Valuable Custom Audiences For Your Meta Ads

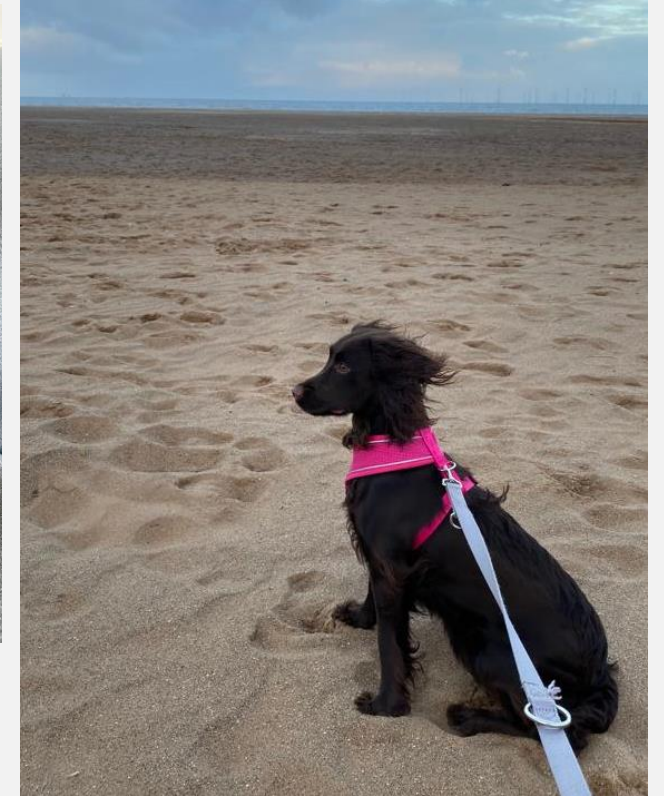Rachel Cryan– 9th March 2023

Introductions

Rachel Cryan

Account Director (Social Media)

anicca |

About me

↗ 1.5 Years at Anicca

↗ Worked in the industry since 2013

↗ Worked with a range of brands – in house and agency

↗ I have a little dog called Crumpet

↗ TikTok is my favourite social media platform

About Anicca

Supporting your digital ambitions.

We invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.

Established
2007

Staff
25

Clients
46+

Our team

Ann Stanley
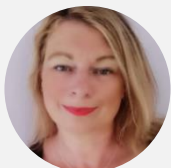Founder & CEO

Darren Wynn
Managing Director

Angie Longman
Operations Director
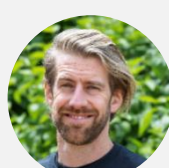
**Commercial &
Strategy Team**
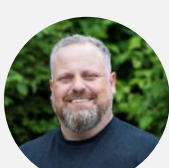
Ange Padfield
New Business

Katie Downing-Howitt
Marketing & Training

Holly Kelly
Paid Media

Ed Truman
Analytics & Data

Thom Shardlow
Creative Strategy

Brad Longman
SEO

Emil Ougendal
Social
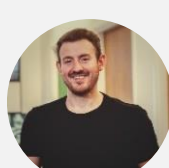
Matt Cocking
Digital Strategy

**Technical &
Support Team**

Rajal Prajapat
Client Services

Mark Janes
Client Account
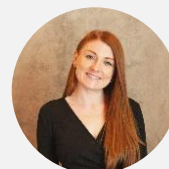
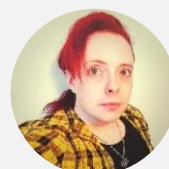**Katie Ford**
PR & Content

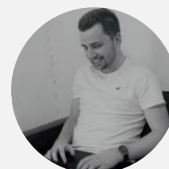**Amy Hayward-Paine**
PR & Content

Rachel Cryan
Social

James Allen
Analyst & SEO

Jordan Munton
Paid Media
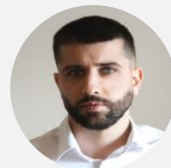
Andras Lorinczi
Creative

Anna Lomax
Social

Pete Keyworth
Paid Media
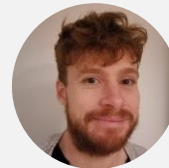
Zak Averre
Content

Gurpreet Purewal
Marketing

Lucy Hammond
Training & Events

Salema Khatun
Recruitment

anicca |

/5

Strategy & Delivery

We invest in relationships with businesses and brands looking to drive growth and succeed in what they do.

Whatever your brief, we can mix and match our services to best suit your needs. Our services tell you all you need to know when looking for a truly integrated agency.

