



Ability to Follow Best Practice for
Campaign Assets - Audience



In this topic we will:

Understand how campaign targeting works
and learn best practice for creating target
audiences

Ability to Follow Best Practice for Campaign Assets

Audience Best Practice

An Audience is a group of people who will potentially see the ad.

Facebook shows the ad to the people most likely to be interested in the advertiser's products/services/causes based on the targeting parameters.

Advertisers can define an Audience of who they want to reach based on factors such as:

Interests
Demographics
Location
Behaviours
And More

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Adding targeting parameters such as demographic information, interests and behaviors allows the advertiser to refine the group of people the ads are being shown to.

These detailed targeting options may be based on:

- What people share on their Timelines
- Apps they use
- Ads they click
- Pages they engage with
- Activities people engage in on and off Facebook:
- Device usage
- Purchase behaviors
- Intents and travel preferences
- Demographics like age, gender and location
- The mobile device they use and the speed of their network connection

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Target Audience

Specific

- Can take form of demographic, interest/behavioral targeting, or Custom/Lookalike Audiences
- Risk of low-reach potential audience
- Pros-Finding users who have expressed interest in your business, share similar characteristics of your high-value customers, etc.

Broad

- Relying on the TP/Facebook delivery system to find most relevant users to deliver your ad to
- Facebook algorithm is constantly optimizing to your ad objective, and this approach can help find customers you may not be tapping into with specific targeting parameters
- Good approach if you're unfamiliar about your customer base

Our Recommendation

We recommend allowing our platform to optimize across a broad audience within the target service area. This allows our platform to capture data on which users are interacting with the ad, and use those learnings in the next campaign cycle to refine the targeting. Applying constraints to the audience can exclude a group of people that would normally fall within the target audience for a Facebook Ad. Our automated A/B testing means the ads will continually optimize and be shown to people that are more likely to complete the measurable action of the ads, while pulling in the best-performing audience for all recurring campaigns.

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Targeting Options across different Objectives

Each ad objective is tied to an optimization goal on Facebook:

Clicks to Website ads are optimized to show to people more likely to click on the ad (outside of comments, likes and shares).

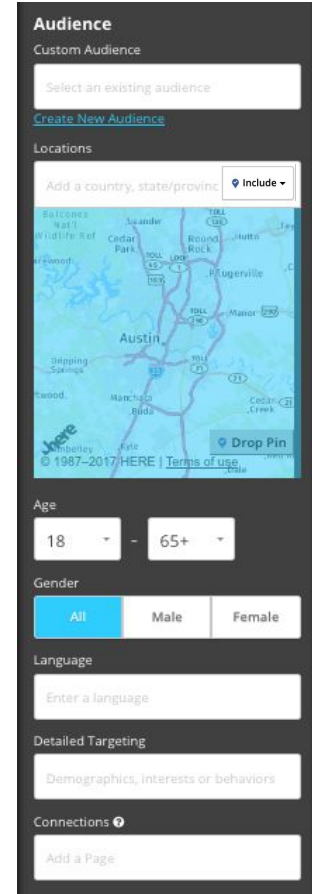
Lead Generation ads optimize to show to people more likely to fill out a form.

Local Awareness ads optimized to show as often as possible.

Page Like ads optimize to show to people more likely to like the page.

Options:

- **Location:** (Include or Exclude) by Address (+1 - 50 mi radius), Zipcode, City (+10 - 50 mi radius), DMA State, Country
- **Gender:** All, Male, Female
- **Age:** Default is 18 - 65+
- **Custom and/or Lookalike Audience**
- **Language**
- Detailed Targeting (Interests, Demographics or Behaviors)
- **People who Like the Advertiser's Facebook Business Page**



The screenshot shows the Facebook Audience targeting interface. At the top, it says 'Audience' and 'Custom Audience'. Below that is a search bar for existing audiences and a link to 'Create New Audience'. The 'Locations' section includes a map of Austin, Texas, with a 'Drop Pin' button. Below the map are filters for Age (18 - 65+), Gender (All, Male, Female), Language (with a search bar), Detailed Targeting (with a search bar), and Connections (with a search bar).

