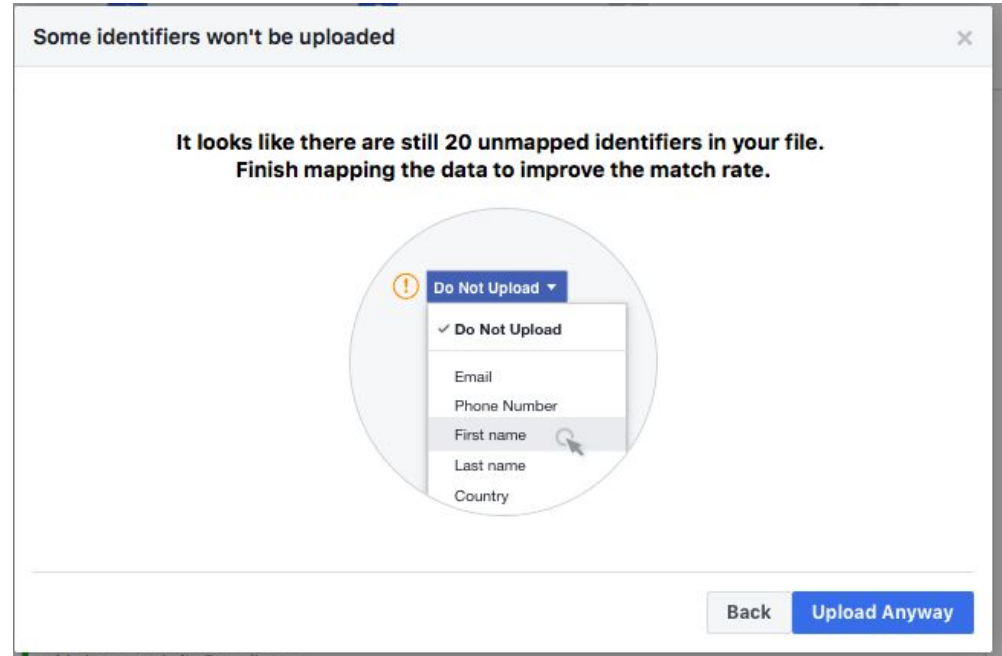
Custom Audiences

Check that the number of rows is similar to the number of people who are on your email list

(it will always be slightly less).

Then click "Done".

Custom Audiences

If Facebook tells you your audience is "too small"- don't worry!
It might be too small to create a Lookalike Audience out of it but it's never too small
to run Facebook Ads to it.

	Name	Type	Size	Availability	Date Created ▼	Sh
☐	Online-Kurs	Custom Audience MailChimp	Below 1,000 Small after matching ⓘ			--
☐	FBAdsfree_20190109	Custom Audience Customer List	Below 1,000 Small after matching ⓘ			--
☐	FBAdsfree_20190107	Custom Audience Customer List	Below 1,000 Small after matching ⓘ			--
☐	FBAdsfree_20181227	Custom Audience Customer List	Below 1,000 Small after matching ⓘ			--
☐	Lookalike (AT, CH and 3 others, 1%) - Sarahs Besucher	Lookalike Custom Audience:Sarahs Bes...	710,000			

Audience is too small after matching

The size of this audience is small after matching your customer file to profiles on Facebook. If an ad set's audience is too small, your ads may not be delivered.

Actions you can take
Check your data source and make sure that you're following best practices to get the highest possible match rate for your audience.

Learn more

Custom Audiences

You will need to upload your email list on a regular basis to always be able to reach all your new subscribers.

There are paid tools that can do that automatically for you which is especially cool if you want to make sure you always exclude people who have already bought your product. One such tool for this is https://connectio.io/connectaudience/

