

Audiences – Meta



Types of Audiences

Audience targeting helps you show your ads to the people you care about. There are two general approaches you can take to creating a target audience: specific and broad. The approach you choose depends on what you're trying to accomplish and what resources you have available. There are three targeting options you can use that are generated from Facebook's native information.



Core Audiences



Custom Audiences



Lookalike Audiences

[Video done by Ben Heath : https://www.youtube.com/watch?v=PjZN-qYTtRg](https://www.youtube.com/watch?v=PjZN-qYTtRg)



1. Core Audiences

With the Core Audience option, information is pulled from what people share in their profiles and the behaviors they exhibit on platforms. By identifying your Core Audience you can help more accurately market your campaign to the right people. For example, you can direct your ads to moms who are interested in sports, live in a big city and are environmentally conscious.

Detailed targeting is a targeting option available in the audience section of Ads Manager that allows you to refine the group of people FB show your ads to. You can do this with information such as additional demographics, interests and behaviors.



1. Core Audiences

These detailed targeting options may be based on:

- Ads they tap or click
- Pages they engage with
- Activities people engage in on Facebook related to things like their device usage, and travel preferences
- Demographics like age, gender and location
- The type of device they use and the speed of their network connection



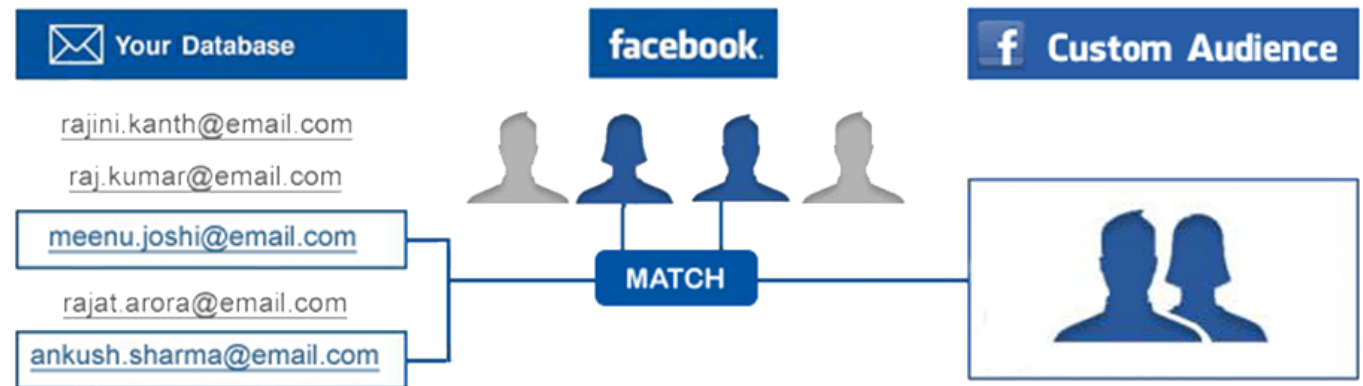
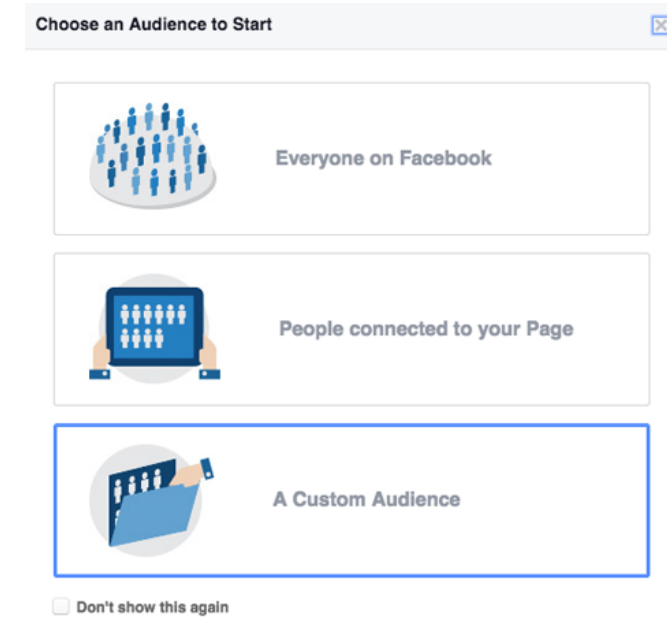
2. Custom Audiences

With the Custom Audience option advertisers reach people across devices based on the information they already have access to in a privacy-safe way. You can generate Custom Audiences by using your sources or using Facebook sources.

