

# Facebook Laser Targeting Guide



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## Overview

Facebook provides some of the most comprehensive targeting options for marketers and advertisers. Unfortunately, many advertisers do not know how to make full use of the targeting to improve the performance of their ads.

In this blueprint, we'll share the basics of targeting on Facebook and how you can double even triple the results you're getting from your campaigns.

## How You Can Use This?

- You can use this as a reference for all the possible targeting options when planning your next campaign.
- You can use the tips to improve your current targeting and increase your overall results - whether it is your CTR (%), CPA or even your ROAS.
- You can see if there are targeting options you're not taking advantage of at the moment.

## Tools And Resources

Launching your first Facebook campaign can be challenging especially if you are still familiarising yourself with the platform.

This is why we created this blueprint as a straightforward step by step guide to help you get started on the set up.

You can download a PDF version of the blueprint [here](#).

You can do the set up on Facebook at the same time you are reading this blueprint.

## What You Need To Know?

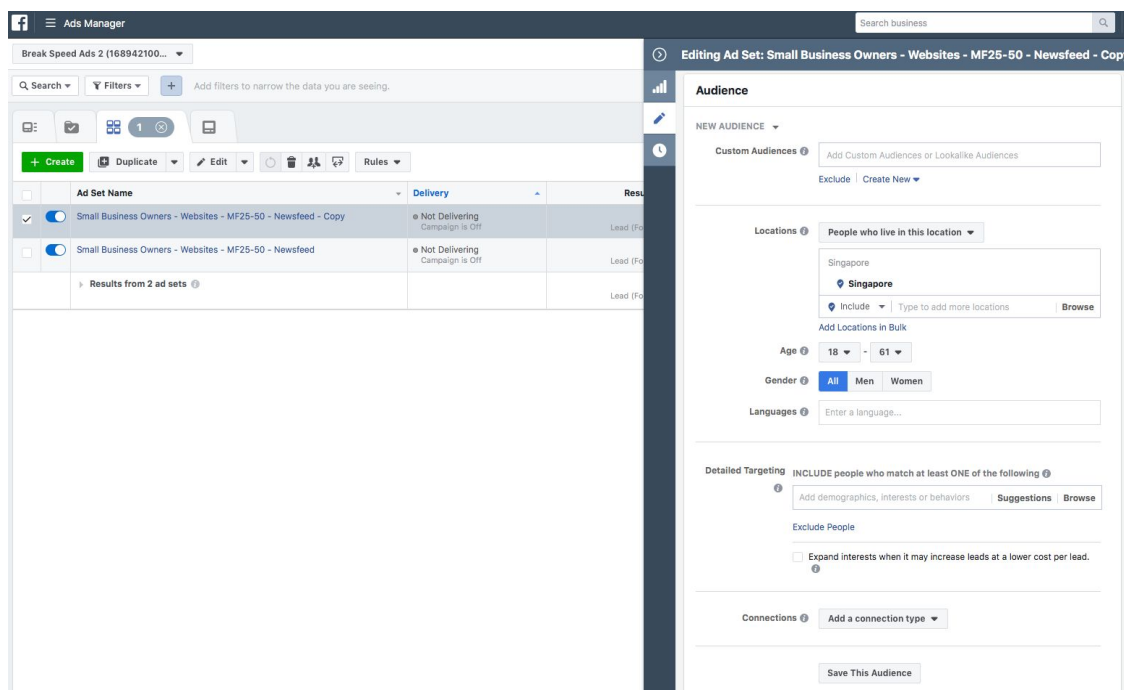
### How To Access Your Targeting Options

You can access your targeting options from your Ad Manager.

To access your Ad Manager, go to <https://www.facebook.com/ads/manage>

Create a new campaign. Go to the Ad Set level and click “Edit”. A right window panel will open up.

Scroll down the options and you’ll see the targeting options under “Audience”.



### Types Of Targeting Options

The targeting options can be categorized into 7 main types:

- Geographic Targeting
- Demographic Targeting
- Interest Targeting
- Behaviours Targeting
- Custom Audience
- Lookalike Audience
- Connections

In this blueprint, I'll be covering all 7 options and give you some guidelines on how you should use them.

## Using 2 Or More Audiences

Usually, you'll use a combination of targeting options at any one time.

For example, if I'm an education centre located in Singapore, I can use a combination of demographic (age, gender, education) and interest targeting (Parenting Magazine) to target a well-educated parent who keeps herself updated on the latest parenting trends.

Targeting	Details
Location	Singapore
Age	30-45
Gender	Female
Education	College Grad
Parents	Child (4-12 Years)
Interest	Parenting Magazine

There are 3 ways to use two or more audiences.

- Combined Audiences (OR)
- Intersecting Audiences (AND)
- Excluding Audiences

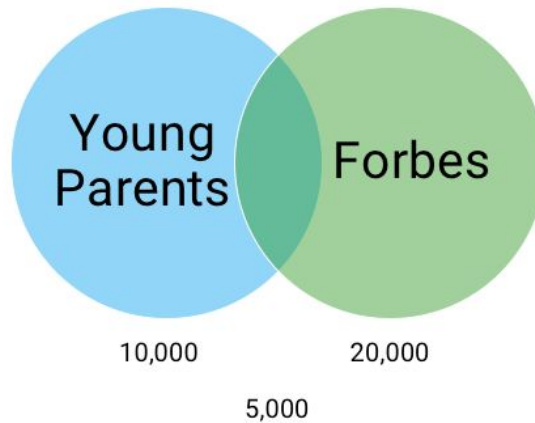
Assuming I have 2 interests:

- "Young Parents" (10,000)
- "Forbes" (20,000)

Here's what my audience size will look like if I'm using Combined (OR) or Intersecting (AND) audiences.

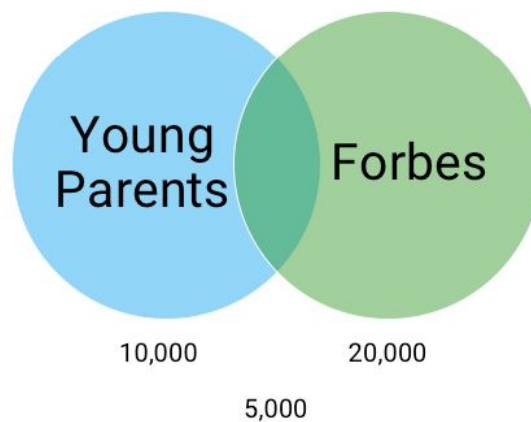
**Young Parents OR Forbes**  
Total Audience Size: 25,000

**Young Parents AND Forbes**  
Total Audience Size: 5,000



If I'm using Excluding Audiences, it will look like this:

**Forbes EXCLUDE Young Parents**  
Total Audience Size: 15,000



In case you are wondering how to use Intersecting Audience, just click on "Narrow" under Detailed Targeting and select another Interest.

**Detailed Targeting** INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests  
**Forbes**

Add demographics, interests or behaviors | **Suggestions** | **Browse**

and **MUST ALSO** match at least ONE of the following ⓘ X

Interests > Additional Interests  
**Young Parents Singapore**

Add demographics, interests or behaviors | **Suggestions** | **Browse**

[Exclude People](#) or [Narrow Further](#)

If you want to use Excluding Audience, just click “Exclude People” under Detailed Targeting and select another interest to exclude.

Note: There are some cases where you cannot exclude certain interests due to anti-discrimination laws and policies. In this case, I’m unable to exclude “Young Parents Singapore”.

**Detailed Targeting** INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests  
**Forbes**

Add demographics, interests or behaviors | **Suggestions** | **Browse**

[Narrow Audience](#)

**EXCLUDE** people who match at least ONE of the following ⓘ X

Interests > Additional Interests  
**Fortune (magazine)**

Add demographics, interests or behaviors | **Browse**

You can exclude people to help refine your intended audience. When you choose to make exclusions, keep in mind that our Advertising Policies prohibit wrongful discrimination. [Learn more.](#)

## Narrow Versus Broad

If you are a complete beginner, I recommend you look at the “Audience Definition” indicator on the right to find out if your audience is too narrow or too broad.

The screenshot shows the Facebook Ads interface for editing an ad set titled "Small Business Owners - Websites - MF25-50 - Newsfeed - Copy". The left sidebar contains navigation icons for analytics, editing, and a clock. The main area is divided into two panels. The left panel, titled "Audience", shows the "NEW AUDIENCE" dropdown set to "Custom Audiences". Below this is a search bar with the text "Add Custom Audiences or Lookalike Audiences" and buttons for "Exclude" and "Create New". The "Locations" section is expanded, showing "People who live in this location" with a search for "Singapore" and a "Browse" button. The "Age" range is set from 18 to 61, and the "Gender" is set to "All". The "Languages" section is empty. The right panel, titled "Audience Definition", features a gauge with a needle pointing towards the "Broad" end, indicating the audience selection is "fairly broad". It also shows a "Potential Reach" of 3,900,000 people. Below this is the "Estimated Daily Results" section, which shows a "Reach" of 360 - 1,600 and a warning that results may differ from estimates due to limited data.

That said, there are a few considerations when it comes to targeting.

In general:

- The more narrow your audience, the more it will cost for you to reach them.
- If your audience is too narrow, you might be showing your ads to the same audience too many times.
- At the same time, if your audience is too broad, you might not be targeting the right audience. This means you're wasting money showing ads to the wrong people.

So how do you know you hit the “sweet spot” when it comes to targeting?

Well, the truth is you'll never really know. This is why I don't like to talk about minimum or maximum audience size.

If you are going after a niche market, there is a high chance your audience size will be small. But even with a small audience size and higher advertising costs for reaching them, you might still be highly profitable.

If you have a mass appeal product, such as skin care products or F&B-related products, you don't necessarily have to be very specific with your audience.



In short, my best tip is to go with what makes sense for your market. The key is to have a process for testing the target audience to know if the numbers makes sense for your business.

## The Limitations Of Targeting

While this blueprint is about targeting, it's important to know what it can or cannot do.

There is no such thing as precise targeting in advertising.

No matter how much you narrow your targeting, you'll always be targeting audiences you do not intend to target.

The best you can do is to make sure you have an offer and message that attracts the attention of your intended audience.

Don't obsess about targeting.

In advertising, you should be testing as many different audiences as possible, and creating offers and messages specific to those audiences.

For example, if I'm promoting a probiotic product for weight loss, I could test the following types of audiences interested in:

- Veganism
- Alternative Medicine
- Exercises
- Diets
- Natural Health

I can create different ad messages for the different audience to promote the same product.

For audiences interested in "Natural Health", I can emphasize on how my probiotic is 100% natural.

For audiences interested in "Diets", I can talk about how most diets don't work because of poor gut health.

I hope that this short introduction gives you a good understanding of how targeting really works on Facebook.

Let's jump into how you can use each of the options available.

## Geographic Targeting

### Countries / States / Cities

You can target specific countries, states and cities for your targeting.

If you are going for high net worth individuals or business owners, you might want to target major cities within the country where they might reside.

For example, if I'm targeting businesses in Indonesia, instead of running ads to the whole country, it might make more sense to target cities like Jakarta.

If you are operating a local business within a state or city, I suggest you use localized targeting.

### Localized Targeting

Localized targeting is one of Facebook's most powerful feature. It allows you to target people within a certain radius around a selected area.