However, you can definitely do this manually.
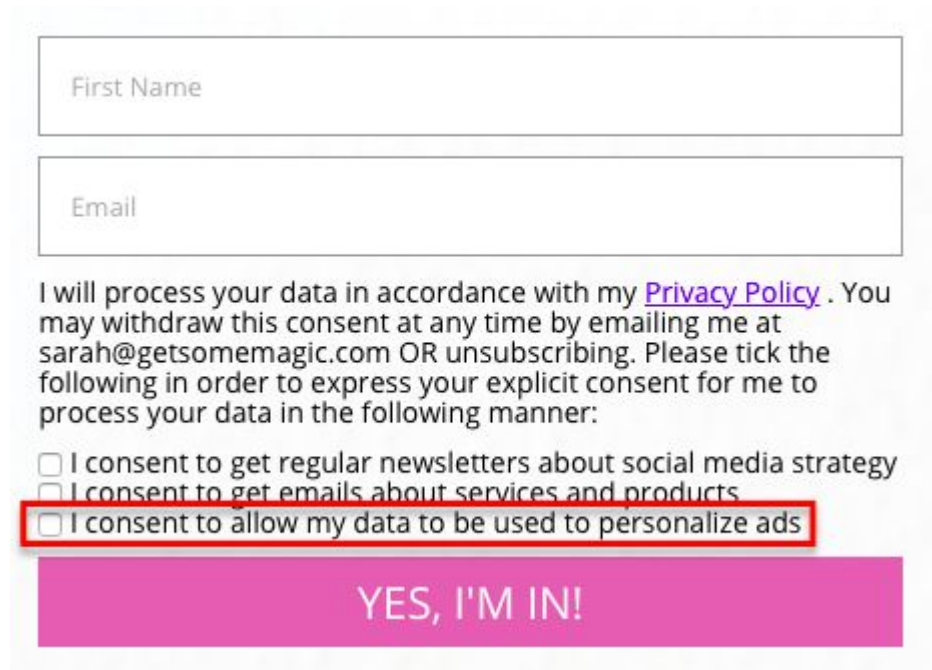
Custom Audiences

Customer file and GDRP

To be able to upload your subscribers (or buyers) email addresses to Facebook you need their permission to do so.

The easiest way is to get this directly when people opt in.

Custom Audiences

I've added an extra checkbox for this on my Leadpages landing pages.

This was coded for me.

Custom Audiences

If you're using Mailchimp it gives you the option to include GDPR fields.

There is an explanation here: https://mailchimp.com/help/collect-consent-with-gdpr-forms/

This should also be possible for most other (European) email tools.

When in doubt, get an IT-expert from http://upwork.com to help you with this.

Marketing Permissions

The Potted Planter II will use the information you provide on this form to be in touch with you and to provide updates and marketing. Please let us know all the ways you would like to hear from us:

☐ Email

☐ Direct Mail

☐ Customized online advertising

You can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us, or by contacting us at wendy@mailchimp.com. We will treat your information with respect. For more information about our privacy practices please visit our website. By clicking below, you agree that we may process your information in accordance with these terms.

We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. Learn more about Mailchimp's privacy practices here.

Custom Audiences

You could also ask people towards the end of your funnel if they consent to this and then when they click a button they get added to a seperate list that you then upload to Facebook as a Custom Audience.

And just to be clear: Those were high-end clients who paid a nice amount of money for an in-person workshop.

This is possible for you, too, %FIRSTNAME%!
I'm here to teach you 😊

Let's stay in touch, shall we? Click the button below to consent that I use your email address to personalize my Facebook Ads.

Click here to see my awesome Facebook Ads in the future

Custom Audiences

Ok, we covered customer file, so let's continue with another Custom Audience option: Website traffic.

This is one of the reasons why you installed the Facebook Pixel on your homepage: So that now you can create an audience of people who've been to your website and retarget them.

Create a Custom Audience   ✕

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or prospects who have interacted with your business on Facebook or other platforms.

Customer file
Use a customer file to match your customers and prospects with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

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Create a list of people who launched your app or game, or took specific actions.

Offline activity [UPDATED]
Create a list of people who interacted with your business in-store, by phone or through other offline channels.

Engagement [UPDATED]
Create a list of people who engaged with your content on Facebook or Instagram.

Custom Audiences

Here you have three different options:

You can create an audience out of everyone who has been to any of your websites / sub-pages

You can select "All website visitors" or "PageView". As you should have the Pixel on every single site this means the same.

Definitely create this one!

Custom Audiences

You can create an audience out of everyone who has been to a SPECIFIC website.

For example: People who landed on the thank-you page after signing up.

Or the thank-you page after buying something.

Or people who had a look at the sales-page of your product

Create a Custom Audience   ✕

Include people who meet   ANY ▼   of the following criteria:

● Sarah Lorenz's Pixel ▼

People who visited specific web pages ▼   in the past   30   days ⓘ

URL ▼   contains ▼   ✕

getsomemagic.lpages.co/ads-training-thanks/ ✕   or

+ And also

Further refine by

🟩 Include more   🟦 Exclude

Audience name   Name your audience   50 ✕   Show description

Cancel   Back   **Create Audience**

Custom Audiences

This third option is especially cool if you have lots of website visitors. You can create an audience out of the people who spent the most time on your website.