Generate Custom Audiences with your sources

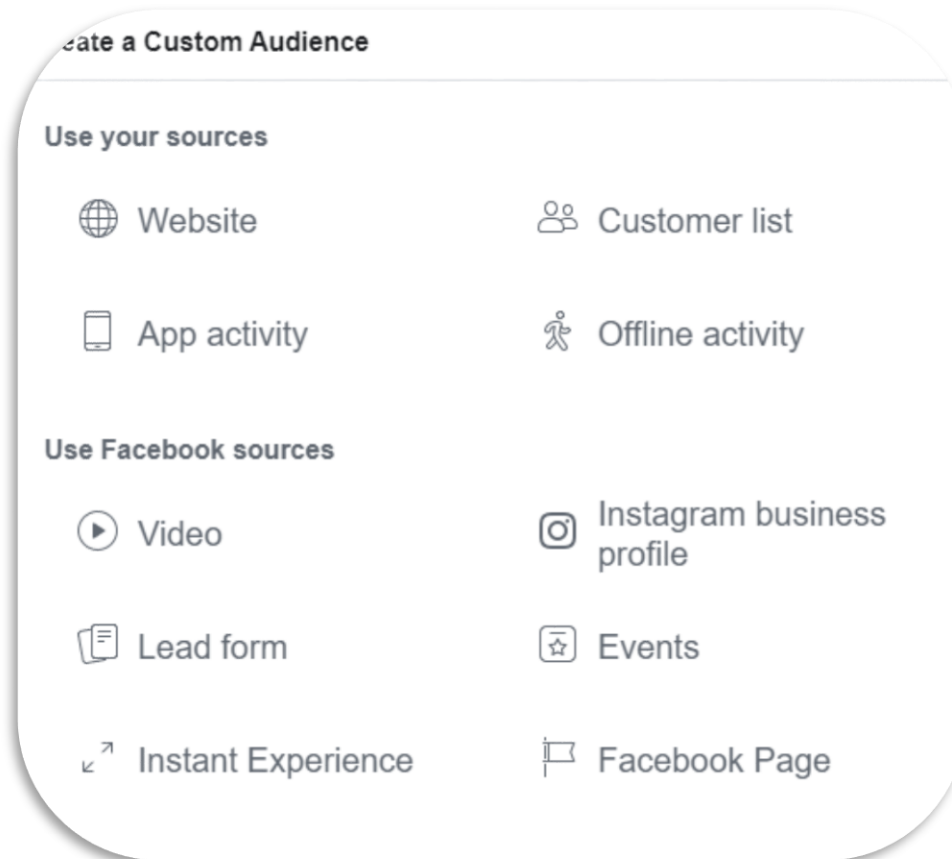
You can use these sources to generate Custom Audiences from your information:

- A Customer File
- Offline Activity
- Facebook pixel (website traffic)
- Facebook SDK (app activity)
- Engagement on Facebook