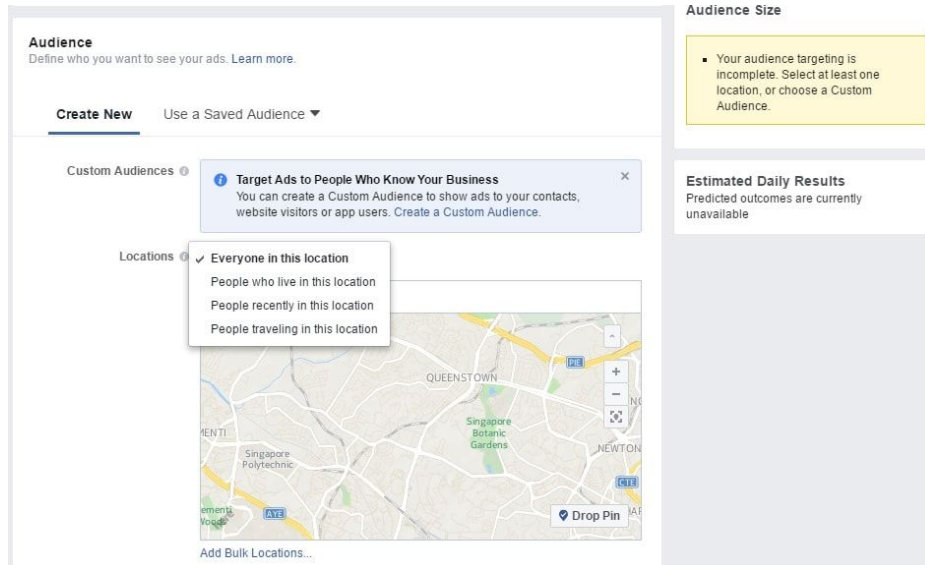
The best part about the feature is that you can even target people in a certain area.

This is especially useful for businesses that are more location-specific such as tuition centres and clinics.

The screenshot displays the Facebook targeting interface. At the top, there are tabs for 'Create New' and 'Use a Saved Audience'. Below this, a 'Custom Audiences' section includes a tip: 'Target Ads to People Who Know Your Business'. The 'Locations' section is set to 'Everyone in this location'. A map of Singapore is shown with a blue pin at 'Orchard Rd, Singapore, Central Region, Singapore' and a radius of '+ 1mi'. A dropdown menu is open over the map, showing 'Include' and 'Add locations' options, along with 'Exclude Location' and 'Report a Problem' links. To the right of the map, there is a sidebar with three sections: 'Audience Size' showing a gauge from 'Specific' to 'Broad' with a needle pointing towards 'Broad', indicating 'Your audience selection is fairly broad'; 'Total Size: 75,000 people' with a note that 'Your detailed targeting criteria is currently set to allow interest expansion'; and 'Estimated Daily Results' stating 'Predicted outcomes are currently unavailable'.

This feature does not just allow you to target people in an area,

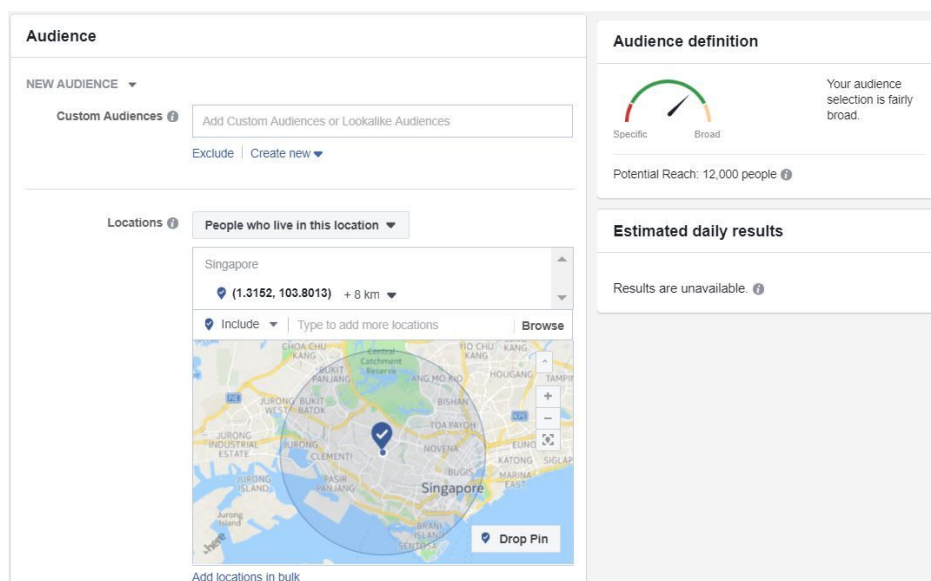
it also allows you to indicate if you want people who are staying there, was at the area recently or travelling in that location.



For example, if you are a tuition centre, you are not looking for people who love hanging out in your area, but rather people who are staying in the area itself.

But if you are a local retail store selling handphone covers, you might want to target everyone in this location. If used correctly, this can be very powerful.

Also, there's another fun feature called "drop pin" where you can manually select anywhere on the map for your targeting.



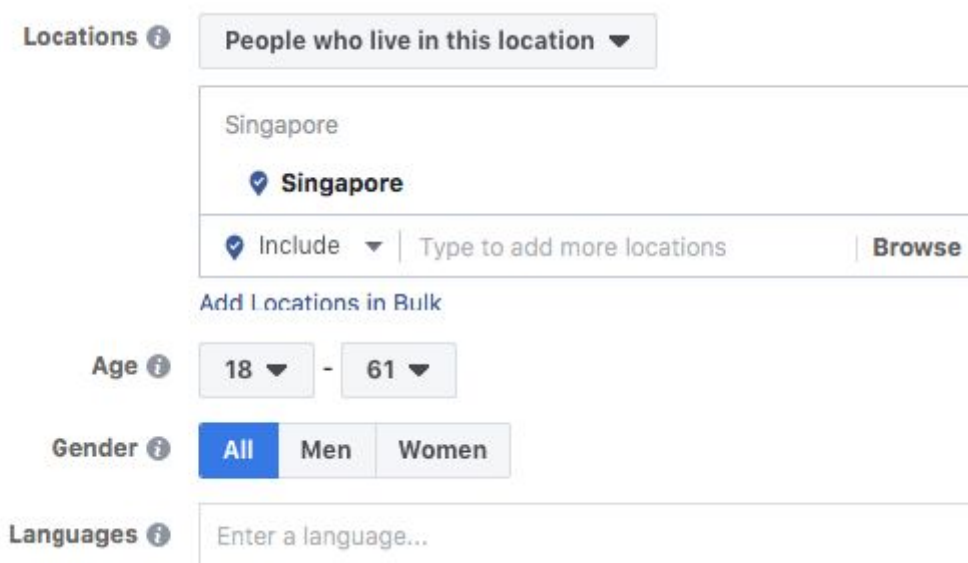
## Demographic Targeting

### Basic Demographics

The basic demographic targeting options you can use include:

- Age
- Gender
- Language

You can see the options in the “Audience” area.



The screenshot shows the Facebook Audience targeting interface. It includes sections for Locations, Age, Gender, and Languages. The Locations section is expanded, showing 'People who live in this location' with a dropdown menu. Below this, a search bar shows 'Singapore' with a location pin icon and the text 'Singapore'. There is a button 'Include' with a location pin icon, a text input field 'Type to add more locations', and a 'Browse' button. Below the search bar is a link 'Add Locations in Bulk'. The Age section shows a range from 18 to 61. The Gender section shows buttons for 'All', 'Men', and 'Women'. The Languages section shows a text input field 'Enter a language...'.

**Locations** ⓘ **People who live in this location** ▼

Singapore

📍 **Singapore**

📍 Include ▼ | Type to add more locations | **Browse**

[Add Locations in Bulk](#)

**Age** ⓘ 18 ▼ - 61 ▼

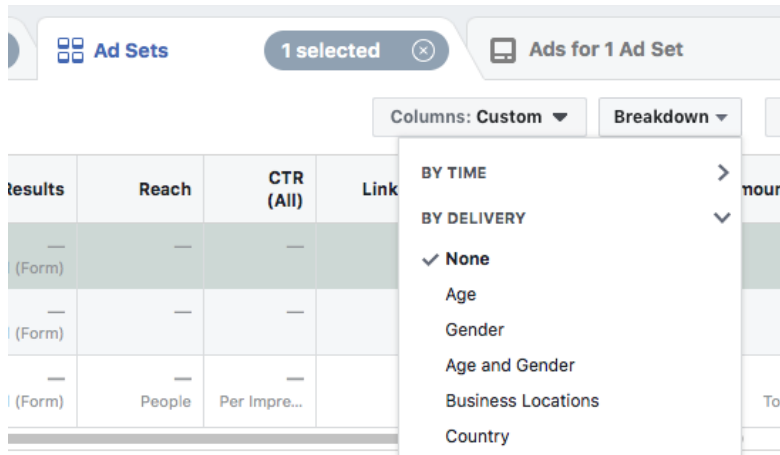
**Gender** ⓘ **All** Men Women

**Languages** ⓘ Enter a language...

If you are targeting a specific age, make sure you go for 10-15 years range to get enough reach for your ads.

Unless you have a good reason to go for one specific gender e.g. you are selling female product, try not to limit by gender too early.

Note: You can always break down your results by age group and gender later with your Facebook report.

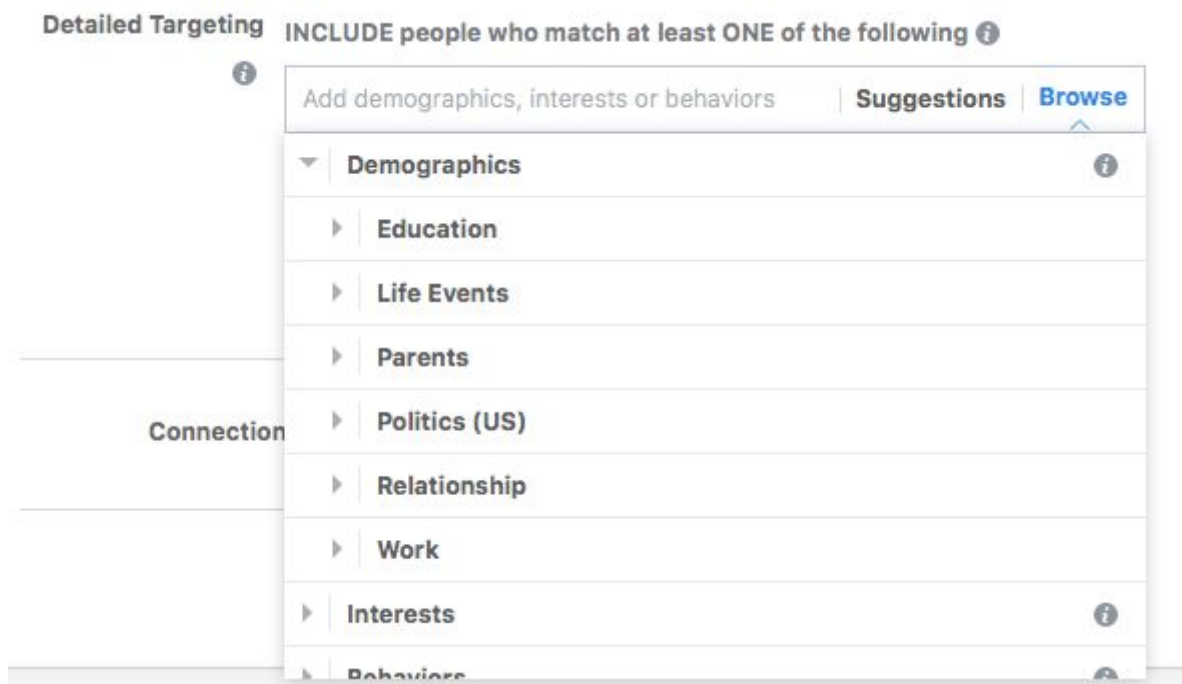


Since many people do not declare their language preference when they use Facebook, language targeting might significantly reduce your reach.

