



Custom Audiences

Custom Audiences

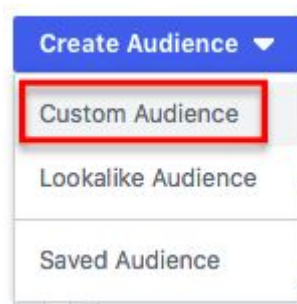
Remember there are three different audiences? Today we will talk about Custom Audiences.

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

They can be

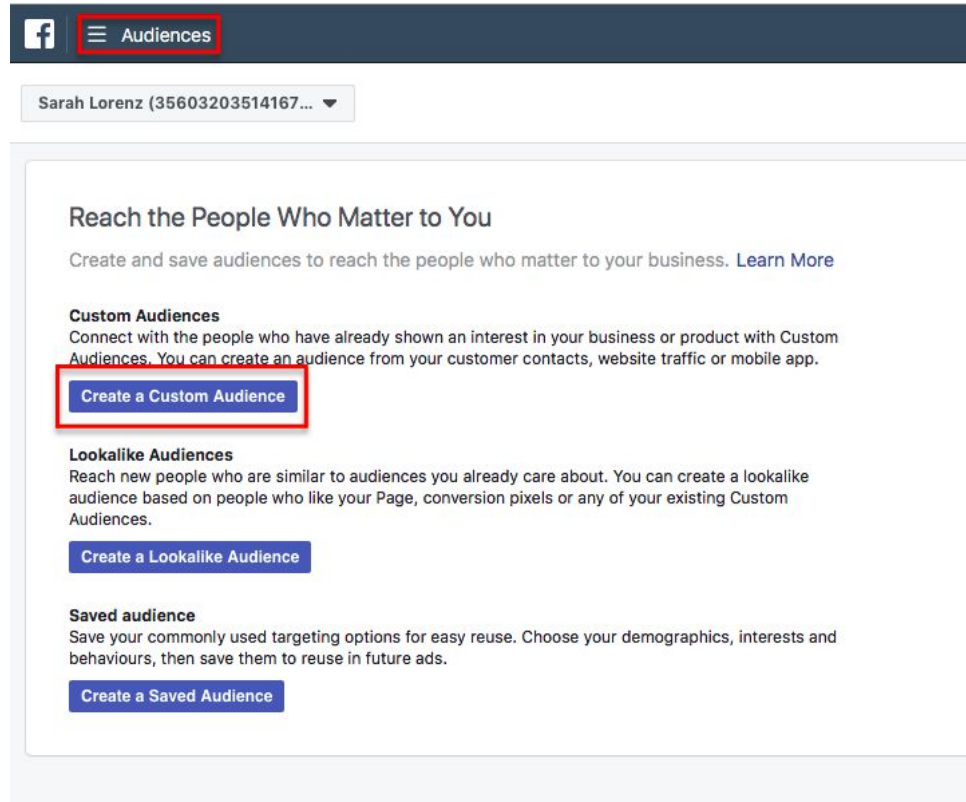
email subscribers,
website visitors,
Facebook fans,

...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”.



Facebook icon Audiences

Sarah Lorenz (35603203514167... ▼)

Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business. [Learn More](#)

Custom Audiences

Connect with the people who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app.

Create a Custom Audience

Lookalike Audiences

Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

Create a Lookalike Audience

Saved audience

Save your commonly used targeting options for easy reuse. Choose your demographics, interests and behaviours, then save them to reuse in future ads.

Create a Saved 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.


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.

<input checked="" type="checkbox"/>	Name
<input checked="" type="checkbox"/>	Ebook - Wandern mit Pferden
<input checked="" type="checkbox"/>	eBook Testleser
<input checked="" type="checkbox"/>	Online-Kurs
<input checked="" type="checkbox"/>	Verwandert.de Newsletter

4 lists selected

Create Audience

Custom Audiences

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

Create a Custom Audience



Next Steps

Start creating an ad using the Custom Audience that you just created or creating a Lookalike Audience to expand your audience.