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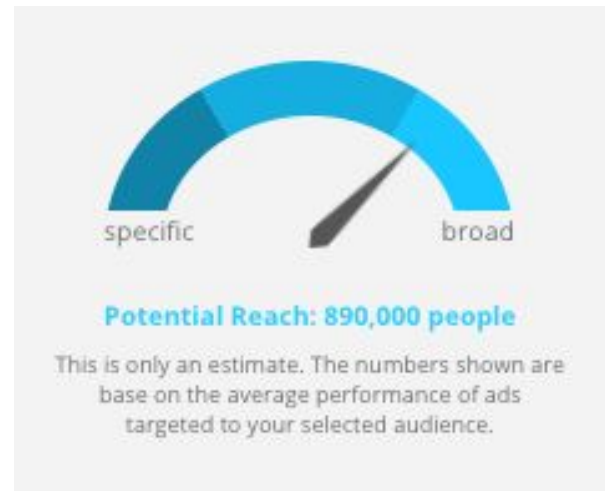
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Potential Reach

Potential reach is the number of monthly active people on Facebook that match the audience you defined through your audience targeting selections.

The reach thermometer populates in the Audience section of the Campaign Edit tool and provides an estimate of Potential Reach for the selected audience from Facebook.

The audience size is mapped across the thermometer, measuring from specific to broad and updates as edits to the audience are made. It should be used as a reference point when applying audience restrictions to age, gender and language. We do not recommend publishing campaigns with a Potential Reach of less than 10,000.



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Targeting Optimization

How the Platform and Facebook automatically work to optimize the targeting of your ads:

As users respond to ads, Facebook optimizes based on the characteristics of those whom already engaged with the ads.

For example, if 30-35 year old females are clicking on a CTW ad at a higher rate than users in other age demographics, the Platform and Facebook will work to show the ad to more 30-35 year old females, as this demographic has shown to be more responsive than other users.

Overall, it's important to identify between 'hard' and 'soft' constraints within your audience, and test any audience with soft constraints against the audience optimization that already occurs.

Understanding audience setup:

- Usually **Hard** constraints:
 - Geotargeting (locations)
- Usually **Soft** constraints:
 - Interests
 - Behaviors
 - Custom audience
- May be either **Hard** or **Soft** constraints:
 - Gender
 - Age

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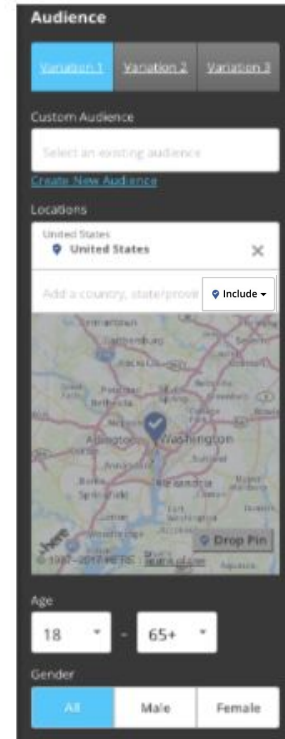
Targeting Optimization

The hard and soft constraints for audiences will define how broad or detailed potential audiences are.

Broad audiences vs. detailed audiences:

- Broad audiences should feature as few constraints as possible, ideally utilizing only the business' service area through geo-targeting constraints.
- Detailed audiences include restrictions on targeting in addition to geo-targeting constraints such as: interests

Broad Audience



Audience

Variation 1 Variation 2 Variation 3

Custom Audience

Select an existing audience

Create New Audience

Locations

United States

Add a country, state/province Include

Age

18 - 65+

Gender

All Male Female

Detailed Targeting (Job Titles)



Locations

United States

Add a country, state/province Include

Age

18 - 65+

Gender

All Male Female

Language

Enter a language

Detailed Targeting

Demographic > Work Positions > Demographics > Work > Job Titles > Sales Manager

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Best Practice

Choosing Audience as the testing focus allows to refine your targeting for a campaign. This will let you compare and learn more about your audience to optimize your campaign.