What is more powerful is the advanced demographic options that you can find in Facebook.

## Advanced Demographics

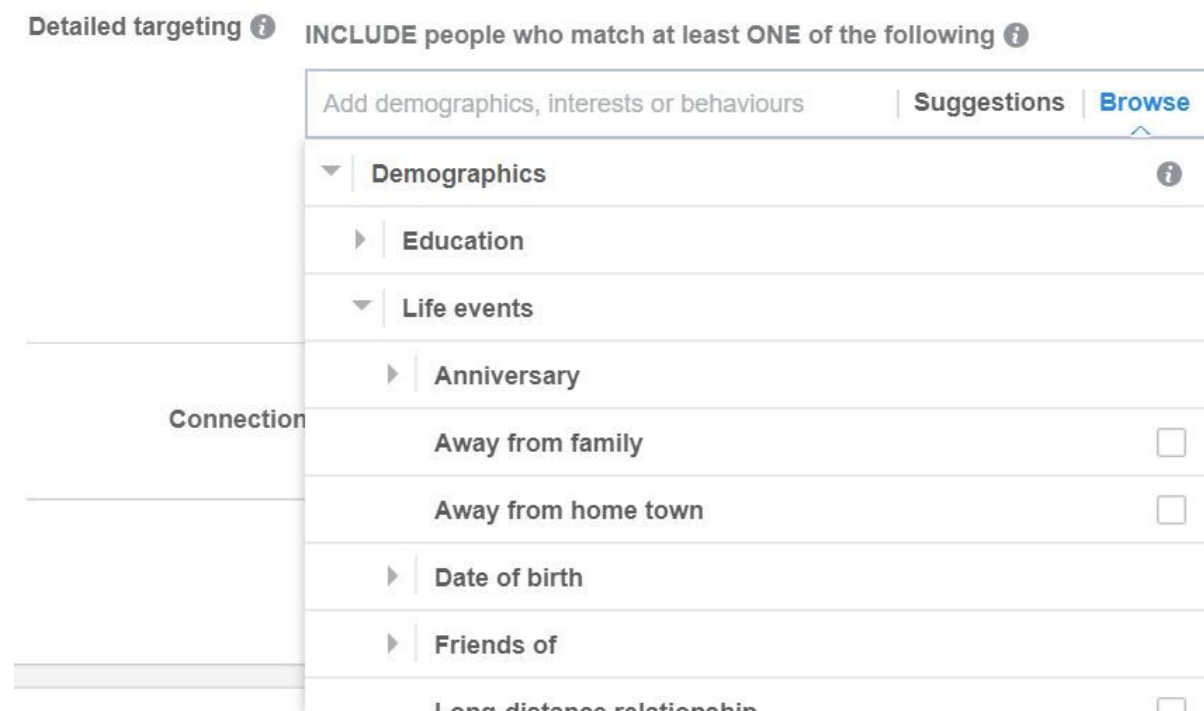
To access the advanced demographics options, you can click on “Browse” under the “Detailed Targeting” options.



There are a few extremely useful advanced demographic targeting I would like to highlight.

## Life Events

If you have a product or service that is especially relevant during different phases of a person's life, you can use this targeting.



Here are a few examples to get the brain juice flowing:

**Upcoming Birthdays** – You can offer a birthday promotion for people whose birthday is coming up in the next one week. This could be a discount coupon or a free gift that they need to drop by your store to collect.

**Newly Engaged (3 months / 6 months / 1 year)** – If you are in the wedding niche e.g. offering wedding planning or wedding photography services, you can target newly engaged couples.

We ran a very highly profitable campaign for a wedding photographer simply by targeting newly engaged couples.

The cost per lead was as low as \$0.45 and these are leads that are actually interested in wedding photography services!



Anniversary Within 30 Days – This is especially useful if your product or service makes a great anniversary present for men and women.

For example, if you run a spa service, you can run an ad that starts off with “Wedding Anniversary coming up and don’t know what to get your wife?” and introduce your product or service as the best possible gift. If needed, give them an anniversary discount.

There are so many ways to use “Life Events” for your targeting. The key is to look through the list of life events and see what you can use.

## Work

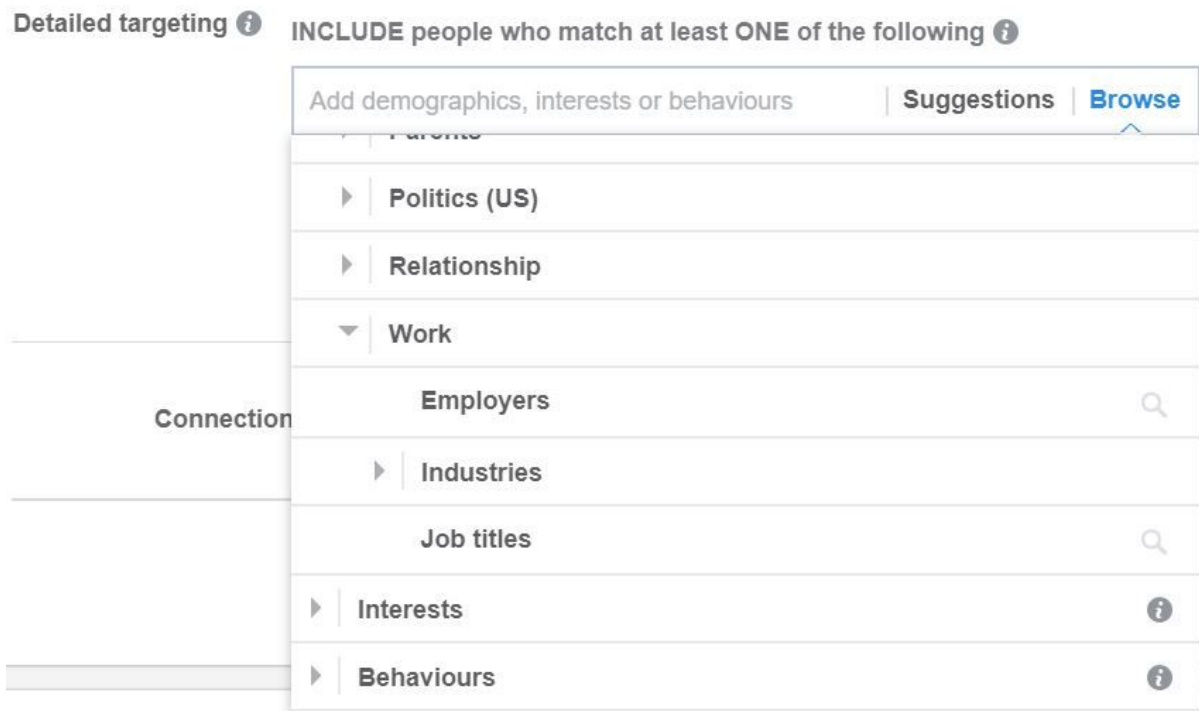
Who says Facebook is not great for B2B?

Most people tend to dismiss Facebook as a B2C platform but I have several clients who managed to get leads for B2B businesses.

One client in particular, managed to successfully make up to 2,000% ROI in one of the most difficult B2B niche possible – key decision makers in construction companies.

He did it by targeting specific job titles and specific employers (AKA companies that he want to target).

You can get access to this targeting by selecting “Work” in your Advanced Demographics options.



Now, you can use your ads to reach out to key decision makers in the companies you are going after. As long as you have a good sales process, you should be able to close a couple of big deals from Facebook.

## Parents

For education centres and any businesses who want to target parents, Facebook has an option to target parents of kids from 0 - 18 year old.

They segmented parents with kids at different age groups, allowing you to target the kind of parents you want for your business.



Demographics > Life Events

**Away from family**

Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

▼ All Parents

New parents (0-12 months)	<input type="checkbox"/>
Parents (All)	<input type="checkbox"/>
Parents with preschoolers (03-05 years)	<input type="checkbox"/>
Parents with adult children (18-26 years)	<input type="checkbox"/>
Parents with early school-age children (06-08 years)	<input type="checkbox"/>
Parents with preteens (08-12 years)	<input type="checkbox"/>
Parents with teenagers (13-18 years)	<input type="checkbox"/>
Parents with toddlers (01-02 years)	<input type="checkbox"/>

Note: Using this targeting can be extremely expensive for small markets like Singapore, where there are multiple competitors going after the same pool of parents.

We suggest testing other interests such as places parent usually visit with their children or magazines they usually read.

I'll share more about interest targeting in the next section.

## Interest Targeting

### Introduction

Interest targeting is another powerful feature of Facebook.

Facebook is able to keep up-to-date data on its users simply because users are actively feeding data to Facebook about the places they visit, the topics they are interested about at the moment and what they like or share about.

In this section, I'll cover how you can maximize Facebook's interest targeting features and use free tools available to brainstorm and find interests you can target.

### Brainstorm Interests

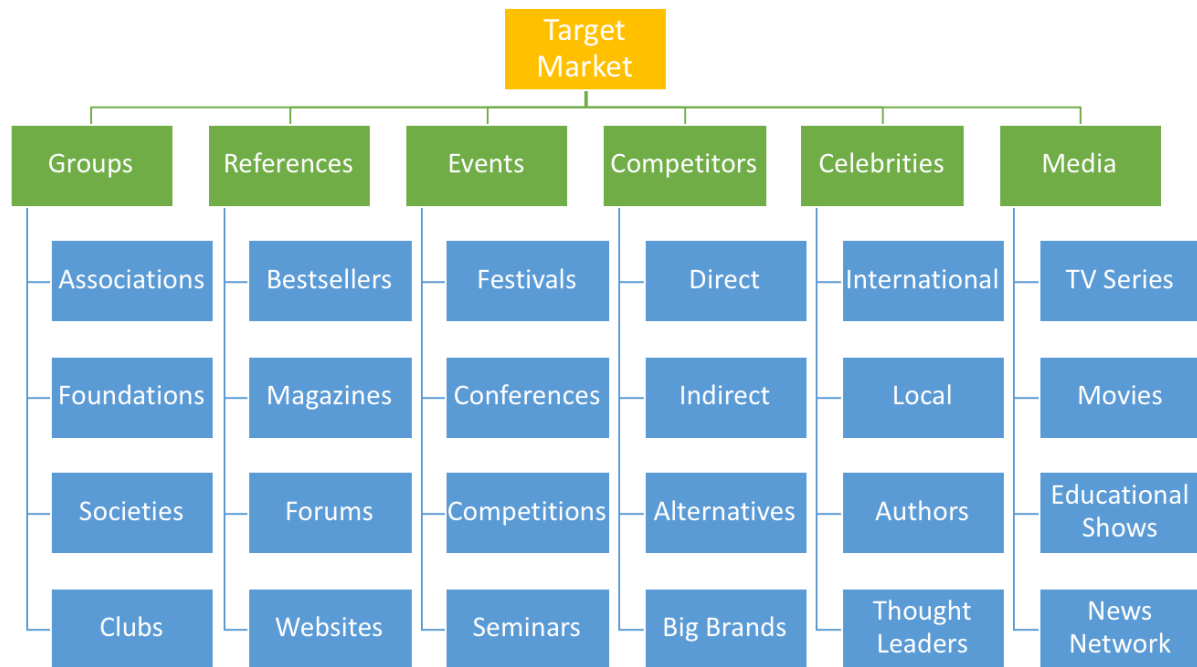
The first step to coming out with interests is to brainstorm interests that your prospect might like.