Services ↗
Analytics
Creative
Paid Media
PR & Content
SEO
Social Media
Training

Outcomes ↗
Consultancy
Strategy
Lead Generation
eCommerce
Technical Support
Reporting
Client Services

Our pedigree

We have vast experience of working with companies and organisations across many industries and parts of the UK

Our deep understanding and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.

NHS

Uber for Business

AUTOMATION™ ANYWHERE

PALLEX

experian™

e·on

Valuable Custom Audiences For Your Meta Ads

Introduction to Meta ads
(Facebook, Instagram & Messenger)
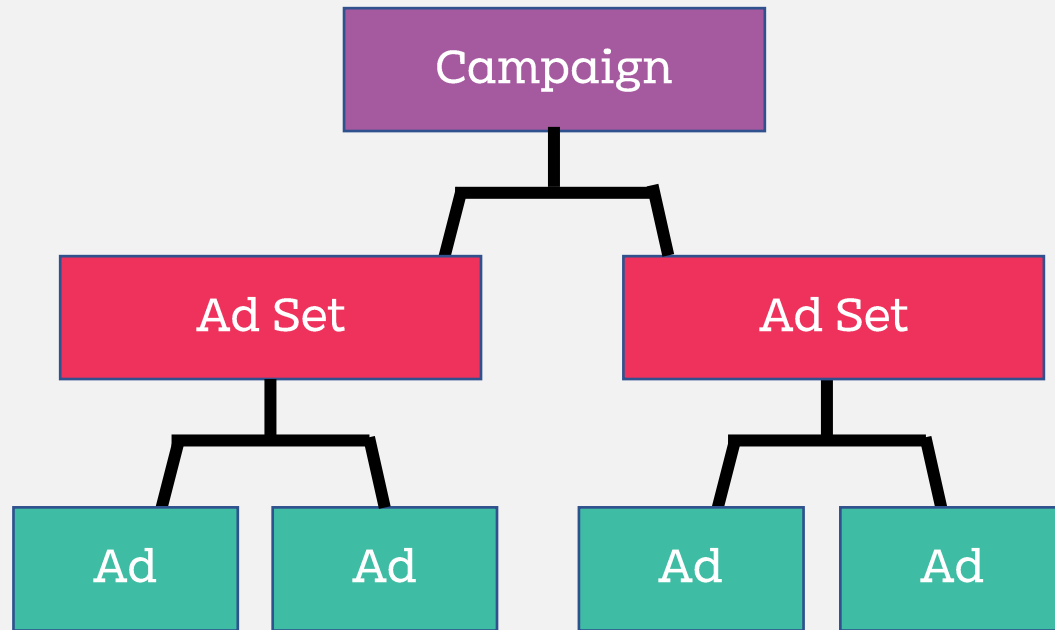
Facebook & Instagram ads (Meta)

Facebook & Instagram ads (Meta)

Campaign

Ad Set   **Ad Set**

Ad   **Ad**   **Ad**   **Ad**

Objective

Audience
Placements
Budgets & Schedule

Format
Media
Additional Creative

Facebook & Instagram ads (Meta)

```
            ┌──────────────┐
            │   Campaign   │
            └──────┬───────┘
          ┌────────┴────────┐
    ┌─────┴─────┐     ┌──────┴────┐
    │  Ad Set   │     │  Ad Set   │
    └─────┬─────┘     └─────┬─────┘
     ┌────┴────┐       ┌────┴────┐
  ┌──┴─┐    ┌──┴─┐  ┌──┴─┐    ┌──┴─┐
  │ Ad │    │ Ad │  │ Ad │    │ Ad │
  └────┘    └────┘  └────┘    └────┘
```

