

# GETTING STARTED: CUSTOM AUDIENCE FEATURE



Custom Audience (CA) lets advertisers find their audiences among people who are on Facebook by allowing you to send Facebook a list of contacts to match with their Facebook user ID and then target them with ads.

| OBJECTIVE                       | YOUR CUSTOMERS  | PROSPECTS   |
|---------------------------------|---|---|
| Extend campaign reach on FB     | Cross-sell and upsell                                   | Purchased through FB sales representative                       |
| Grow your FB audience           | Segment and find customers who have not liked you on FB | N/A   |
| Extend your overall reach on FB | Can suppress customers to avoid duplication             | Identify and find “lookalike” audiences to reach new prospects* |

\*Use the Power Editor tool option.

## 1

### Getting Started

- For first time users, go to Ads Manager and select “Audiences” (If you have multiple Business Pages or campaigns, you will use the Power Editor)
- If you have previous custom audiences you will see them here or you can add a new custom audience by selecting “Create Audience”
- You can upload your existing list through a hashed data file or from MailChimp
  - Name your new data file and then upload the csv or text file containing data such as
    - E-mail address
    - Phone number
    - Facebook user IDS
    - App user IDS
    - IDFA’s
    - A Facebook pixel or the Facebook SDK, if you have an open graph API based website or mobile app
- It will take up to one hour for CA to match your data with FB data; you will receive notification when the CA is complete
- You will be able to see how many of your users were matched

Creating a lookalike custom audience is more advanced but will result in finding new prospects with a higher propensity to respond based on similarity to your customer base.

- Use the FB Ads Manager, select Power Editor – it may take a few minutes to load your customer audience settings and campaigns from the past
- Select Audiences and you will see a list of your custom audiences
- Select your custom audiences that will serve as the basis for finding look-alikes
- Select “Create Similar Audiences”
- You will then be asked to select your country and to optimize your lookalikes: selecting either Similarity (more targeted) or Greater Reach (broader)

**HINT:** Once you’ve created your lookalike custom audience, you can further target using additional demographics or interests when you create your ad.

**HINT:** You can expect to match between 30-70% of your file.

## 2

### Targeting ads to your Custom Audience: Newsfeed Ads and Right Rail Ads

- Be sure to target your messages to your custom audience for example:
  - Win back lost customers – “we’ve missed you...here’s a special offer”
  - Sell or upgrade existing, most active customers - “\$200 relationship account bonus reserved for our best customers”



#### CLOSER LOOK

### Regional Bank utilizes Facebook Custom Audience to Cross-Sell



Regional Bank has an aggressive mortgage refinance rate and home equity loan product. They want to reach out to customers who have opened DDA accounts during the past year, but direct mail and in branch marketing are not generating the same level of interest as they did in past campaigns.

Regional Bank decides to test Facebook Custom Audience and wants to match customers to Facebook’s database. They take their customer database, segmented by dates of opened DDA accounts during the last year, and include customer email address and phone numbers. Using Custom Audience, the bank’s data file is uploaded through their Facebook Ad Manager account. Facebook will then match the email address and/or phone number to those in their database.

Regional Bank creates a post that promotes a compelling offer to consider and act on their Facebook ad which includes a link to the bank website.

After the bank has set an ad budget, Facebook will begin pushing the message out to targeted customers whether they are fans of Regional Bank’s Facebook Business Page or not. Custom Audience has allowed Regional Bank to reach customers based on the data matches provided. They will be able to track and analyze the ad performance and conversions to their website.