Remember, when it comes to interest targeting, it's not based on their immediate needs and wants, but rather on the things they are generally interested in e.g. brands they follow, people they respect.

This is why having a detailed ideal customer avatar is so important. We cover more about how you can create an ideal customer avatar for advertising in one of our blueprints.



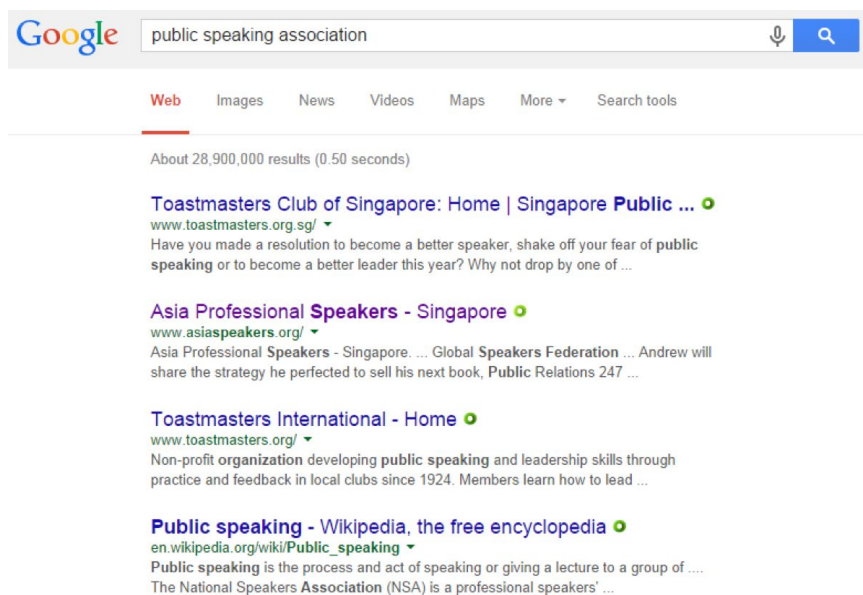
To help you out with your brainstorming, we created a list of 20 interest themes you can look at if you want to target



Once you brainstormed a basic list of interests, you want to find more using the tools below:

## Google

You can type in {key interest} + {interest theme} in the Google search. For example, if I'm in the public speaking niche and I want to go after people interested in learning public speaking, I'll search "public speaking association".

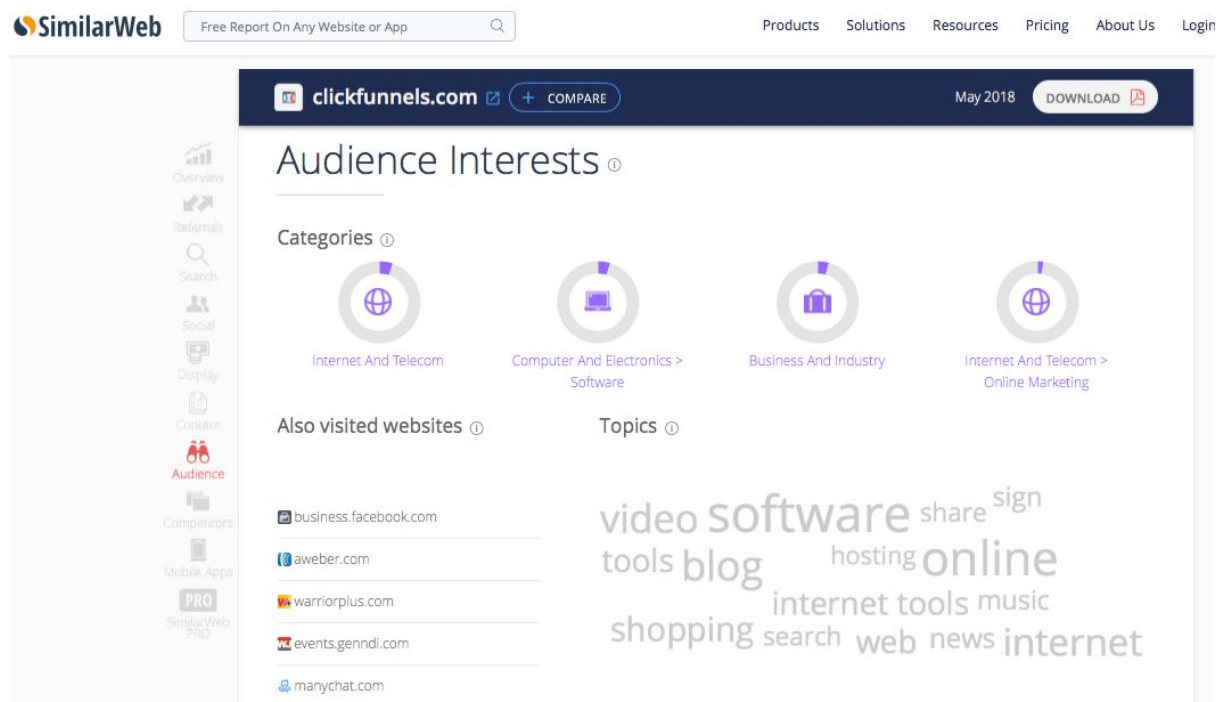


## SimilarWeb

Another great resource is SimilarWeb. I use this tool to research on competitors' website audience and traffic.

I simply have to enter the domain name of my closest competitors, especially those who share similar audiences.

There is a section called "Audience Interests". This will allow me to pick up other interests that the audience might have.



You can also scroll down to find other similar websites you can research on and collect as many interests as possible.

## Competitors & Similar Sites ①

Similarity

Rank


## Amazon.com

When it comes to looking for references like books and magazines, I like to do a search in Amazon.com.

Look at the top bestseller and take note of the name of the books and their authors.

Business & Money

Deliver to Singapore

Departments

Your Amazon.com

Today's Deals

Gift Cards

Registry

Sell

EN

Hello. Sign in

Account & Lists

Books

Advanced Search

New Releases

Amazon Charts

Best Sellers & More

The New York Times® Best Sellers

Children's Books

Textbooks

Textbook Re

☐ FREE Shipping
 

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Show results for

New Releases

Last 30 days

Last 90 days

Coming Soon

Books

Business & Money

Accounting

Biography & History

Business Culture

Economics

Education & Reference

Finance

Human Resources

Industries

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Business & Money

Find books and guides on every business and money topic, from [management](#) and [marketing](#) to [economics](#) and [finance](#).

Shop by category

Real Estate

Management & Leadership

Investing

Marketing & Sales

Small Business...

Finance

Business Culture

Skills

Now, these 3 are extremely powerful tools for brainstorming.

By the end of this exercise, you'll have 20-30 interests you can target. It will be useful to categorize the interests into interest categories you can target later.

Note: You might not be able to target all the interests you find. However, these interests will serve as a starting point for you to create audiences you can target later.

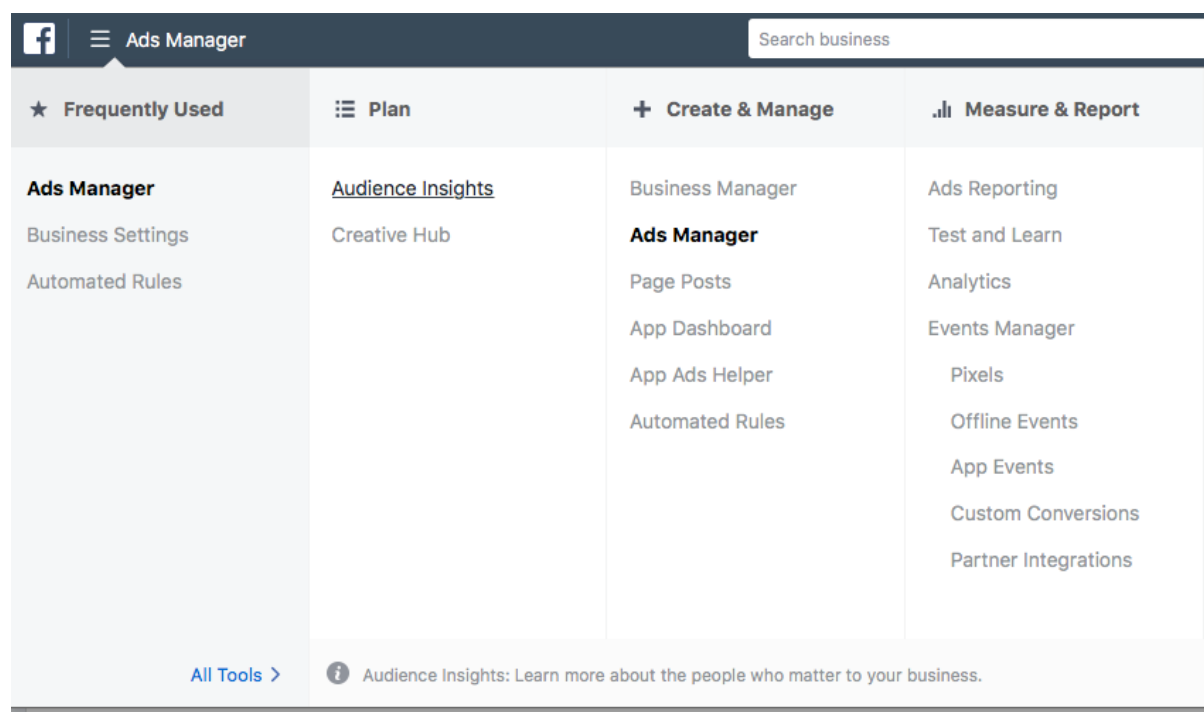
In the next part, we'll show you how you can go about generating more interests with two tools - Audience Insights and Facebook's own suggestion tool.

## Using Audience Insights

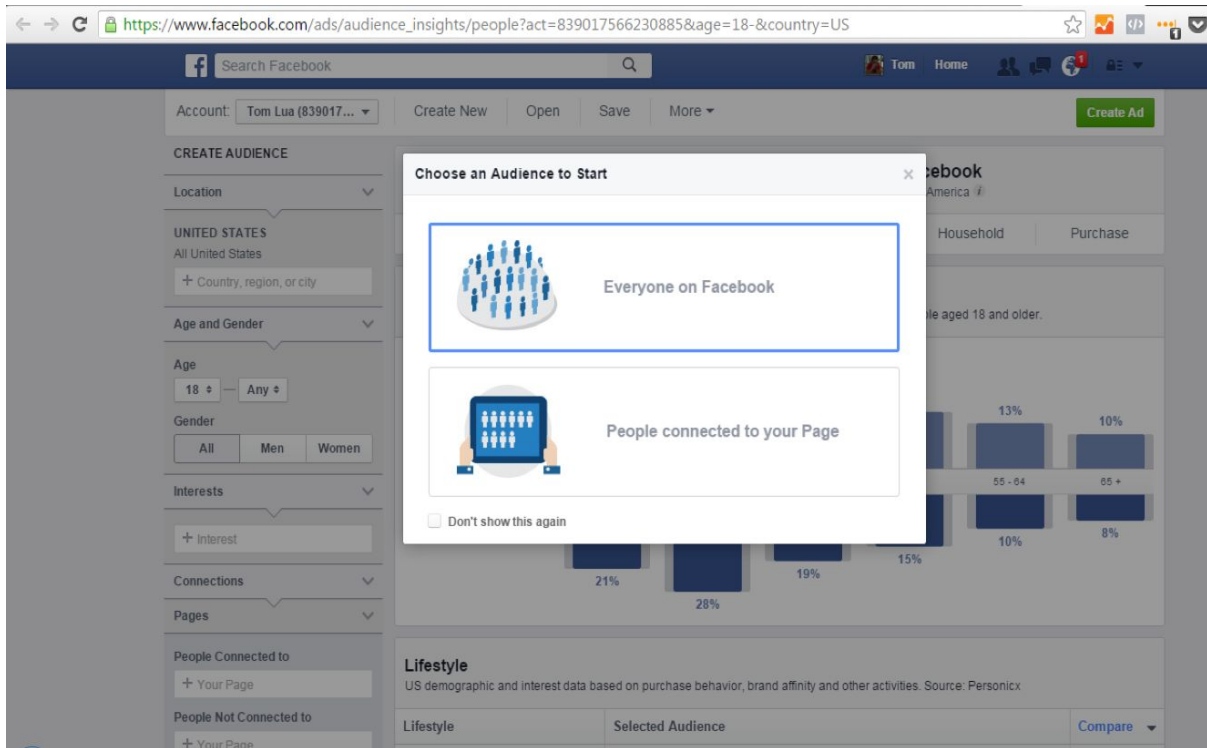
The truth is Audience Insights features haven't been updated much since 2015, when it was first launched.