Objective

Audience
Placements
Budgets & Schedule

Format
Media
Additional Creative

Valuable Custom Audiences For Your Meta Ads
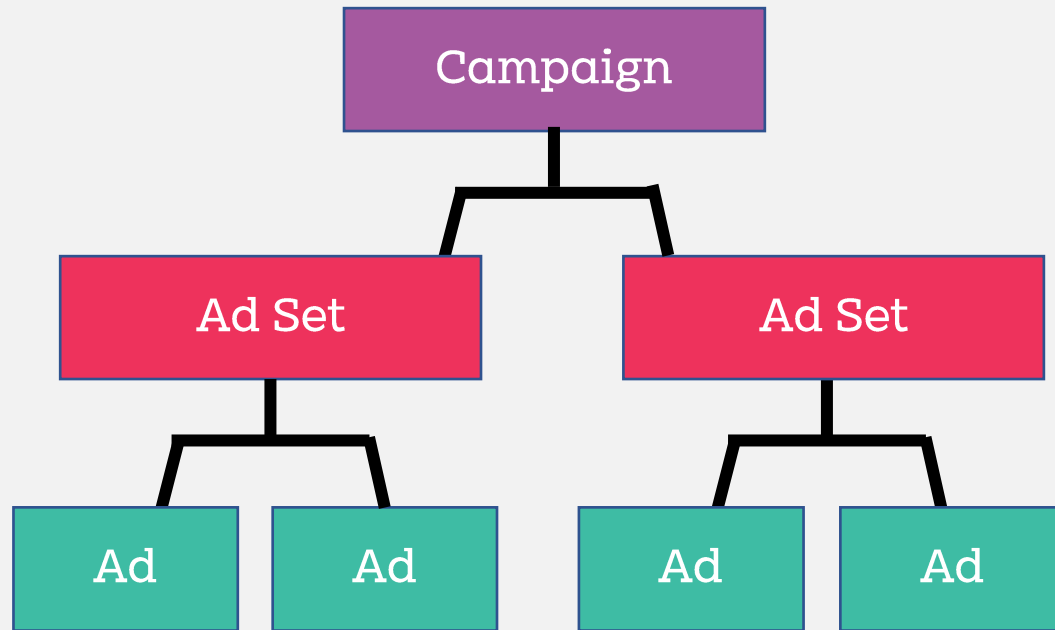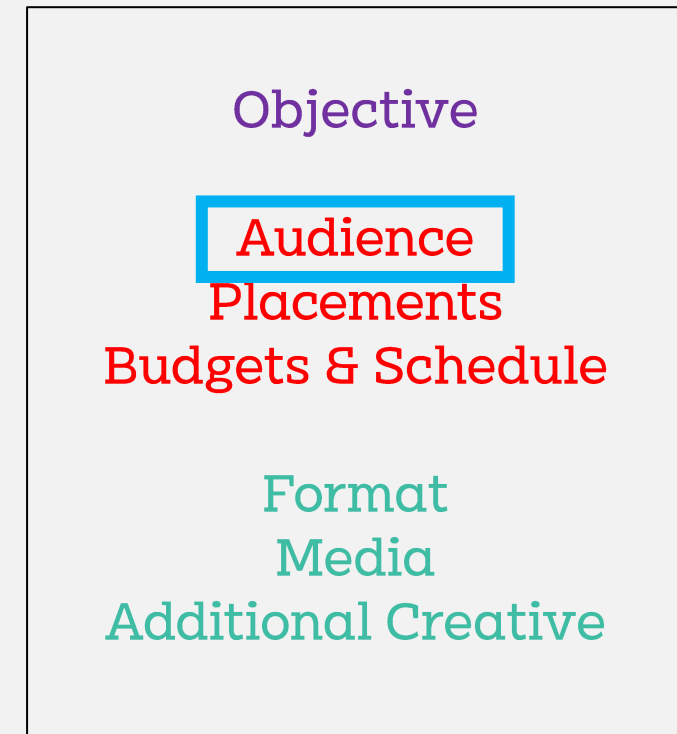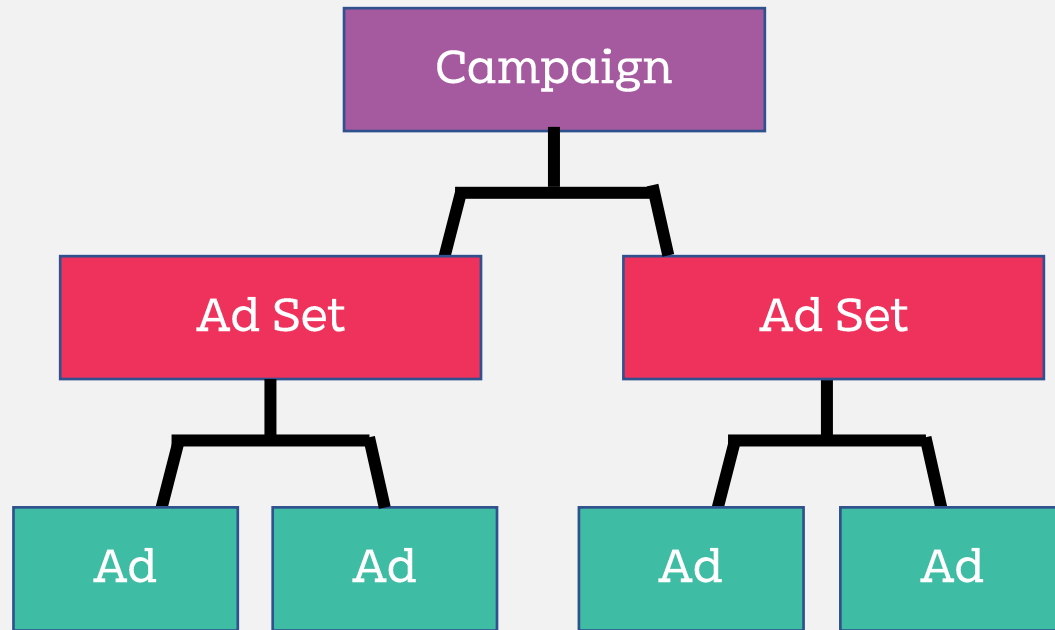
Types of Audiences