2. Custom Audiences

Custom Audiences Types

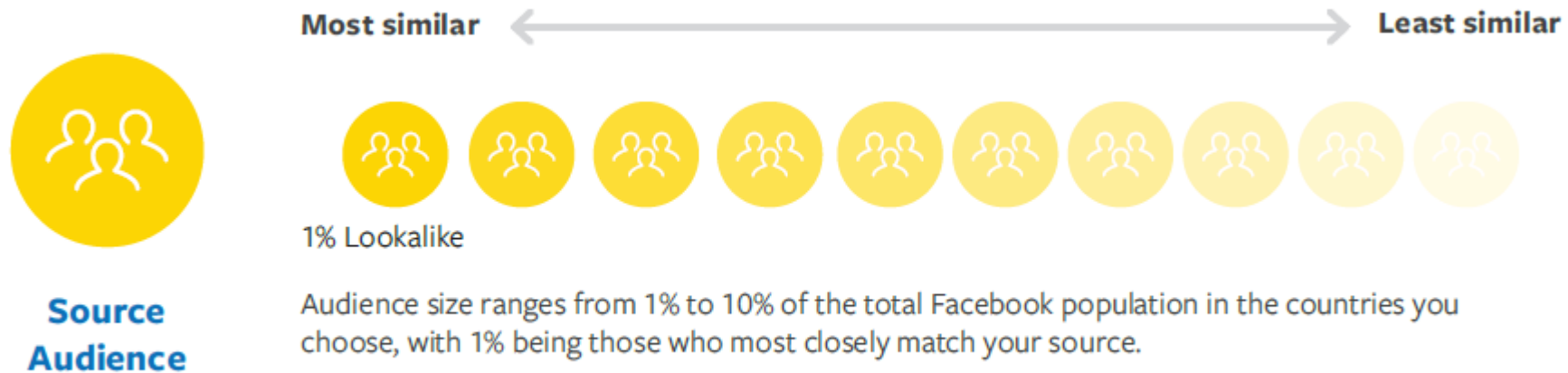


- Website traffic
- Customer list (email, number)
- App activity
- Video engagement
- Instagram business profile
- Lead form
- Events
- Instant experience ads engaged
- Facebook page engaged

Based on the engagement of above options, custom audiences can be created

3. Lookalike Audiences

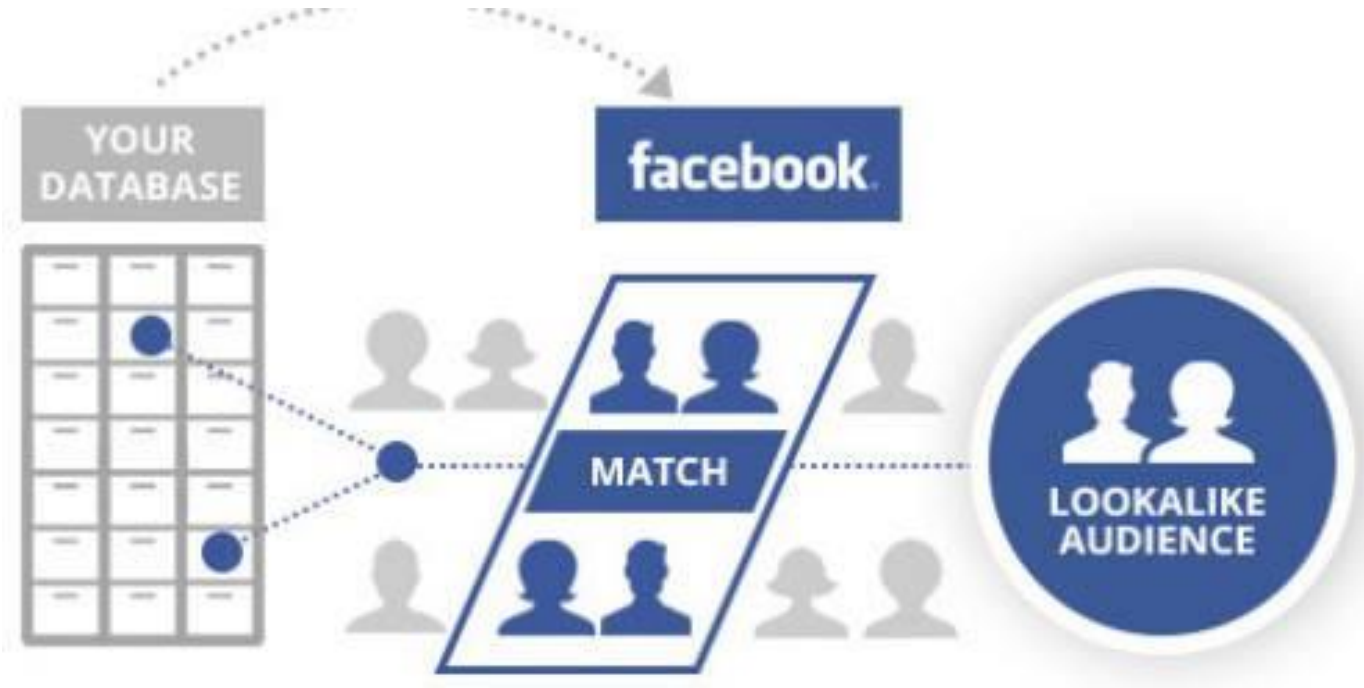
Lookalike Audiences are based on sophisticated modeling and identify people who share similar likes, interests, or characteristics as your current audience. You can target a Lookalike Audience if you want to reach new people who are likely to be interested in your business because they're similar to your best existing customers.



3. Lookalike Audiences

International Lookalike

Another option you have is to create international Lookalike Audiences. International Lookalike, also known as multi-country Lookalike Audiences, can help businesses expand into new markets by identifying people similar to their best customers elsewhere. Creating international Lookalike Audiences can optimize ad spend by distributing your budget to the countries where it will work most effectively.



Thank you 😊