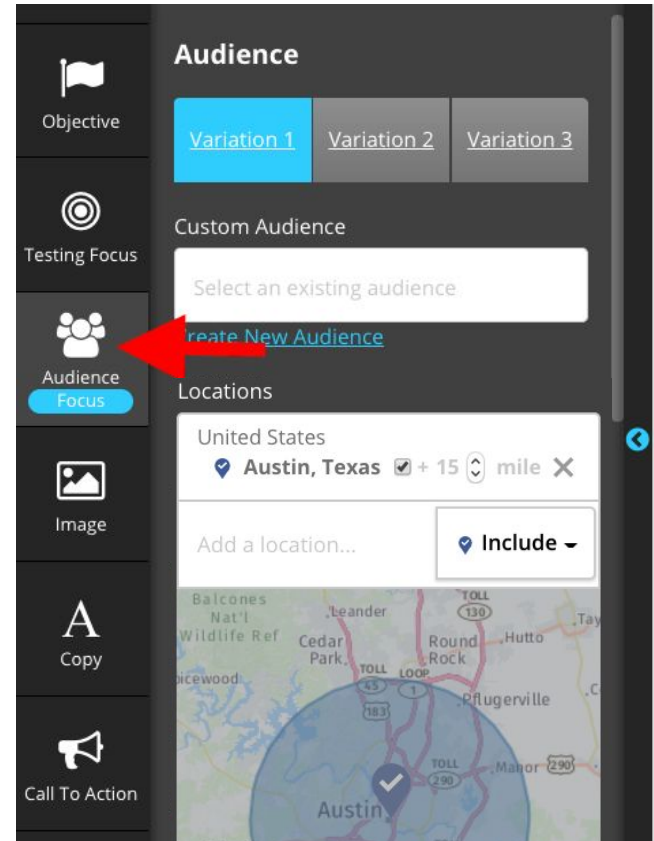
We recommend testing two specific audiences against a broad audience. In order to be able to compare results across audiences, specific targeted audiences should include only one parameter. The geo-locations, age and demographic restrictions should remain consistent across all three audiences:

Audience 1: Broad

Audience 2: Broad + Lookalike *or* Interest/Behavior/Demo

Audience 3: Broad + Interest/Behavior/Demo

Once a campaign cycle with the audience testing focus completes, the best performing audience will be applied to the next campaign.



The screenshot displays the Facebook Ads interface for setting up an audience. On the left sidebar, the 'Audience' option is selected and highlighted with a blue bar. The main content area shows the 'Audience' configuration screen. At the top, there are three tabs: 'Variation 1' (selected), 'Variation 2', and 'Variation 3'. Below the tabs, the 'Custom Audience' section is visible, with a search bar containing the text 'Select an existing audience' and a link to 'Create New Audience' highlighted by a red arrow. The 'Locations' section shows 'United States' selected, with a location pin for 'Austin, Texas' and a radius of '+ 15 mile'. There is also an 'Add a location...' input field and an 'Include' dropdown menu. At the bottom, a map shows the location of Austin, Texas, with a checkmark indicating the selected location.

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Example of Best Practice Audience Testing

Broad Audience

Audience

Variation 1 | Variation 2 | Variation 3

Custom Audience

Select an existing audience

[Create New Audience](#)

Locations

United States

United States

Add a country, state/province Include

Map showing Washington area with a pin.

Age

18 - 65+

Gender

All | Male | Female

Lookalike Audience

Audience

Variation 1 | Variation 2 | Variation 3

Custom Audience

CUSTOM

2017 April Tiger Pistol Audience

Select an existing audience

[Create New Audience](#)

Locations

United States

United States

Add a country, state/province Include

Map showing Washington area with a pin.