However, it still serves as a powerful tool you can use for your interest and audience research.

You can access it from your Ads Manager under "Plan".

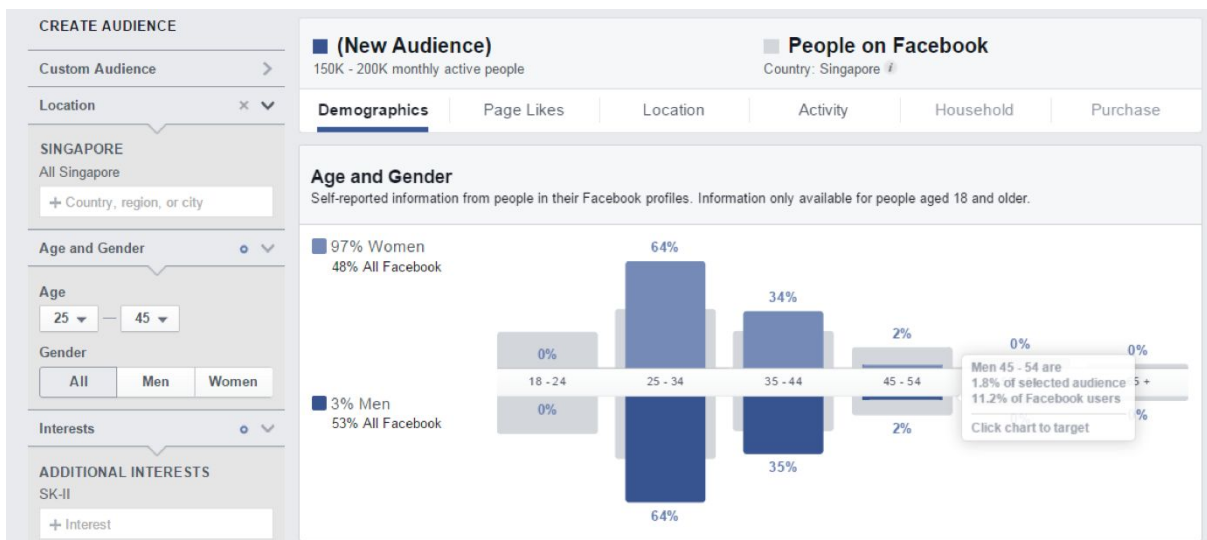


Once inside, you can select "Everyone on Facebook".



Enter your market's demographic information and one of the interests you found earlier. If you ran a campaign before and there were interests that worked well, you can enter them here too.

In this example, I entered a skincare brand called "SKII".



When I look under "Page Likes", I can see categories and page that my audience might be interested in. The pages usually have audiences you can target with your ads.



(New Audience)

200K - 250K monthly active people

People on Facebook

Country: Singapore

Demographics
Page Likes
Location
Activity
Household
Purchase

### Top Categories

1	Shopping/Retail	Beautiful Love Wedding
2	Jewelry/Watches	Tiffany & Co. • SWAROVSKI
3	Clothing	Lara 'J • Saturday Club • Mabel Dress • H&M • MGP Label • Dressabelle Singapore
4	Product/Service	Melissa
5	Health/Beauty	SK-II Singapore • Innisfree singapore • Sulwhasoo Singapore • SEPHORA • LANEIGE
6	Retail and Consumer Merchandise	Love, Bonito • JobandShop
7	Bags/Luggage	premiummall.sg
8	Website	Kepris • Reebonz
9	Company	CHANEL
10	Community/Government	Mummys Market

See All

You can scroll down and find even more interests.

They are sorted by relevance (how similar) and affinity (how much overlap with your selected audiences).

Write them down and take note of them for your interest targeting.

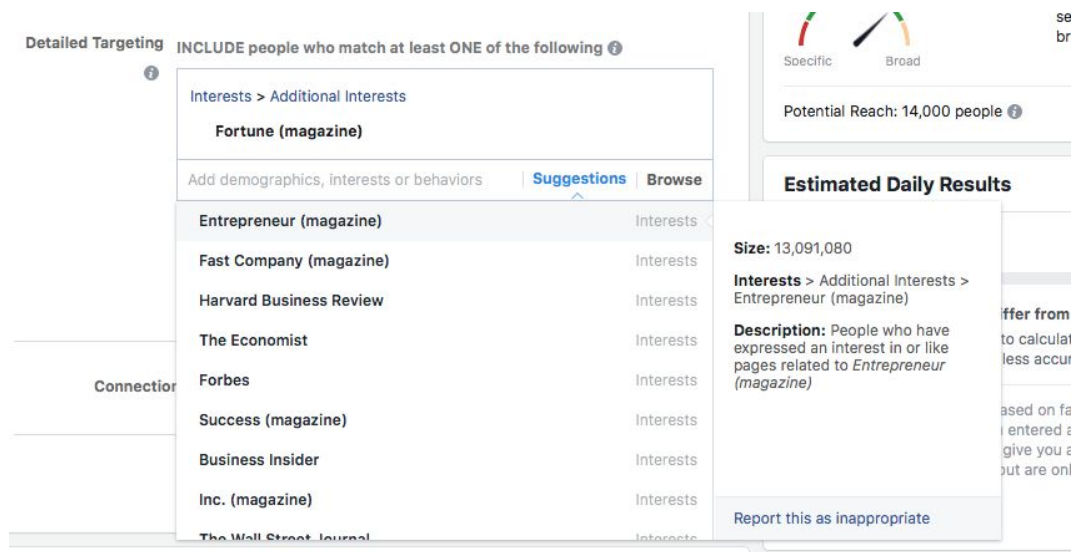
Page Likes				
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance	Audience	Facebook	Affinity
SK-II Singapore	1	29.7K	73.7K	2.9x
Lara 'J	2	19.6K	44.3K	3.2x
Saturday Club	3	23.7K	63.1K	2.8x
CHANEL	4	31.4K	99.9K	2.3x
Kepris	5	29.4K	91.1K	2.4x
Mummys Market	6	32.1K	108.5K	2.2x
Beautiful Love Wedding	7	14.6K	31.3K	3.4x
Love, Bonito	8	19.9K	54.4K	2.7x
Tiffany & Co.	9	24.2K	76K	2.3x
Mabel Dress	10	16.1K	39.7K	3x
See More				



## Using The Suggestions Tool

The other powerful tool you must use is Facebook's own suggestions tool.

When you enter an interest in your targeting, you'll see a list of suggestions of interests that are similar to the one you selected.



You can use this tool to build up your list of interests you can target later when you start building your campaign.

## Behaviours

### Pros & Cons Of Using Behaviours

Behaviours was one of the most exciting features introduced to Facebook many years back.

Instead of just targeting users based on what they say they like, we can target them based on what they actually do.

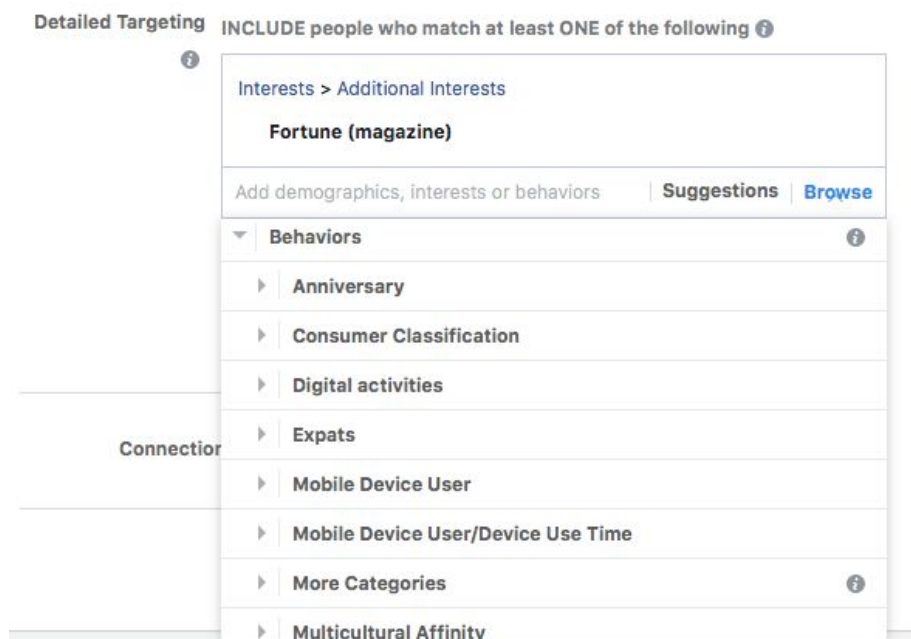
However, behaviours work best in countries with large pools of active users on Facebook. In smaller countries, the audience size for behaviours tend to be extremely small.

Due to different data protection and privacy laws in different parts of the world, there are limited numbers of behaviours for different countries.

This is why we recommend users to start by testing interest categories rather than behaviours immediately.

### Useful Behaviours

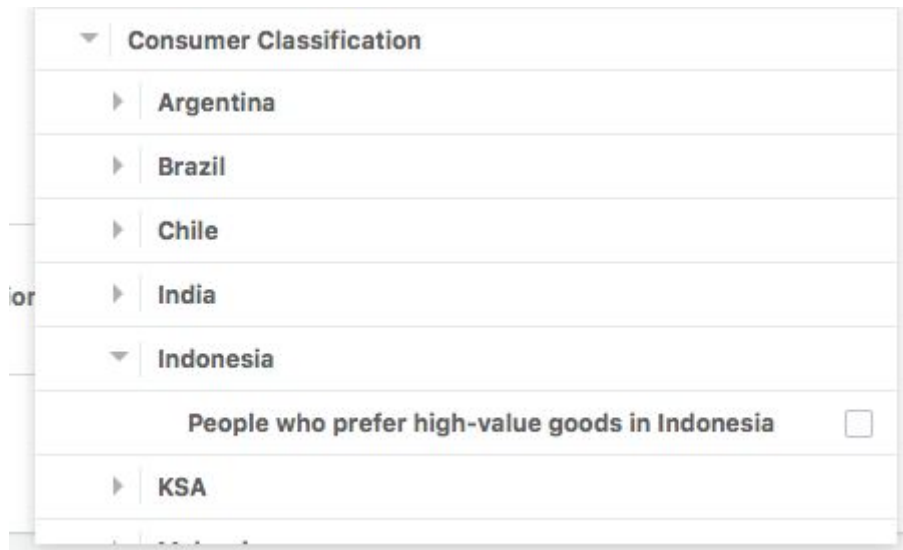
You can find “Behaviours” under the “Browse” option in the detailed targeting section.