Create an Ad Using the Audience

You can start creating an ad using the Custom Audience that you just created.



Expand your Audience

Facebook can help you reach more people who matter to your business by finding people who are similar to your source audience.


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:

FBAfree_20190109
Emailiste_ContentUpgrade_20180304

Create a Custom Audience

1 Add customer list 2 Edit data mapping 3 Hashed upload and creation 4 Next steps

Prepare a file with your customer data

[How to prepare your 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

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

Audience name 50 X [Show description](#)

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

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".

Create a Custom Audience

1

2

3

4

Add customer list
Edit data mapping
Hashed upload and creation
Next steps

Preview and map your identifiers

Map your data to upload it. Your data will be hashed before it's uploaded. [Learn more.](#)

<div>ID</div> <div>1135</div> <div>2505</div> <div>4345</div> <div>1206</div>	<div>!</div> <div>Date of birth ▼</div> <div>Choose format ▼</div>
<div>List Name</div> <div>Content Upgrade Lead Generation</div> <div>Content Upgrade Lead Generation</div> <div>Content Upgrade Lead Generation</div> <div>Content Upgrade Lead Generation</div>	<div>!</div> <div>Do not upload ▼</div>
<div>Email</div> <div>a.nicolezunino@icloud.com</div> <div>agencenoho@gmail.com</div> <div>agh2002@bellsouth.net</div> <div>aida.kamarauskaite@gmail.com</div>	<div>✓</div> <div>Email address ▼</div>
<div>First Name</div> <div>NICOLE</div> <div>Elodie</div>	<div>!</div> <div>Do not upload ▼</div>

1 column is mapped and will be uploaded: Email address

Cancel

Back

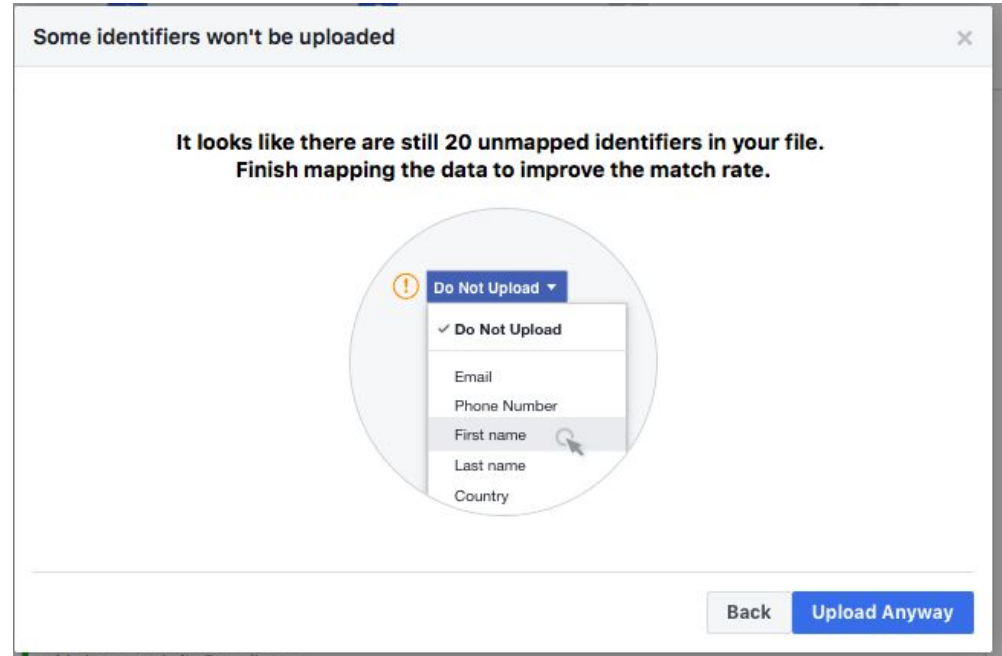
Upload & Create

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”.



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”.