Age

18 - 65+

Gender

All | Male | Female

Detailed Targeting: Job Titles

Locations

United States

United States

Add a country, state/province Include

Map showing Washington area with a pin.

Age

18 - 65+

Gender

All | Male | Female

Language

Enter a language

Detailed Targeting

Demographic > Work Positions > Demographics > Work > Job Titles

Sales Manager

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Targeting Optimization - Solutioning

- Is an audience **too broad**?
 - In the example on the right, a local dry cleaning service, the campaign is targeting a 50 mile radius around Austin, TX. In this instance, it is likely that potential new customers for the business are located much closer to the retail location than 50 miles, making the audience too broad.
- Additional targeting constraints may also be necessary beyond the geographic area. For example, in densely populated areas, it is possible that adding a specific demographic constraint, will allow the ad to be delivered to a more relevant audience.
- When applying constraints it is always best to **test** audiences against each other. We recommend testing a broad audience against either lookalike/custom audience, and a interest/behavior based audience.

The image shows two side-by-side screenshots from a Facebook advertising interface. The left screenshot is the 'Audience' selection screen. It features a red banner at the top that says 'The Testing Focus is Image'. Below this, there are options for 'Custom Audience' (with a 'Select an existing audience' dropdown and a 'Create New Audience' link) and 'Locations'. The 'Locations' section shows 'United States' selected, with 'Austin, Texas' chosen and a 50-mile radius set. There is also an 'Add a country, state/prov.' field with an 'Include' dropdown and a 'Drop Pin' button at the bottom. The right screenshot shows a mobile ad for 'Eco Cleaners' in a 'Desktop News Feed' view. The ad includes a 'Like Page' button, a sponsored label, and the text: 'Dry cleaning that is good for you and the planet. Sign up and save on a monthly cleaning subscription.' The ad image shows a woman in a white shirt holding a blue shirt, with a red checkered shirt hanging nearby. Below the image is the text 'Sign up for a monthly plan! Austin's first green dry cleaner.' and 'ECCLEANERS.COM' with a 'Sign Up' button. To the right of the ad is a gauge chart with a needle pointing towards the 'broad' end of a scale from 'specific' to 'broad'. Below the gauge, it says 'Potential Reach: 1,400,000 people' and a disclaimer: 'This is only an estimate. The numbers shown are based on the average performance of ads targeted to your selected audience.'

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Targeting Optimization - Solutioning

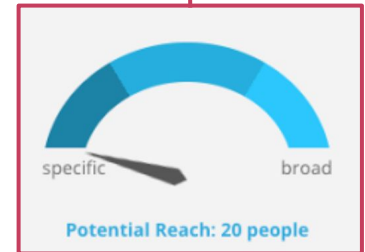
- Is an audience **too detailed**?
 - In the example on the right, an ecommerce store is targeting those interested in the product, have a behavior of using that product (coffee) and those in a specific industry. The results of this campaign will not allow a Platform user to identify how each constraint impacted the performance of the campaign.
- We would recommend understanding how each of these targeting parameters impacts results as a whole, before overlaying them.
- When applying detailed targeting that is a soft constraint, we would recommend testing the targeting constraints against one another, and a broad audience.

The screenshot shows the Facebook Ads campaign setup for 'Creature Coffee'. The campaign objective is 'Lead Gen.' and the budget is '\$60.00' for the date range '29 Jun - 28 Aug'. The ad format is 'Single Image'. The targeting settings on the left include: Age (18-65+), Gender (All), Language (English), and Detailed Targeting (Interests: Food and drink > Beverages > Coffee; Behaviors: Purchase behavior > Food and drink > Beverages > Coffee; Demographic: Work > Employers > Business Management). The ad creative features a woman holding coffee beans and the text 'Your beans, delivered fresh. Bringing you the best coffee in Texas.' A gauge on the right indicates a 'Potential Reach: 20 people', with the needle pointing towards the 'specific' end of the scale.