While there are many interesting options here, I'll highlight some of the more useful behaviours you can use for your business.

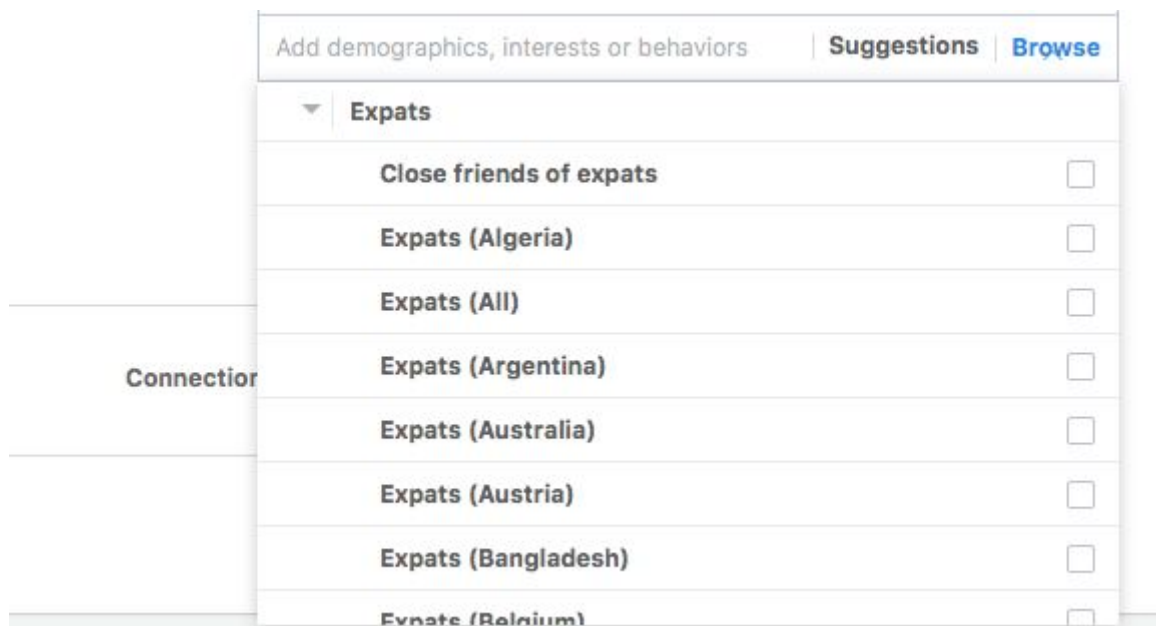
## Consumer Classification

If you are going for high net-worth individuals, the consumer classification option is especially useful. You can target people who prefer high-value groups in some countries.



## Expats

If you are going for expats from different countries in a specific market, you can look through the “Expats” option.



## Digital Activities

You can target potential buyers using the “Facebook Payment Users” option here.

These are typically users who made purchases from website using Facebook Ads in the last 30 or 90 days. This means they are comfortable with purchasing products online.

▼	Digital activities	
▶	Operating System Used	
▶	Canvas Gaming	
	Console gamers	<input type="checkbox"/>
	Facebook Page admins	<input type="checkbox"/>
	Facebook Payments users (30 days)	<input type="checkbox"/>
	Facebook Payments users (90 days)	<input type="checkbox"/>
	Facebook Payments users (higher than average spen...	<input type="checkbox"/>
	Facebook access: older devices and OS	<input type="checkbox"/>

There are many more options available but this should give you a quick overview of what's possible with behaviours.

## Your Audiences

### Introduction

One of my favourite features on Facebook is the ability to use your own audiences for targeting.

You can target your current subscribers or customers, visitors who visited your website and even users who engaged with your content online.

In this section, I'll share how you can set up specific audiences for targeting.

### Custom Audiences

Do you have a list of customer's emails and phone numbers?

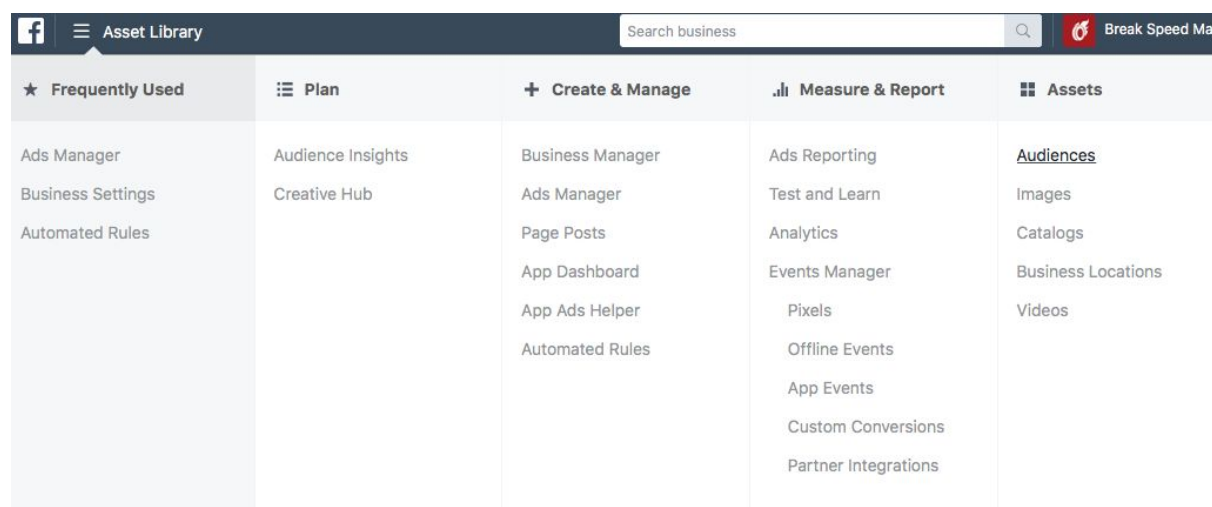
If you do, you are in luck. Facebook allows you to upload your customer's contact details on Facebook to create a custom audience.

This means you can show ads specifically to your current customers and encourage them to buy more from you.

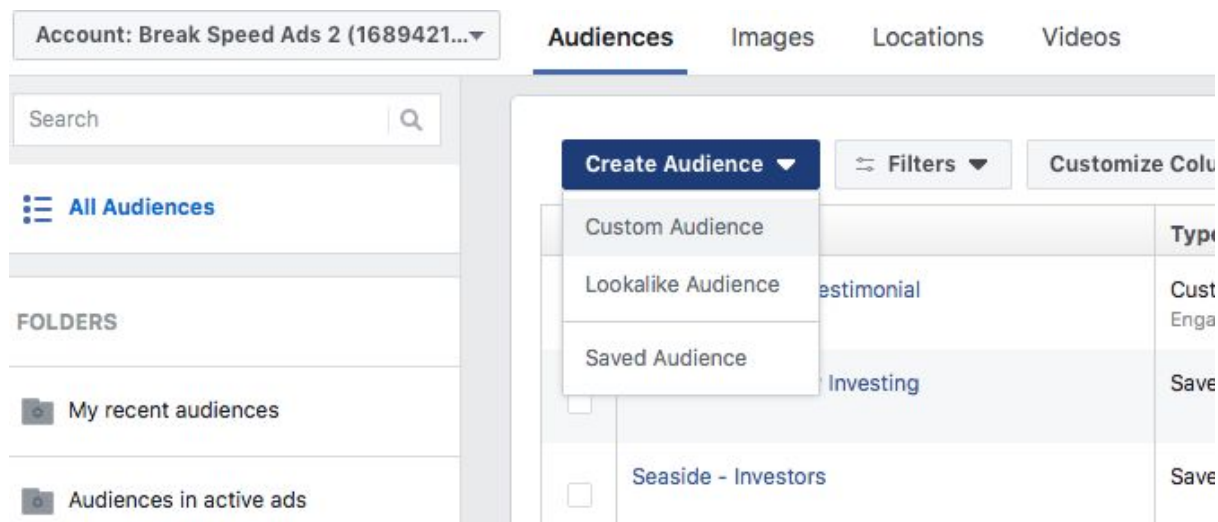
Here's how you get started...

Go to [www.facebook.com/ads/manager](https://www.facebook.com/ads/manager), then click on the "Ads Manager" navigation menu on the top left of the screen.

You can access your audiences by clicking on "Audiences" under your main navigation menu..



Once there, you can select “Create Audience” and select “Custom Audience”.



To upload your customer details, you can select “customer file”.

## How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

**Customer File**

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

**Website Traffic**

Create a list of people who visited your website or took specific actions using Facebook Pixel.

**App Activity**

Create a list of people who launched your app or game, or took specific actions.

**Offline Activity** UPDATED

Create a list of people who interacted with your business in-store, by phone, or through other offline channels.

**Engagement** UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.


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


Cancel

Select “Add customers from your own file”.


**Create a Custom Audience** ×

**Customer file**

**Add customers from your own file or copy and paste data**  
Use your customers' information to match them with people on Facebook.

**Import from MailChimp**  
Import email addresses directly from this third-party connection by providing your login credentials.

**Customer file with lifetime value (LTV)**

**Include LTV for better-performing lookalikes** NEW  
Use a file with LTV to create a lookalike that is more similar to your most valuable customers.

You'll see a pop up like this:

**Create a Custom Audience** ×

Identifiers you can use (15) ?

Email address

Phone number

Mobile advertiser ID

First name

Surname

ZIP/Postcode

City

County/Region

Country

Date of birth

Year of birth

Gender

Age

Facebook app user ID

Facebook Page user ID

☒ Add a new file (CSV or TXT) Download file template

Drag and drop your file here or Upload File

☐ Copy and paste

☒ I agree to the [Facebook Custom Audiences Terms](#)

**Audience name**  50 Show description

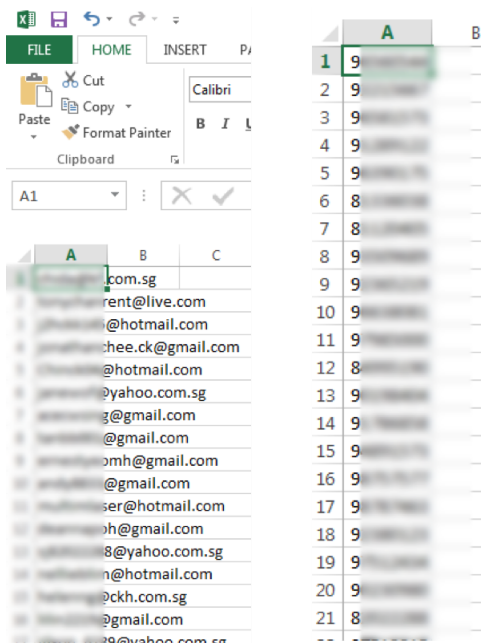
Cancel Back Next

What you need to do next is to upload a .csv file or copy and paste a line of emails or phone numbers.

