Custom Audiences

Creation & Management

Learn how to create, manage and remove custom audiences using Facebook's power editor. Target or exclude these audiences with relevant Facebook ads.

facebook

What are custom audiences?

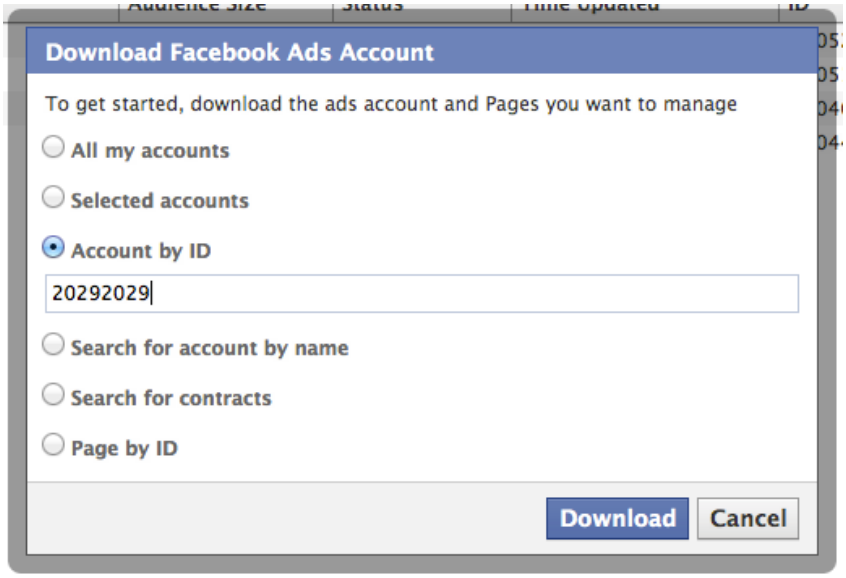
Custom audiences let marketers to find their offline audiences on Facebook. Using email addresses, phone numbers or Facebook user IDs to make the match, you can now find the exact people you want to talk to, in custom audiences that are defined by what you already know.

This means that in addition to targeting the *types* of people you want to reach among the Facebook population, you can now also reach segments of *specific* people based on information you have about your own, offline audiences.

1. Download your ad account(s) in power editor

Tip: Each new custom audience you create will be associated with the specific ad account in which it is created. It's not currently possible to share audiences between accounts.

1. Using the Chrome browser, visit https://www.facebook.com/ads/manage/powereditor to access power editor. Follow all install prompts if this is your first time using power editor.
2. Click "Download" in the upper right hand corner. Following the instructions in the dialog box that opens, download the account(s) you'd like to use to create custom audiences.



Power editor is a tool that is downloaded to your browser. If you haven't used the power editor before, we recommend you download this guide for more information on using the tool.

Tip: We recommend you re-download your ad account prior to each new session using power editor to ensure you're seeing the most up-to-date information from the Facebook servers.

2. Create an audience

You can create an audience using any list of email addresses, phone numbers or Facebook user IDs in compliance with the data terms you agree to when you use the Audiences feature, and any other applicable data use terms.

Tip: **Keep in mind that once your audience is in the system, you won't be able to further segment the people within it based on your data.** If you'd like to divide your customer list into more than one segment, you'll need to begin with a separate list for each cohort, and create distinct audiences representing each.

A. Design your audience:

Tip: There is no "right" audience size. The most effective audiences reflect segments of your customer base that are meaningful to you, or for whom you have targeted messaging. We encourage you to create audiences of >1000 people when possible to improve your reach.

- Minimum: The Facebook ads system will not deliver an ad to an audience of <20 people, so if you plan to overlay your audience with additional Facebook targeting, please plan your audience sizes accordingly.
- Maximum: There is no limit to the size of custom audiences you can create. We recommend uploading lists of <5 million items at a time; if your desired audience is larger than this, you can upload multiple sequential lists into the same audience.

B. Format your list:

Tip: Every list should contain a single kind of identifier (email, phone, or UID); the system will not be able to read lists with mixed inputs. You can, however, upload separate lists using different identifiers into a single audience. Doing so may increase your total coverage.