Detailed Targeting

- Interests > Interests > Food and drink > Beverages > Coffee
- Behaviors > Behaviors > Purchase behavior > Food and drink > Beverages > Coffee
- Demographic > Work > Employers > Demographics > Work > Employers > Business Management

Demographics, interests or behaviors



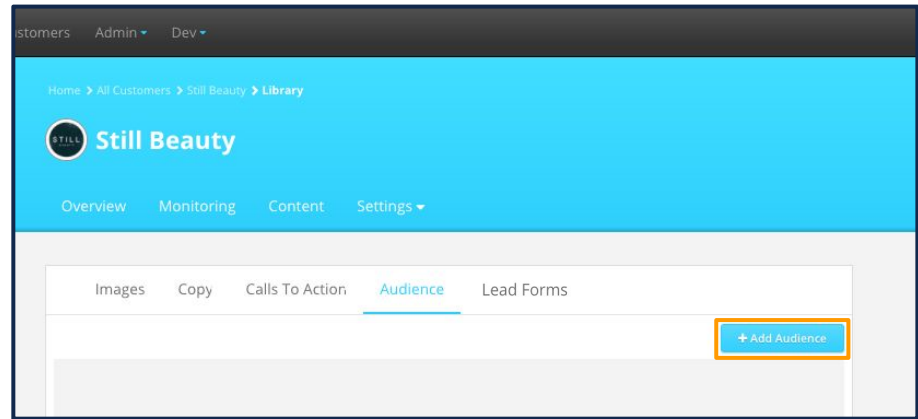
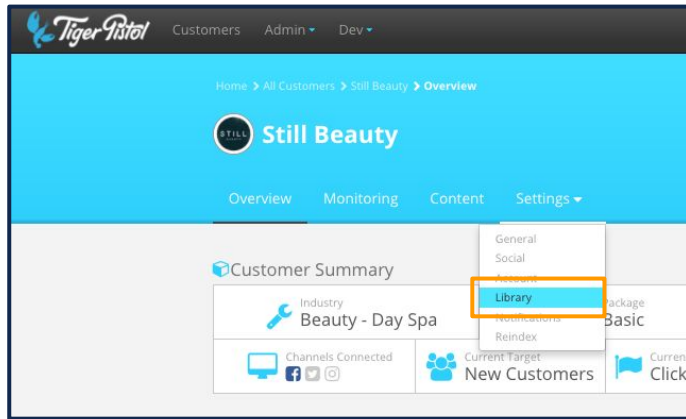
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Creating a Saved Audience in the Platform

To access a customer's Audience Library, click on the customer from the Home Screen > **Settings** > **Library** > **Audience Library**.

From Audience Library, click **+ Add Audience**. Input the audience parameters you wish to save, then save the Audience by clicking the **Save** button.



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Audience Best Practice

Images Copy Calls To Action Audience

+ Add Audience

What should we call this Audience?

Name

Your audience targeting is incomplete. Select at least one location, or choose a Custom Audience.

Custom Audience

Select an existing audience

Create New Audience

Locations

Add a country, state/province, city...

Age: 18 - 65+

Gender: All Male Female

Language: Enter a language

Detailed Targeting: Demographics, interests or behaviors

Connections: Add a Page

Cancel Save

Audience Name

If you run Audience as Testing Focus, this name will appear in place of 'Variation' on the Customer's Dashboard.

Locations

Input an address, city, state or country for targeting.

Language

Select the language of your target audience. Only recommended for targeting languages outside of English.

Connections

Target Fans of the customer's Page. Not recommended due to impact on potential reach.

Custom Audience

Custom and Lookalike Audiences will automatically load here for selection. 'Create New Audience' hyperlinks to the customer's Ad Account in Business Manager.

Demographics

Select age range and gender for targeting.

Detailed Targeting

Interests, Behaviors and further Demographics (workplace, income, etc).

