

Creating custom audiences and Lookalike audiences is one of the most powerful ways to make sure that your ads are getting in front of the right people who are most likely to respond. By using Facebook's pixel, we are able to select people who have done a certain activity (i.e. downloaded a Bible, watched a video, etc.), and then leverage Facebook's algorithm to find thousands of others who share the same characteristics to a very high similarity.

To get started, go to business.facebook.com and login to your account. Once in, click in the top left "Hamburger" menu button and then select Audiences.



The first time you go to this section, you will be presented with the following options. Click on the "Create a Custom Audience" button to get started.

Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business. [Learn More](#)

Custom Audiences

Connect with the people who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app.

[Create a Custom Audience](#)

Lookalike Audiences

Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

[Create a Lookalike Audience](#)

Saved Audience

Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads.

[Create a Saved Audience](#)

Part of what makes Custom and Lookalike Audiences so powerful is that we can choose the exact behavior or page visited in the creation process. This filtering creates a higher converting audience at a lower ad cost. For this example we are going to use "Video". You can also use engagement with your Facebook page, engagement with a certain page on your website, or many other options.

When first starting out, a "Hook" video of 15 to 59 seconds is a great way to build a custom audience. We are shooting for around 4,000 video views of this testimony "Hook" video. Your cost per 10 second video view will vary but will probably be around the 1 to 4 cents per view.

Click on the "Video" button under Facebook Sources

Create a Custom Audience

Use your sources

-  Website traffic
-  Customer file
-  App activity
-  Offline activity

Use Facebook sources

-  Video
-  Instagram business profile
-  Lead form
-  Events
-  Instant Experience
-  Facebook Page

After clicking on “Video” you will be presented with the following dialogue.

Create a Video Engagement Custom Audience

Engagement ⓘ Browse Show

In the past ⓘ days

Audience Name
[Add a description](#) (optional)

Cancel Back Create Audience

To get a higher quality custom audience, I would suggest using 10 second video views as your ad objective and then using at least the 50% video viewed option shown below. You just want to make sure that you have at least 1000 (or more) people who meet this qualification so that Facebook has enough data to use.

Create a Video Engagement Custom Audience

Engagement ⓘ Browse Show

In the past ⓘ days

Audience Name
[Add a description](#) (optional)

Cancel Back Create Audience

- People who viewed at least 3 seconds of your video
- People who viewed at least 10 seconds of your video
- People who have watched at 25% of your video
- People who have watched at 50% of your video**
- People who have watched at 75% of your video
- People who have watched at 95% of your video

You will then need to select the “Hook” video or whatever video(s) you are using for your source for the custom audience. It is possible to select more than one video if the total number of viewers is not enough for a single video audience. The date range can go back as far as 365 days and is continually updated as time goes by.

Select Videos
✕

Select by: Facebook Page
Selected Videos (0)

Page: Kavanah Media
Last Used Date
Select Dates

Page 1

	Thumbnail	Video Details	3s Video Views	👤	Last Used
<input type="checkbox"/>		How To Create A Custom Conv... 3:07 • Uploaded: Nov 29, 2018		126	Nov 29, 2018
<input type="checkbox"/>		Facebook Messenger Update 3:42 • Uploaded: Nov 28, 2018		26	Nov 28, 2018
<input type="checkbox"/>		How To Set Up Automated Fac... 2:26 • Uploaded: Oct 11, 2018		105	Oct 12, 2018
<input type="checkbox"/>		Facebook Ad Campaign Reporti... 5:03 • Uploaded: Sep 10, 2018		9	Sep 10, 2018
<input type="checkbox"/>		How To Setup A Facebook Ad A... 1:51 • Uploaded: Feb 28, 2018		7	Mar 1, 2018
<input type="checkbox"/>		How To Install The Facebook Pl... 6:01 • Uploaded: Feb 27, 2018		205	Feb 27, 2018

audiences/manage/?act=10156374759077044&pid=p1&page=audiences&tab=audiences_manage#

Your selected videos will appear here. You'll be able to remove any videos you don't want to include before confirming your selections.

Name your audience so you will remember later on what criteria you used. Once named click on the “Create Audience” button.

Create a Video Engagement Custom Audience
✕

Engagement ⓘ

People who have watched at 50% of your video
✕

👤
👤
👤

🔗
🔗

Edit
🔗

Choose a content type
Browse

In the past ⓘ

365

days

Audience Name

50% Video Watched

Add a description (optional)

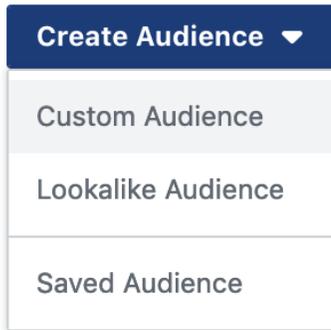
Cancel
Back
Create Audience

Your new, custom audience will begin to populate. This will take around 30 minutes for Facebook to complete. It will show it as “Ready” even while populating.

