# Facebook Custom Audience:
*How-to Guide*

You're scrolling through your News Feed seeing what your family is up to, catching up on the news and clicking through an album of mouth-watering photos from a local bakery. All of a sudden you notice that the shoes you were looking at on your favorite store's website are now smack in your News Feed!

Is it just a coincidence that they posted the same shoes that piqued your interest? Could be. But, it's more likely that your favorite store is utilizing **Facebook Custom Audiences** to specifically target YOU! Sneaky, but smart!

You can, and should, be doing this too. We've simplified the steps to get you started with Facebook Custom Audiences in just a matter of minutes. Learn how to create your own audience from your website visitors. Then, target those people with a Facebook ad.

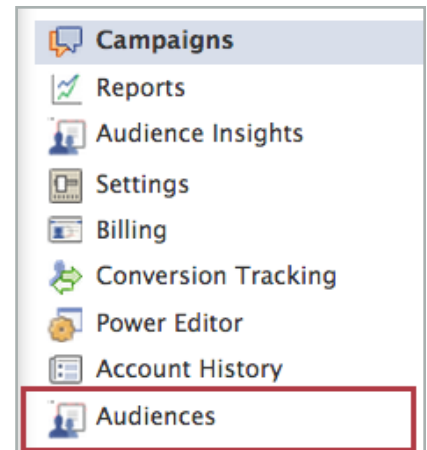## What is a Facebook Custom Audience?

Facebook Custom Audiences allow you to find the people on Facebook who are most likely to engage with and make a purchase from your business. You can create a custom audience by adding a small snippet of code, known as a tracking pixel, to the backend of your website. As your tracking pixel gathers information on your site visitors, you can target those visitors with specific ads as they scroll through their News Feed.
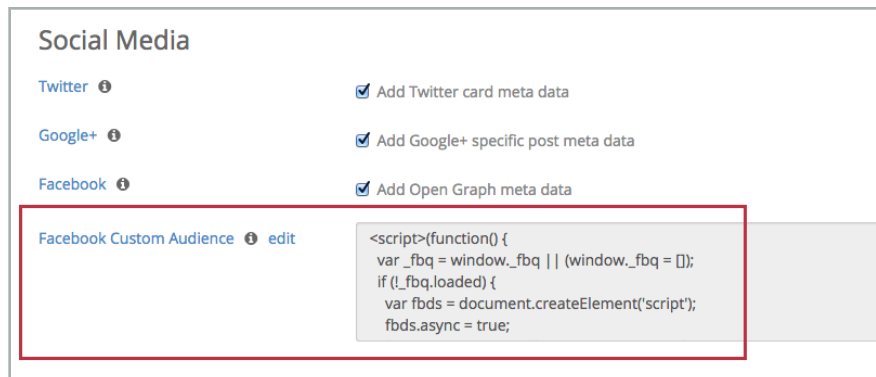
## How to Create a Facebook Custom Audience

Go to the Ads Manager for your business page from the left column of your News Feed or navigate to **facebook.com/ads/manage**

- » **Click on Audiences** in the left column
- » If you've already created an audience, you will find it here
- » If you haven't created an audience, you will be presented three options:
  1. Create a Custom Audience
  2. Create a Lookalike
  3. Create a Saved Targeted Group

» Choose **Create a Custom Audience**

» Next, Facebook will ask you to choose the type of audience you want to create on Facebook. **Choose Website Traffic**

» **Accept the Terms** for Custom Audience and choose **Create Web Remarketing Pixel**

» Next, you will be presented with code to copy and paste before the closing header tag of your site </header>

Social Media

| | |
|---|---|
| Twitter ❶ | ☑ Add Twitter card meta data |
| Google+ ❶ | ☑ Add Google+ specific post meta data |
| Facebook ❶ | ☑ Add Open Graph meta data |
| Facebook Custom Audience ❶ edit | `<script>(function() {`<br>`var _fbq = window._fbq || (window._fbq = []);`<br>`if (!_fbq.loaded) {`<br>`var fbds = document.createElement('script');`<br>`fbds.async = true;` |

*Tip:*

**If you have a SnapRetail website, there's no need to access your website's HTML code. Simply paste the Facebook tracking pixel code into the Facebook Custom Audience box at the bottom of the Website tab and click Save.**

» Once the tracking pixel code is on your website, click **Create Custom Audience** to advance to the next step

» Next, choose how you want to add people to your audience
  ○ *If you are just getting started with custom audiences we suggest to choose* **Anyone who visits your website**

» Select the number of days your customers will remain in your audience after visiting your website
  ○ *Maximum of 180 days*

» Give your audience a name that you will easily recognize later
  ○ *ex. Modern Finery 30 days website visitors*

» Finally, choose **Create Audience** and you will be directed back to your Facebook Audiences

## How to Add the Pixel to Your Ad

» Navigate to Facebook Audiences to review your new custom audience

» It can take a few hours to several days before your audience becomes available to use in an ad

» You can check the status of your audience under **Availability**

» If you see **Audience too small**, Facebook needs more time to gather additional website visitors on your website.

   ○ *It can take up to 24 hours for the pixel to begin collecting data*

| Size | Availability | Date Created |
|------|-------------|--------------|
| -- | ● Audience too small<br>Get Help | 04/21/2015<br>4:33pm |

» If you see **Ready**, then it's time to create an ad using your custom audience

| Size ▲ | Availability | Date Created |
|--------|-------------|--------------|
| 300 | ● Ready | 03/17/2015<br>12:13pm |

» You can also check the **Size** of your audience, which is the number of unique customers visiting your site

» To begin creating your ad, check your audience and click **Create Ad**

| ⇄ Filters | Customize Columns ▾ | Create Ad | Actions ▾ |
|-----------|--------------------|-----------| ----------|

| | Name |
|---|------|
| ✓ | Modern Finery 30 day website traffic |

Now that you have the basics, you can begin targeting the customers that are most interested in your business. Keep an eye on the performance of your ads to see how receptive your website visitors are to your brand. Remember, the more traffic you can drive to your website the larger your custom audience will grow!

**Interested in creating a Facebook Custom Audience without having to access your website's HTML code? Get an inside look at our solution to learn how!**

**GET STARTED**