Save

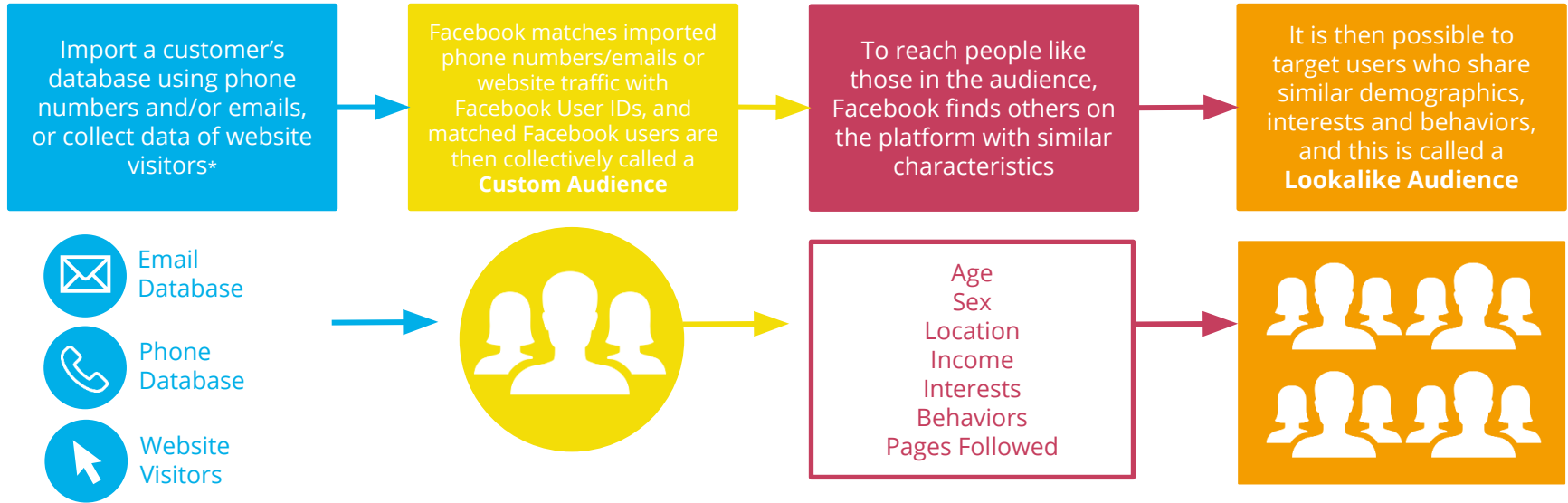
Save the audience.

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Custom & Lookalike Audiences

Reach people with similar characteristics to your highest lifetime value customers, current subscribers, or high-value prospects. Retarget website visitors using the pixel, or import a list of emails, phone numbers or user IDs to identify your seed list and use Lookalike Audiences to find people who look like them.



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Audience Best Practice

Industry Examples of Audience Variations

Dentists

Variation 1 - Broad

Variation 2 - Demographics > Parents (all)

Variation 3 - Demographics > Baby Boomers

Food & Beverage

Variation 1: Broad

Variation 2: Interest: fast casual restaurant

Variation 3: Commuters

Law & Law Firms

Variation 1 - Broad

Variation 2 - Pixel lookalike

Variation 3 - Behavior & Demographic (dependent on type of law)

3a - behavior: auto owner

3b - demographic: married (dependent on the type of law)

Lawn Services

Variation 1 - Broad

Variation 2 - Demographics > Homeowners

Variation 3 - Demographics > Recently Moved

HVAC

Variation 1 - Broad

Variation 2 - Behaviors based: Homeowners, College graduates

Variation 3 - A/C Brand Names

A man in a blue shirt is smiling while sitting at a desk with a laptop. The room is dimly lit, featuring a bicycle, a desk lamp, and a potted plant. Two light bulbs hang from the ceiling.

We now know

How Facebook's audience targeting works

How to use targeting to show ads to the most appropriate people for the offering

How to create audiences and use targeting in the Platform