Create a Custom Audience

×

1

2

3

4

Add customer list

Edit data mapping

Hashed upload and creation

Next steps

Your audience data has been uploaded

✓

209 rows uploaded (100%)

1

It may take a few minutes for us to finish matching your customers to people on Facebook. We'll notify you when your audience is ready to use. You can also check the status in [Audience Manager](#).

Next steps

⋮

⋮

Create a Lookalike Audience

Expand your reach by creating an audience of people similar the customers who you already care about.

📄

📄

Create an ad

Start building an ad now to target your new audience.

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.

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created	SL
<input type="checkbox"/>	Online-Kurs	Custom Audience MailChimp	Below 1,000 Small after matching ⓘ	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		
<input type="checkbox"/>	FBAdsfree_20190109	Custom Audience Customer List	Below 1,000 Small after matching ⓘ			
<input type="checkbox"/>	FBAdsfree_20190107	Custom Audience Customer List	Below 1,000 Small after matching ⓘ			
<input type="checkbox"/>	FBAdsfree_20181227	Custom Audience Customer List	Below 1,000 Small after matching ⓘ			
<input type="checkbox"/>	Lookalike (AT, CH and 3 others, 1%) - Sarahs Besucher	Lookalike Custom Audience:Sarahs Bes...	710,000			

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 GDPR

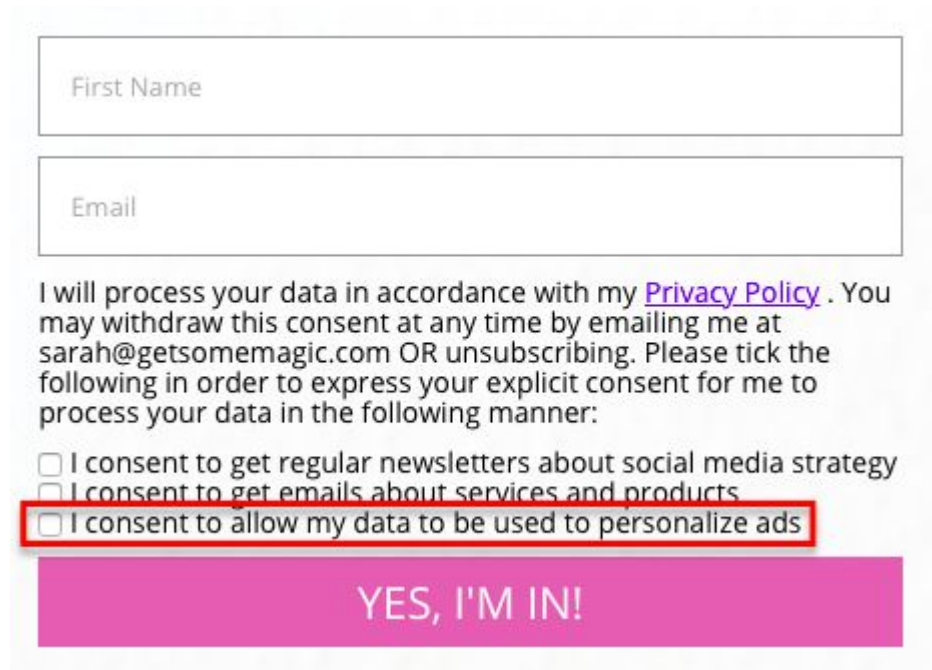
To be able to upload your subscribers (or buyers) email addresses to Facebook you need their permission to do so.

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.

A screenshot of a lead capture form on a landing page. It includes two input fields for 'First Name' and 'Email'. Below these is a paragraph of text explaining data processing and consent. Three checkboxes are listed, with the third one, 'I consent to allow my data to be used to personalize ads', highlighted by a red rectangular box. At the bottom is a large pink button labeled 'YES, I'M IN!'.

