

Custom Audiences

- You can upload lists of people that are purchased or acquired outside of Facebook
- You can also create audiences based on certain videos viewed and percentages of viewed
- You can use events and target people based on attended vs not
- You can target lead forms
- Website traffic
- User that engaged with posts or content
- Create “Lookalike Audiences” to find more people that you want






Custom Audiences

☰ Plan	+ Create & Manage	. Measure & Report	▣ Assets	⚙ Settings
Audience Insights Creative Hub	Business Manager Ads Manager Page Posts App Dashboard App Ads Helper Automated Rules	Ads Reporting Test and Learn Attribution Analytics Events Manager Pixels Offline Events App Events Custom Conversions Partner Integrations	<u>Audiences</u> Images Catalogs Business Locations Brand Safety Block Lists Videos	Settings Business Settings Billing

Search 

 All Audiences

FOLDERS

-  My recent audiences
-  Audiences in active ads
-  Audiences ready for use
-  Audience shared to account
-  Audience shared by account



















 Do you advertise for another business?

If you advertise on behalf of another business, identifying who you advertise for can provide multiple benefits:

- Streamlined terms of service acceptance
- Access to the same Audience Manager features as the business you're advertising for
- Clearer representation of the business promoting the ad with an upcoming update to **Why am I seeing this?**

[Tell Us Whom You Advertise For](#)
[Learn More](#)

Create Audience ▼ Filters ▼ Customize Columns ▼

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created ▼	Sharing
<input type="checkbox"/>	[REDACTED]	Saved Audience	79,000,000 	 Ready Last updated 04/12/2019	04/12/2019 4:14 PM	--
<input type="checkbox"/>	[REDACTED]	Custom Audience Website	Below 1000 Rules may be too strict 	 Ready	04/10/2019 5:16 PM	--
<input type="checkbox"/>	[REDACTED]	Custom Audience Customer List	Not available 	 Ready Last updated 04/10/2019	04/10/2019 3:45 PM	--
<input type="checkbox"/>	[REDACTED]	Custom Audience Engagement - Video	49,000 	 Ready	04/04/2019 3:05 PM	--
<input type="checkbox"/>	[REDACTED]	Custom Audience Customer List	Below 1000 Small After Matching 	 Ready Last updated 04/03/2019	04/03/2019 5:41 PM	--
<input type="checkbox"/>	[REDACTED]	Custom Audience Website	Below 1000 Rules may be too strict 	 Ready	04/03/2019 5:14 PM	--
<input type="checkbox"/>	[REDACTED]	Custom Audience Website	Below 1000 Rules may be too strict 	 Ready	04/03/2019 3:57 PM	--
<input type="checkbox"/>	[REDACTED]	Custom Audience Engagement - Page	21,000	 Ready	04/01/2019 2:11 PM	--
<input type="checkbox"/>	[REDACTED]	Saved Audience	Not available 	 Ready Last updated 03/21/2019	03/21/2019 11:31 AM	--
<input type="checkbox"/>	[REDACTED]	Lookalike	2,100,000	 Ready	03/21/2019	--

Create a Custom Audience



Use your sources



Website traffic



Customer file



App activity



Offline activity

Use Facebook sources



Video



Instagram business profile



Lead form



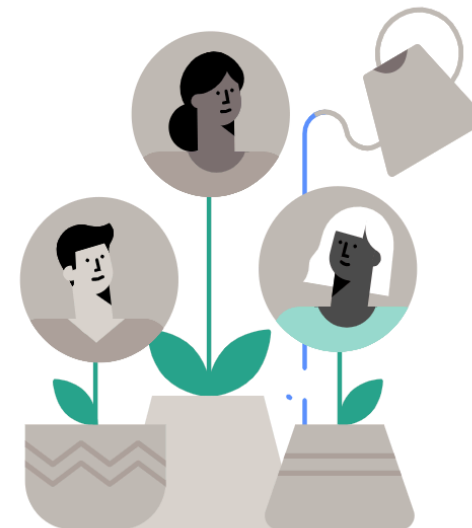
Events



Instant Experience



Facebook Page



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.



This process is secure and the details about your customers will be kept private.

Cancel



Use your sources

 Website traffic

 App activity

 Customer file


 Offline activity

Use Facebook sources

 Video

 Lead form

 Instant Experience

 Instagram business profile

 Events


 Facebook Page



Customer file

Create an audience using your existing customer information. Data will be hashed before uploading, and we won't store it afterward.

Needs


 .csv or .txt file

Cancel



Customer file

 Use a file that includes customer lifetime value (LTV)

 Use a file that doesn't include LTV

 Import from Mailchimp



Use a file that doesn't include LTV

Upload a file or copy and paste data, and we'll match your customer information to people on Facebook apps and services. When you include LTV, you can use it to create lookalike audiences of your most valuable customers.

Needs

 .csv or .txt file

Back

1

Prepare a File with Your Customer Data

Show

Identifiers you can use (15)

i

EmailPhone NumberMobile Advertiser IDFirst NameLast NameZIP/Postal CodeCityState/Province

CountryDate of BirthYear of BirthGenderAgeFacebook App User IDFacebook Page User ID

2

Add Your File

Original Data Source

i

Select the origin of this upload

▼

☒ Add a new file (CSV or TXT)

file template

☐ Copy and paste

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).

3

Name Your Audience

Name your audience

50

X

Show Description

1 Prepare a File with Your Customer Data

Show

Identifiers you can use (15)

EmailPhone NumberMobile Advertiser IDFirst NameLast NameZIP/Postal CodeCityState/Province

CountryDate of BirthYear of BirthGenderAgeFacebook App User IDFacebook Page User ID


2 Add Your File

Original Data Source

Directly from customers

☒ Add a new file (CSV or TXT)

Download file template

 [Redacted filename]

☐ Copy and paste

3 Name Your Audience

Name Your Audience32X

Show Description

Create a Data File Custom Audience



4 Preview and Map Your Data

⏪ Show

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

First Name	✓	First Name ▼
Ruben		
Jim		
Jasmine		
Lou		
Last Name	!	Do Not Upload ▼
Tormozov		
Manley		
Caldwell		
Thorne		
Street Address 1	!	
1981 E Palmer-Wasilla Hwy #202		
16774 Lon Rd.		
1104 Kari Knoll Cir		
1212 Ingram Ave		
Street Address 2	!	
Empty row		
City	!	
Wasilla		
Athens		
Birmingham		
Birmingham		

- Do Not Upload ▼
- ✓ Do Not Upload
- Email
- Phone Number
- Mobile Advertiser ID
- First Name ⓘ
- Last Name
- ZIP/Postal Code
- City
- State/Province
- Country
- Date of Birth
- Year of Birth
- Gender
- Age
- Facebook App User ID
- Facebook Page User ID

We accept full last names with or without accents.

EXAMPLES

Smith
Sørensen
Jacobs-Anderson

[Learn More](#)

Cancel

Upload & Create

Your audience data was uploaded



9509 rows uploaded (100%)



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 you already care about.



Create an ad

Start building an ad right now to target your new audience.

Done