- The file must be in CSV or TXT format with each item separated by a newline/return.
- Email addresses and UIDs should be in cleartext. E.g. name@domain.com or 9876543.
- Phone numbers should be in the format country code + number, with numeric characters only. E.g. A US number would be formatted as 16502345678.

email: name@domain.com

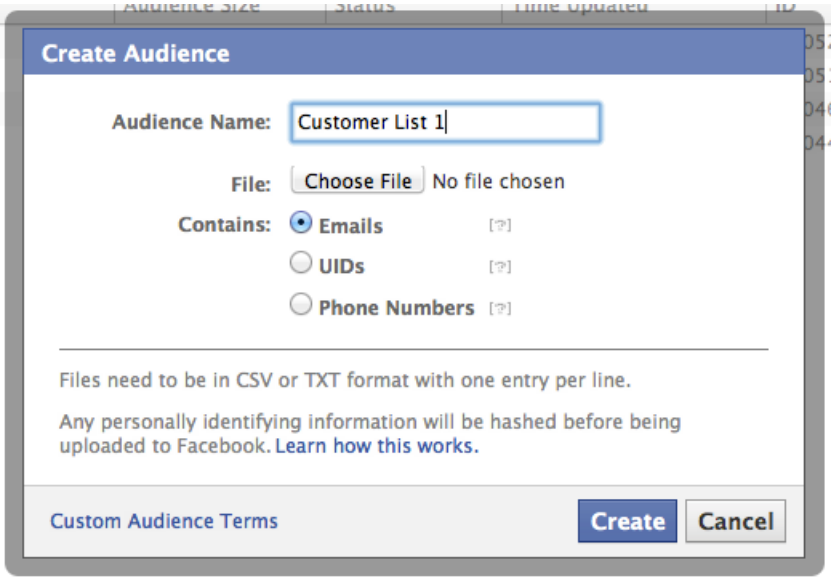
user ID: 9876543

phone number: 16502345678

C. Create your custom audience

1. Click the "Audiences" tab at the top of the power editor screen. If this is the first time you're using this feature, you'll see a prompt to review and accept the terms in the UI. Once you accept the terms, you'll be able to create audiences.

2. Click "Create Audience". In the dialog box that opens:
   - Enter a name for your audience.
   - Select the appropriate customer list type (email, phone or UID).
   - Click "Choose File" and select the file containing your email/phone/UID list on your computer.
   - Click "Create".



3. The contact list will be hashed within power editor, on your machine. The hashed file will then be uploaded to Facebook's API to be matched against hashes representing people on Facebook. You'll see a progress bar as your list is processed.
   - Facebook doesn't receive your clear text email addresses or phone numbers, and doesn't decrypt your hashes back into clear text entries.

4. Once the list has been processed, the hashes are sent to Facebook to build the audience. It may take up to one hour for the audience to become available for targeting. The audience status will be "waiting" during this process.
5. When your audience is ready for targeting, the status will change to "ready". You can also click on "Check Updates" to refresh the status at any time.

3. Update your custom audiences

You can add or remove people from your audiences using the same matching process used to create the audience, or you may delete an entire audience at any time.

A. Add people to an audience

1. Select the audience you want to modify and click "Add Users".
2. Follow the prompts to upload a new list just as in audience creation.
3. The list will be locally hashed and then the hashes uploaded to Facebook for comparison.
4. Newly matched users will be added to your audience and available for targeting within a few hours.

Any ads currently targeting that audience will continue running as the audience updates.

B. Remove people from an audience

1. Select the audience you want to modify and click "Remove Users".
2. Follow the prompts to upload a new list just as in audience creation.
3. The list will be locally hashed and then the hashes uploaded to Facebook for comparison.
4. Any inputs that match people currently in your audience will be removed from targeting within a few hours.

Any ads currently targeting that audience will continue running as the audience updates.

C. Delete an audience

1. Select the audience you want to remove and click "Delete Audience", or your Delete key.
2. An X will appear to the left of the audience you've selected.
3. Upload your account using the button in the upper right hand corner of the page to confirm and submit your deletion.

4. Use your audiences for ad targeting

A. Audience targeting:

1. In power editor, click "Check Updates" within the Audiences tab or re-download the ad account containing your previously created audience to ensure you're viewing the most current version of your account and audiences.
2. Click "Create Ad using Audience" within the Custom Audiences tab.
3. In the dialog box that appears, select the campaign in which you want the new ad to be created.
4. Enter ad details and schedule the ad per normal ad creation process.

B. Custom audience exclusion:

You'll see a "Custom Audiences" tab among your ad targeting options. Use the fields here to add or exclude audiences from your targeting.

If you exclude an audience for targeting, this exclusion will override all over targeting you select. You can exclude an audience from another custom audience (ex. to manage a marketing opt-out list), or exclude them from broader Facebook targeting (ex. exclude your current customers in an acquisition campaign among women in the United States).

C. Layer on Facebook targeting options:

You can add standard Facebook targeting options (detailed at https://www.facebook.com/ads/create) on top of your custom audience. When you do this, your ad will reach people in your audience, filtered by the additional targeting you've selected.

Tip: Use overlaid targeting to create more finely personalized ads. For example, if you have an audience of high value customers, you might overlay gender targeting and customize one ad creative for only men in the audience, another for the women in the audience.

D. Understand your potential reach:

While Facebook doesn't provide insights about your audience, as you select your ad targeting in ad creation, you'll see the reach estimator update to tell you how many people your ad could reach. Note that Facebook ads will not deliver to <20 people, so ensure your audience is large enough to support this.