

A custom conversion allows you to create a specific audience based off of some activity or page visited on your website. This can be a powerful way to create a custom/lookalike audience based off some predetermined activity. To get started go to [business.facebook.com](https://business.facebook.com) and click on “Custom Conversion”.

### Get Started with Custom Conversions

Customize an event by adding rules and parameters that define specific customer actions.



#### Learn From Custom Conversions

See the details of how customers interact with your business, like the price and style of the shoes they view on your website, app or in a physical store.



#### Optimize for Custom Conversions

Use custom conversions to show ads to people who are most likely to take specific actions. You can use this feature once you've recorded at least 50 conversions for a custom conversion.



#### Share Custom Conversions

Collaborate on a campaign by sharing custom conversions with other ad or business accounts on Facebook or with third-party agencies.

Create Custom Conversion

If you would like to reach people who have a relationship with your business, create a Custom Audience.

#### Create a Custom Conversion ✕

Custom conversions allow you to measure unique activities and optimize your ads for the events that matter most to your business. Create a custom conversion by applying rules to existing events.

Include events that meet the following criteria

● KavanahMedia ▾

**Website Event** All URL Traffic ▾

Include All URL Traffic events that meet the following criteria:

✕ Rule 1 URL ▾

contains ▾ secret url location ✕ or

[Add another rule](#) ⓘ

**Name**  50

[Add a description](#)

**Category** ⓘ Select a category ▾

**Value** ⓘ

Set the value that each of these conversions is worth to you to track your return on ad spend. [Learn more.](#)

Cancel
Create

After clicking on “Create Custom Conversion” you will be given an option as to what you want to base the event on. For this example we are going to use a specific URL event.

We want to capture all of the traffic to a specific page on a website. The goal here is to create a specific audience based off of a subject, activity (i.e. download, register, etc.), or some other activity that we will want to retarget in a later ad campaign.

Once a person has done something on your site such as download a Bible, you will want to speak (advertise) to them in a different way. Using a custom conversion allows for this possibility.

Type the specific url(s) for the page(s) that are a part of your specific custom audience you are wanting to create. Once entered, click on the “Create” button.

Once your custom conversion is created, it will fire and report it as a conversion anytime a person goes to a page or does a certain action that you have identified. After a period of time you will have enough conversions that you can create a quality custom and lookalike audience to retarget.

### Custom Conversions

Tailor your events by adding rules and parameters. [Learn More](#)

Name	Status	Activity ⓘ	Source(s)	Conversions received (Last 7 Days) ⓘ
Your Custom Conversion	<span style="color: green;">●</span> <b>Active</b> Last Received 8 minutes ago		Pixel	61