

DEFINE YOUR TARGET AUDIENCE

Here is a list of the different possibilities to create an audience. You will be able to run a study on any of the possibilities listed below.

Based on Internal Database:

- Email and / or phone numbers

Based on Website Visitors:

- All the website visitors
- Page specific visitors

Based on an Audience created by yourself:

- Based on the socio-demographics + interest categorization of FB.

Explanation: you can combine different elements of the socio-demographics and interests to create the ideal audience that you want to analyze. Often used to analyze the competitors, to recreate a persona or to analyze potential clients (examples: analyze the Gin-Lovers, analyze the parents, analyze the environmentalists, ...).

Based on FB fans:

- People that like your FB page
- Friends of people that like your FB page

Based on people that engaged with your Content:

- People that reacted on a created event on FB
- People who watched the video of a campaign more than X seconds on Facebook
- People who opened or completed a form in your lead ads on Facebook
- People who have opened your canvas on Facebook
- Anyone who visited your page in the past X days
- People who engaged with any post or ad in the past X days
- People who clicked on any CTA button in the past X days
- People who sent a message to your page in the past X days
- People who saved you page or any post in the past X days

Based on a Lookalike group:

- Create lookalike of your internal database
- Create lookalike of your website visitors

Explanation: often used to analyze similar people to your current customers or to analyze the potential customers and have the ability to retarget them afterwards with the right marketing.