First Name

Email

I will process your data in accordance with my [Privacy Policy](#) . You may withdraw this consent at any time by emailing me at sarah@getsomemagic.com OR unsubscribing. Please tick the following in order to express your explicit consent for me to process your data in the following manner:

- ☐ I consent to get regular newsletters about social media strategy
- ☐ I consent to get emails about services and products
- ☐ I consent to allow my data to be used to personalize ads

YES, I'M IN!

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 separate 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.




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

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!

Create a Custom Audience

Include people who meet

ANY

of the following criteria:

Sarah Lorenz'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

Include more

Exclude

50

×

Show description

Cancel

Back

Create Audience

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% ▼

Percentile

✓ 25%

10%

5%

+ Select specific web page(s)

in the past

30

days ⓘ

Include more

Exclude

Audience name

50 ×

Show description

Cancel

Back

Create Audience

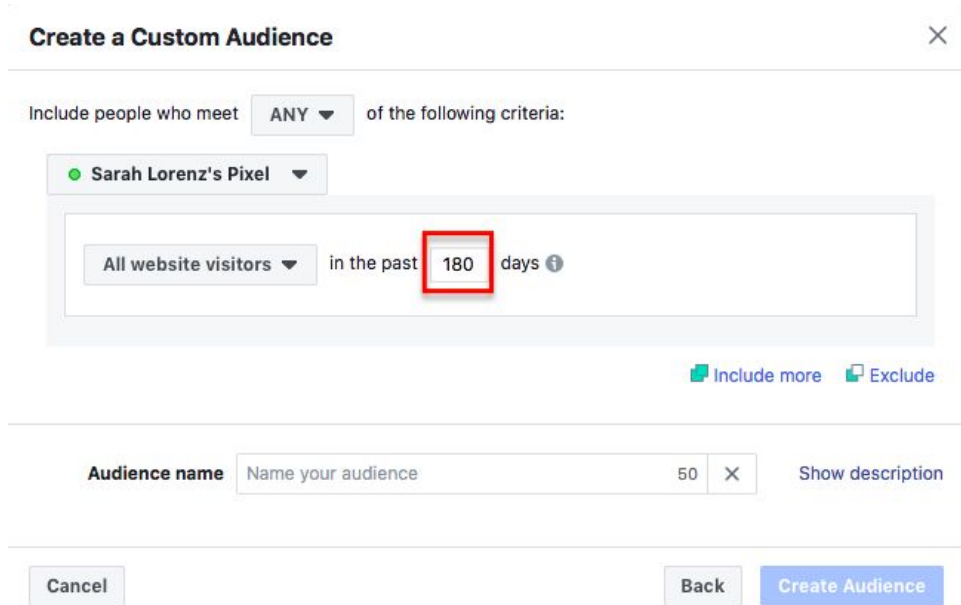
Custom Audiences

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.

The image shows the Facebook 'Create a Custom Audience' interface. At the top, there's a title bar with a close button. Below it, a section titled 'Include people who meet' has a dropdown menu set to 'ANY' and the text 'of the following criteria:'. Under this, a box labeled 'Sarah Lorenz's Pixel' contains a criteria selection area. This area has a dropdown menu set to 'All website visitors', followed by the text 'in the past', a red-bordered input field containing the number '180', and the word 'days' with an information icon. To the right of this box are two buttons: 'Include more' (with a plus icon) and 'Exclude' (with a minus icon). Below the criteria box is an 'Audience name' field with the placeholder text 'Name your audience', a character count '50', and a close button. To the right of the name field is a 'Show description' link. At the bottom of the form are three buttons: 'Cancel', 'Back', and 'Create Audience' (which is highlighted in blue).

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.



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

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

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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.

Create a Custom Audience

Engagement ⓘ

People who viewed at least ten seconds of your video



Edit

Choose a content type
Browse

In the past ⓘ

60
days

Audience name

VideoViews_Modules_60D

Add a description (optional)

Back
Create Audience

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

Back

Create Audience

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.

Create a Custom Audience

×

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 ⓘ

Include more
 Exclude

50 × Show description

Cancel
 Back
 Create Audience



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! ●