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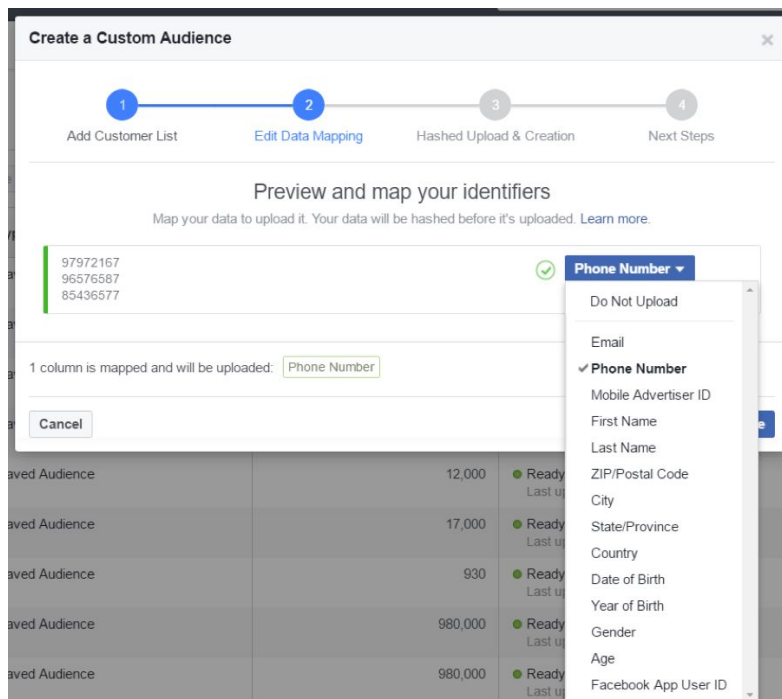
30

It should look something like this:



Do note that if you are uploading mobile numbers, make sure you include the country code in front of the mobile number e.g. 65-9755-7567.

Depending on what data you are uploading, select the right identifier. In this case, I'm uploading mobile numbers. Hence, I'll use "phone number" as an identifier.



The more information you choose to upload, the more accurate your custom audience will be. So it is recommended to upload as much data as possible.



After you're done, click "Upload & Create" which is the blue button located at the bottom right

It will take about 30 minutes to 1 hour for Facebook to build your custom audience. Once it's ready, you can use it for your ads.

## Website Custom Audiences

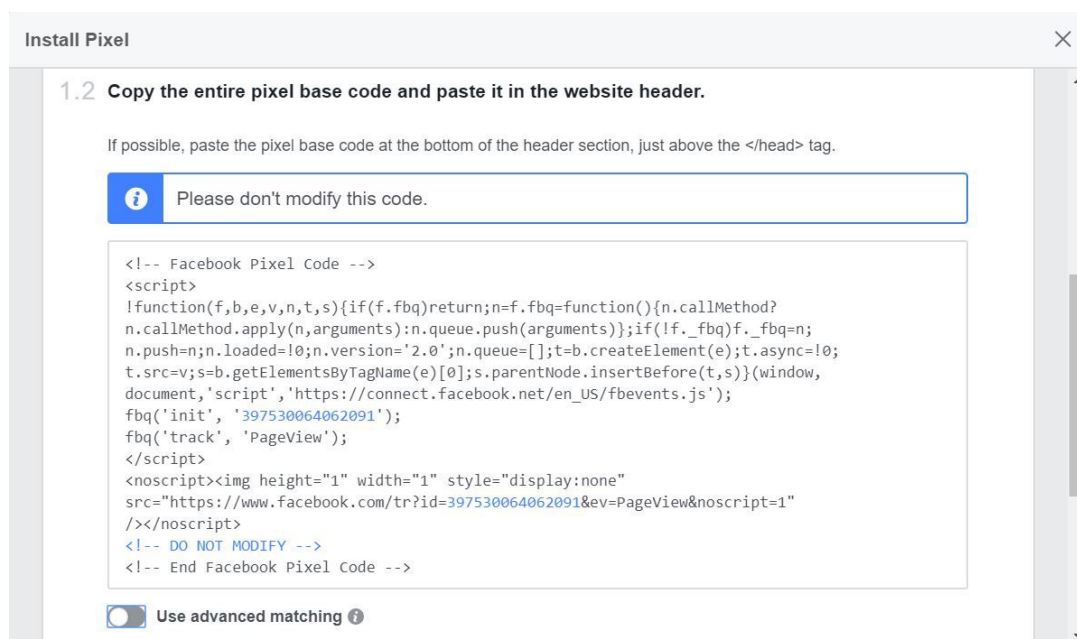
Website custom audiences is a very powerful way to target people who visited your website, especially if they visited a specific page on your product or service.

This is especially useful for re-targeting – showing specific ads to people who have seen your product or service but haven't taken action yet.

From our own experience, using website custom audiences for our campaigns reduced our cost per conversion (both leads and sales) by as much as 79%.

To setup your Website Custom Audience, you need to make sure you have your Facebook Pixel installed.

If you don't, you can check out our Facebook Pixel blueprint to find out how you can start installing and using your Facebook Pixel. Here's how the Facebook Pixel look:



The screenshot shows a window titled "Install Pixel" with a close button in the top right corner. Inside the window, the heading "1.2 Copy the entire pixel base code and paste it in the website header." is followed by the instruction: "If possible, paste the pixel base code at the bottom of the header section, just above the </head> tag." Below this is a blue information box that says "Please don't modify this code." Underneath the box is a text area containing the Facebook Pixel base code. At the bottom of the window, there is a checkbox labeled "Use advanced matching" which is currently checked.

**1.2 Copy the entire pixel base code and paste it in the website header.**

If possible, paste the pixel base code at the bottom of the header section, just above the </head> tag.

Please don't modify this code.






```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,"script","https://connect.facebook.net/en_US/fbevents.js");
fbq('init', '397530064062091');
fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- DO NOT MODIFY -->
<!-- End Facebook Pixel Code -->
```

☒ Use advanced matching

When you create a new custom audience, select “Website Traffic” instead of “Customer File”.

## How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

	<b>Customer File</b> Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
	<b>Website Traffic</b> Create a list of people who visited your website or took specific actions using Facebook Pixel.
	<b>App Activity</b> Create a list of people who launched your app or game, or took specific actions.
	<b>Offline Activity</b> <span>UPDATED</span> Create a list of people who interacted with your business in-store, by phone, or through other offline channels.
	<b>Engagement</b> <span>UPDATED</span> Create a list of people who engaged with your content on Facebook or Instagram.

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

Next, in the new pop-up, change the “website traffic” tab to “people who visit specific web pages”

Fill in the details as shown below. Include the URL of a specific page that you want to target, name the audience and click create.

**Create a Custom Audience**

Include people who meet **ANY** of the following criteria:

**Lutfi Isnin's Pixel**

People who visited specific web pages in the past 30 days

URL contains

At least one of these values

Further refine by

[Include more](#)






**Audience name** Name your audience 50 Show c

## Engagement

Another new feature that was introduced recently was the ability to target users who engaged with your content on Facebook or Instagram.

### How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.















	<b>Customer File</b> Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
	<b>Website Traffic</b> Create a list of people who visited your website or took specific actions using Facebook Pixel.
	<b>App Activity</b> Create a list of people who launched your app or game, or took specific actions.
	<b>Offline Activity</b> <span>UPDATED</span> Create a list of people who interacted with your business in-store, by phone, or through other offline channels.
	<b>Engagement</b> <span>UPDATED</span> Create a list of people who engaged with your content on Facebook or Instagram.

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

You'll see a list of options available.

### What do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.

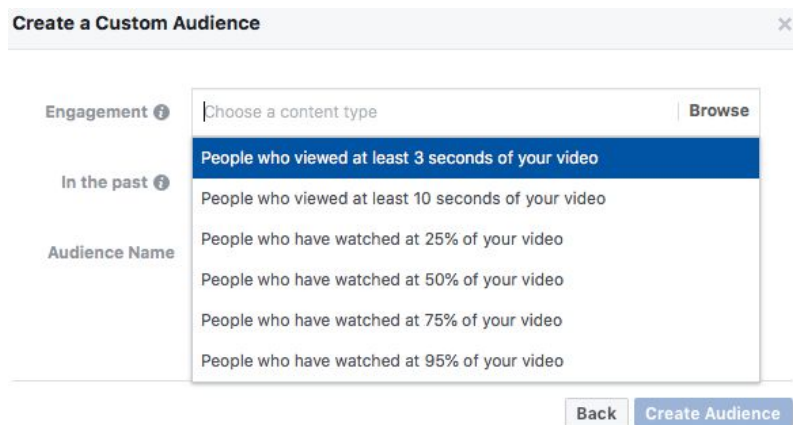
	<b>Video</b> <span>UPDATED</span> Create a list of people who have spent time watching your videos on Facebook or Instagram. From:  
	<b>Lead form</b> <span>UPDATED</span> Create a list of people who have opened or completed a form in your lead ads on Facebook or Instagram. From:  
	<b>Fullscreen Experience</b> <span>UPDATED</span> Create a list of people who have opened your collection ad or Canvas on Facebook. From: 
	<b>Facebook Page</b> Create a list of people who have interacted with your Page on Facebook. From: 
	<b>Instagram business profile</b> <span>NEW</span> Create a list of people who have interacted with your Instagram business profile. From: 
	<b>Event</b> <span>NEW</span> People who have interacted with your events on Facebook. From: 

I will not go into the full details of all the options that are available, but here are a few powerful options we have used:

## Video

For audiences that are difficult to reach through targeting alone, we might create engaging video content to catch their attention.

We'll create a custom audience based on users who watched at least 50-75% of our videos. These are likely to be qualified and engaged audience who are most interested in our products and services.

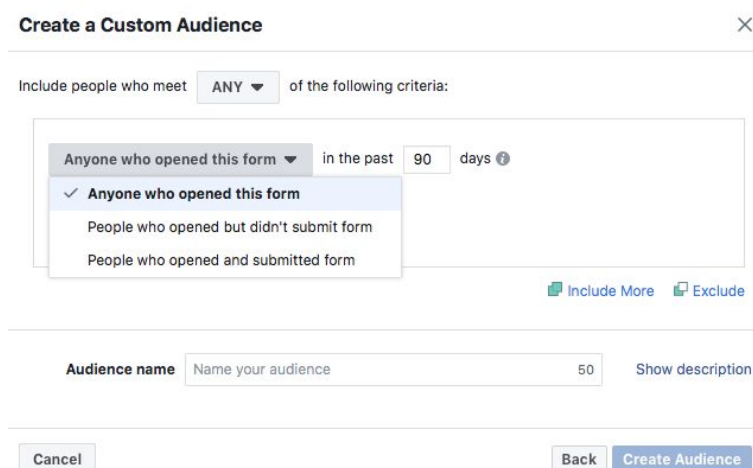


The screenshot shows a 'Create a Custom Audience' dialog box. On the left, there are three sections: 'Engagement' with a help icon, 'In the past' with a help icon, and 'Audience Name'. The 'Engagement' section has a dropdown menu with the placeholder text 'Choose a content type' and a 'Browse' button. The dropdown menu is open, showing several options: 'People who viewed at least 3 seconds of your video' (highlighted in blue), 'People who viewed at least 10 seconds of your video', 'People who have watched at least 25% of your video', 'People who have watched at least 50% of your video', 'People who have watched at least 75% of your video', and 'People who have watched at least 95% of your video'. At the bottom right of the dialog, there are 'Back' and 'Create Audience' buttons.

## Lead Form

If you're running Lead Generation campaigns with a Lead Form, there will always be users who might click on your ad and open up the form but do not fill up the form.

You can create a custom audience out of this group of users and re-target them with your ads.