Create Audience
Filters
Search by name
Customize Columns

	Name	Type	Size	Availability	Date Created
<input type="checkbox"/>	50% Video Watched	Custom Audience Engagement - Video	Below 1000 Populating	Ready	03/05/2019 8:32 AM

Once the Custom Audience is created, we can use it to create a Lookalike Audience. Click on the “Create Audience” button and then click on “Lookalike Audience”.



After clicking on Lookalike audience, you will see a screen similar to the one below.

A screenshot of a form titled "Create a Lookalike Audience" with a close button in the top right. The form is divided into three numbered steps: 1. "Select Your Lookalike Source" with a "Show" link, a text input field containing "Select an existing audience or data source", and a "Create New Source" dropdown. 2. "Select Audience Location" with a text input field containing "Search for regions or countries" and a "Browse" button. 3. "Select Audience Size" with a "Number of lookalike audiences" dropdown set to "1" and a slider ranging from 0% to 10%. Below the slider is explanatory text: "Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience." At the bottom are "Cancel" and "Create Audience" buttons.

The Lookalike audience needs a source which is going to be the Custom Audience of Video Views that you created.

A partial screenshot of the "Create a Lookalike Audience" form, showing step 1: "Select Your Lookalike Source". The text input field contains "50% Video Watched" and there is a "Create New Source" dropdown button below it.

The Lookalike audience needs to be a country or region, so select the country that you are wanting to target.

2 Select Audience Location

Countries > North America

United States

Search for regions or countries Browse

Depending upon the country selected, your audience size may be from 50,000 up to over a million people. While it is tempting to pick a huge audience, unless you have the budget to target that many people, you will want to use the most closely aligned audience at 1%.

3 Select Audience Size

Number of lookalike audiences 1



Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences
1% of US - 50% Video Watched

Estimated reach
2,150,000 people

Once all done, click on “Create Audience”.

Create Audience

Just like the Custom Audience, Facebook will begin to populate your Lookalike audience. This process will take around 30 minutes and then you will be able to see final numbers of people to target.

Name	Type	Size	Availability	Date Created
Lookalike (US, 1%) - 50% Video Watched	Lookalike Custom Audience:50% Video Watched	Below 1000 Populating	Ready	03/05/2019 8:33 AM

You are now able to create a new ad using the Lookalike audience as your target audience.

Create Ad

After clicking on Create Audience and choosing your objective, you will come to the audience selection part of the ad creation.

Audience
Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▾

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

Exclude | Create New ▾

Everyone in this location ▾

Locations ⓘ United States

United States

United States

Include ▾ | Type to add more locations | Browse

Add Locations in Bulk

Under Saved Audiences select your previous created Lookalike audience.

Audience
Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▾

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

All | Lookalike Audience | Custom Audience

Lookalike (US, 1%) - 50% Video Watched | Lookalike

50% Video Watched | Engagement - Video

If you are only wanting to target a specific region or city within your Lookalike audience, then click on the “X” to the right of the country selected under location. Then pick the city or place you are wanting to target. The ad will only target the people in the Lookalike audience who are in that city or region.

Everyone in this location ▾

Locations ⓘ United States

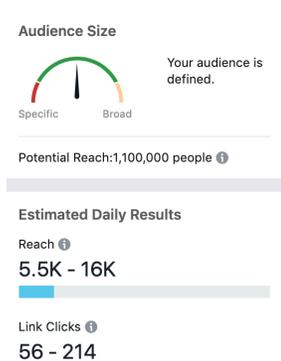
United States

United States

Include ▾ | Type to add more locations | Browse

Add Locations in Bulk

Make sure that your audience size is not too small or large. The estimates are only estimates and your results will likely only be half to 2/3 of the numbers Facebook shows.



You can also exclude audiences so that people who have already seen an ad won't see it again. To do that, just click on the exclude button and pick the custom audience that you have created that you are wanting to exclude. This is very useful when you have multiple landing pages that have been used. You can make sure that people who have already messaged you don't see ads that don't relate to where they are in the spiritual seeker journey.

INCLUDE people who are in at least ONE of the following

Lookalike

Lookalike (US, 1%) - 50% Video Watched

Add a previously created Custom or Lookalike Audience

Custom Audiences ⓘ EXCLUDE people who are in at least ONE of the following

Engagement

50% Video Watched

Add a previously created Custom or Lookalike Audience

Create New ▾

May God bless your efforts.