These are high-quality people - they are obviously extremely interested in you and your business.

Create a Custom Audience   ✕

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

● **Sarah Lorenz's Pixel**   ▼

Visitors by time spent ▼   **Top 25% ▼**   in the past   **30**   days ⓘ

+ Select specific web page(s   **Percentile**

                               ✓ **25%**

                                 10%

                          📗 Include more   📘 Exclude
                                 5%

Audience name   Name your audience   50   ✕   Show description

Cancel   Back   **Create Audience**

Custom Audiences

The time span you select in every Custom Audience depends on the exact audience.

For all website visitors I would go for the maximum of 180 days.

For specific groups of people who've been to your sales page, I would choose less days, more towards 30.

These Custom Audiences will always renew themselves, so don't put a date in the audience name.

Create a Custom Audience   ✕

Include people who meet   ANY ▼   of the following criteria:

● Sarah Lorenz's Pixel   ▼

All website visitors ▼   in the past   180   days ❶

🔲 Include more   🔲 Exclude

Audience name   Name your audience   50   ✕   Show description

Cancel   Back   Create Audience

Custom Audiences

These two custom audience options apply if you have an app for your business or an offline store that customers visit in person.

As this likely isn't the case for most of you, we won't touch on these options in this course.

If you DO have an app or offline store then definitely check out these options.

Create a Custom Audience ✕

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or prospects who have interacted with your business on Facebook or other platforms.

Customer file
Use a customer file to match your customers and prospects with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

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App activity
Create a list of people who launched your app or game, or took specific actions.

Offline activity `UPDATED`
Create a list of people who interacted with your business in-store, by phone or through other offline channels.

Engagement `UPDATED`
Create a list of people who engaged with your content on Facebook or Instagram.

Custom Audiences

The last main option you have for your
Custom Audience is engagement.

Create a Custom Audience   ✕

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or prospects who have interacted with your business on Facebook or other platforms.

Customer file
Use a customer file to match your customers and prospects with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

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App activity
Create a list of people who launched your app or game, or took specific actions.

Offline activity [UPDATED]
Create a list of people who interacted with your business in-store, by phone or through other offline channels.

Engagement [UPDATED]
Create a list of people who engaged with your content on Facebook or Instagram.

Custom Audiences

These are all powerful audiences. And the cool thing is that for these you don't even need the Facebook Pixel or any complicated GDPR tools in place.

I recommend you definitely work with video viewers, Facebook / Instagram engagement and event interactions (if you have an event).

Video `UPDATED`
Create a list of people who have spent time watching your videos on Facebook or Instagram.
From:

Lead form `UPDATED`
Create a list of people who have opened or completed a form in your lead ads on Facebook or Instagram.
From:

Full-screen experience `UPDATED`
Create a list of people who have opened your collection ad or Canvas on Facebook.
From:

Facebook Page
Create a list of people who have interacted with your Page on Facebook.
From:

Instagram business profile `NEW`
Create a list of people who have interacted with your Instagram business profile.
From:

Event `NEW`
People who have interacted with your events on Facebook.
From:

Custom Audiences

Start with people who have viewed at least 10 seconds of one or more of your videos.

I know, 10 seconds doesn't sound like much but you want this audience to be a little bigger.

Go for 30 or 60 days.

And name it in a way that you will always know what this audience is about.

Custom Audiences

You can also target people who engaged with any post or ad of your Facebook or Instagram page.

This is especially cool if you're only starting with your Facebook Ads and don't have any other files (like email subscribers) that you can use.

I recommend you choose "People who engaged with any post or ad"

Create a Custom Audience ✕

Include people who meet [ANY ▾] of the following criteria:

Page: 🖼 Social Media Magic by Sarah L... ▾

[Everyone who engaged with your Page ▾] in the past [365] days ⓘ

✓ **Everyone who engaged with your Page** ⓘ

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 ⓘ

🖼 Include more   🖼 Exclude

50 ✕   Show description

Ca...   Back   **Create Audience**

Get SOME Magic

Custom Audiences

Another Customer Audiences engagement option are events.

You can retarget people who have interacted with your event in some way.

For example: You could create a campaign for people who have clicked on "Interested" to remind them to purchase a ticket or to actually attend your offline or online event.

HOMEWORK

Go through the list of Custom Audiences again and create as many Custom Audiences as possible that make sense for your business

Now it's your turn

You can do this! Have fun! 🍡

Get
SOME
Magic