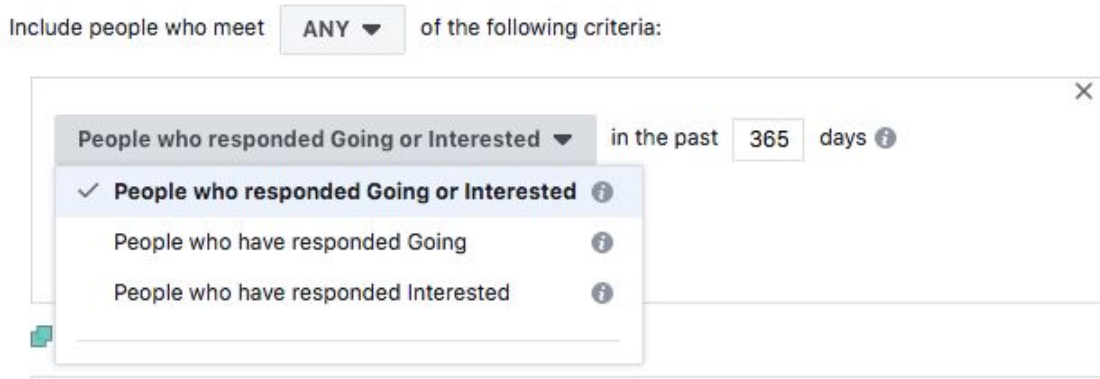


The screenshot shows a 'Create a Custom Audience' dialog box. At the top, it says 'Include people who meet' followed by a dropdown menu set to 'ANY' and 'of the following criteria:'. Below this is a large box containing a list of criteria. The first criterion is 'Anyone who opened this form' with a dropdown arrow, followed by 'in the past' and a text input field containing '90', and 'days' with a help icon. A dropdown menu is open below this criterion, showing three options: 'Anyone who opened this form' (checked with a blue checkmark), 'People who opened but didn't submit form', and 'People who opened and submitted form'. To the right of the criteria box are 'Include More' and 'Exclude' buttons. Below the criteria box, there is an 'Audience name' section with a text input field containing 'Name your audience', a character count '50', and a 'Show description' link. At the bottom of the dialog, there are 'Cancel', 'Back', and 'Create Audience' buttons.

## Events

For those who created Facebook Events, you can target those who responded going or expressed interest in your events.

These are audiences who might be interested in your event but did not attend. You can use this audience to re-target them or get their interest for another event.



There are many ways you can use custom audiences and what I shared here is really the tip of the iceberg of what's possible.

## Lookalike Audiences

Now, let's talk about one of the most powerful ways you can use your current audiences - by turning them into Lookalike Audiences.

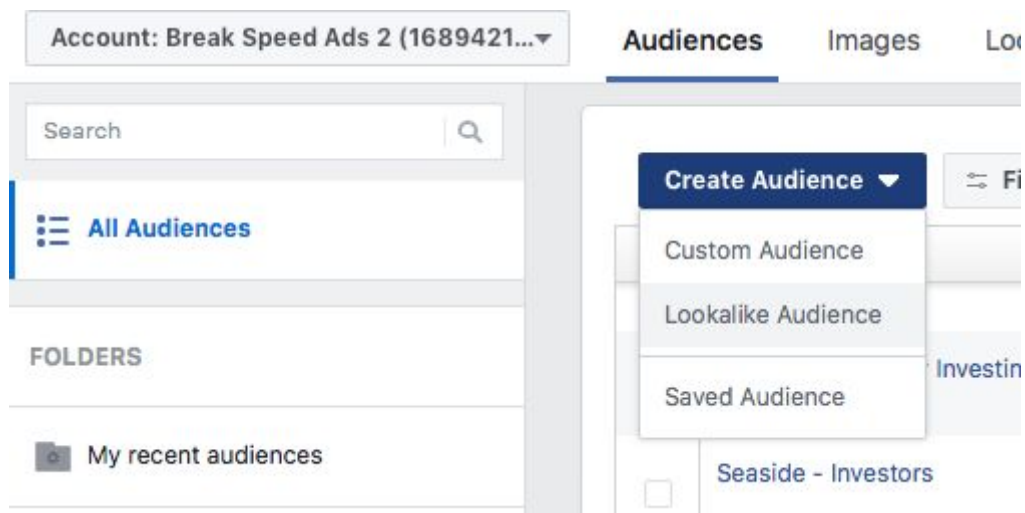
When you are first launching off ads, one of the least risky ways to get results is to target audiences who are similar to your current customers and subscribers.

You can do this by uploading your customers and subscribers as a custom audience (see above), get Facebook to reference this audience and create an expanded audience similar to this audience.

Note: You'll need at least 1,000 data points (or data from 1,000 purchase) for the lookalike audience to be accurate. If you have more data points, even better.

Lookalike audience is also typically used for scaling into another country or market - when you found something that's working in one place and you want to scale it up as quickly as possible in another country.

You can get started by select "Lookalike Audience" under your "Audience" dashboard.



You can create audiences from your current fans or custom audiences. These are your source audience.

## Create a Lookalike Audience ✕

Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

Source	Location	Audience Size
Choose a Custom Audience or a Page.		
Sant Qiu	Page	
Sashimi Lovers	Page	
Science Kids	Page	
Seaside Residences - Open But Didn't Submit	Custom Audience	
Simply Elegant	Page	
Singapore Investors	Page	
Smart Local Properties	Page	
Smart Property SG	Page	
Speed Chinese	Page	

Show Advanced Options ▾

Cancel

Create Audience

Once you selected your source audience, you are basically going to pick the country. I'll usually start off with 1% of the audience total population in the countries I choose that are most similar to my source audience.

## Create a Lookalike Audience ✕

Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

Source	Location
Adam Teow	Countries > Asia
	Indonesia
	Search for countries or regions to target. <span>Browse</span>

Audience Size 1.3M

0 1 2 3 4 5 6 7 8 9 10 % of countries

**Resulting audiences** **Estimated reach**  
 Lookalike (ID, 1%) - Adam Teow 1,330,000 people

Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

Show Advanced Options ▾

Cancel

Create Audience

Once done, your Lookalike audience will be built in less than an hour and you can start using them for your ads.

## How You Can Use These Audiences?

You can select these Custom and Lookalike audiences from the list. You can also choose to exclude these audiences.

I'll always exclude the source audience from the Lookalike audience to avoid overlaps in the targeting.

The screenshot displays the Facebook Audience Definition interface. On the left, under the 'Audience' tab, there's a 'NEW AUDIENCE' dropdown and a list of 'Custom Audiences'. The 'Property Agents List' is highlighted. To the right, the 'Audience Definition' panel shows a gauge indicating the audience's specificity (ranging from Specific to Broad) and a 'Potential Reach' of 14,000 people. Below this, a detailed view of the 'Property Agents List' is shown, including its size (6,500), name, and type (Customer List).

Custom Audiences	
Add Custom Audiences or Lookalike Audiences	
All	Lookalike Audience
Custom Audience	
Video View 75% -testimonial	Engagement - Video
Seaside Residences - Open But Didn't Sub...	Engagement - Lead Ad
Pri Math Consultation	Website
GrowthTribe Careers_180 Days	Website
New Audience	Customer List
Property Agents List	Customer List

**Audience Definition**

Potential Reach: 14,000 people

**Size:** 6,500  
**Name:** Property Agents List  
**Type:** Customer List

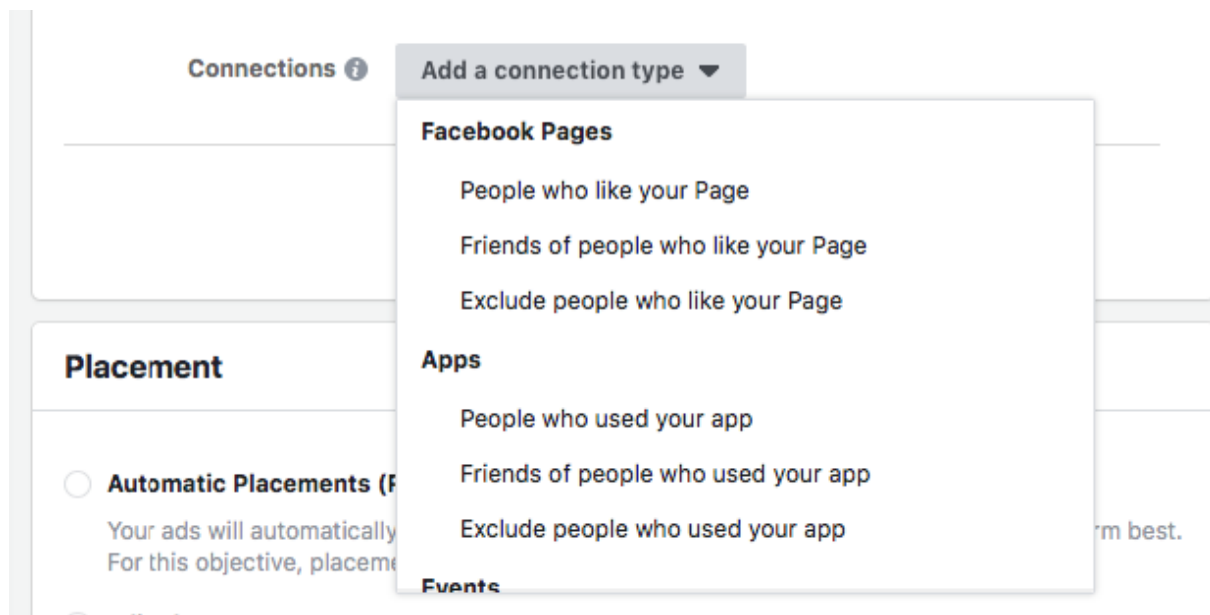


## Connections

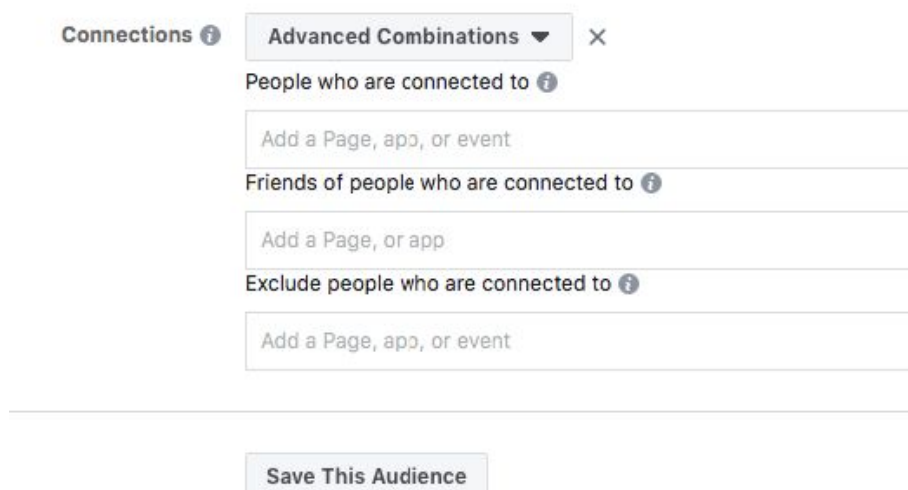
Last but not least, let's talk about Connections - a feature that has been available for a long time.

I usually use Connections when I want to communicate with my fans or their friends directly.

There are some case where I have specific ads or offers for cold market and I'll use this to exclude my fans from those messages.



You can also create advanced combinations if you have multiple fan pages and events.



## What's Next?

Now that you have completed this blueprint, you have more knowledge about Facebook targeting options than 95% of the advertisers.

Use the different combinations and options to laser target on your audience but don't obsess about it.

Remember what I shared about the limitations of targeting. The offer and message are often more important than the targeting.

If you want to learn more about creating the right message for the ads, you can check out our blueprint on "Creating FB Ads That Sell".

If you want to master the art and science of creating irresistible offers that convert well on Facebook, check out our blueprint on "How To Create Irresistible Offers".

All the best for your campaigns!