1) Saved audiences

Also known as interest-based targeting, based on demographics, interests or behaviours.

The variety of options available is vast so we put careful thought behind the choices.

The more details, the larger your audience, however it is important to strike a balance between size and relevance.

The options of detailed targeting varies in terms of relevance, based on your type of business.

VS.

● **The Converted**

Traditional Blanket Targeting

Audience First Targeting

4x better conversion

a anicca |
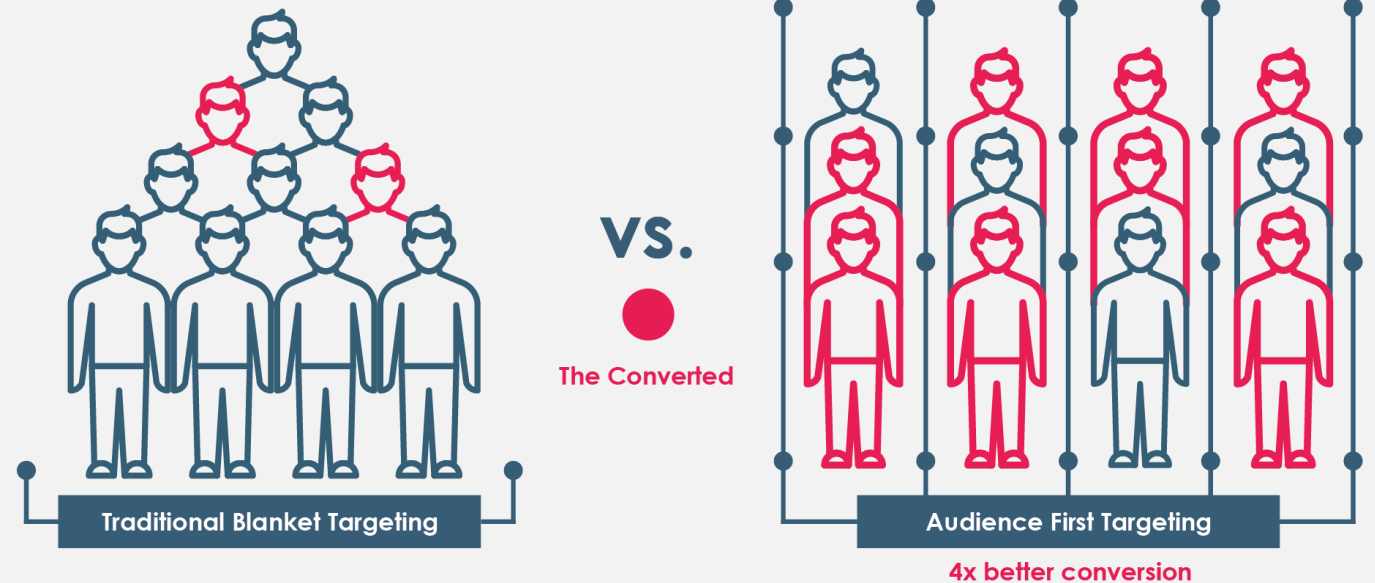
Targeting options

This is a very simple way to target new customers based on your target market persona.

How you can target:

↗ Age

↗ Gender

↗ Location (from continent to postcode)

↗ Demographics – Job title, school, etc

↗ Interests – activities they like, brands they like etc.

↗ Behaviours – online shoppers, gamers etc.

▼	Interests	ⓘ
▶	Business and industry	☐
▶	Entertainment	☐
▶	Family and relationships	☐
▶	Fitness and wellness	☐
▶	Food and drink	☐
▶	Hobbies and activities	☐
▶	Shopping and fashion	☐

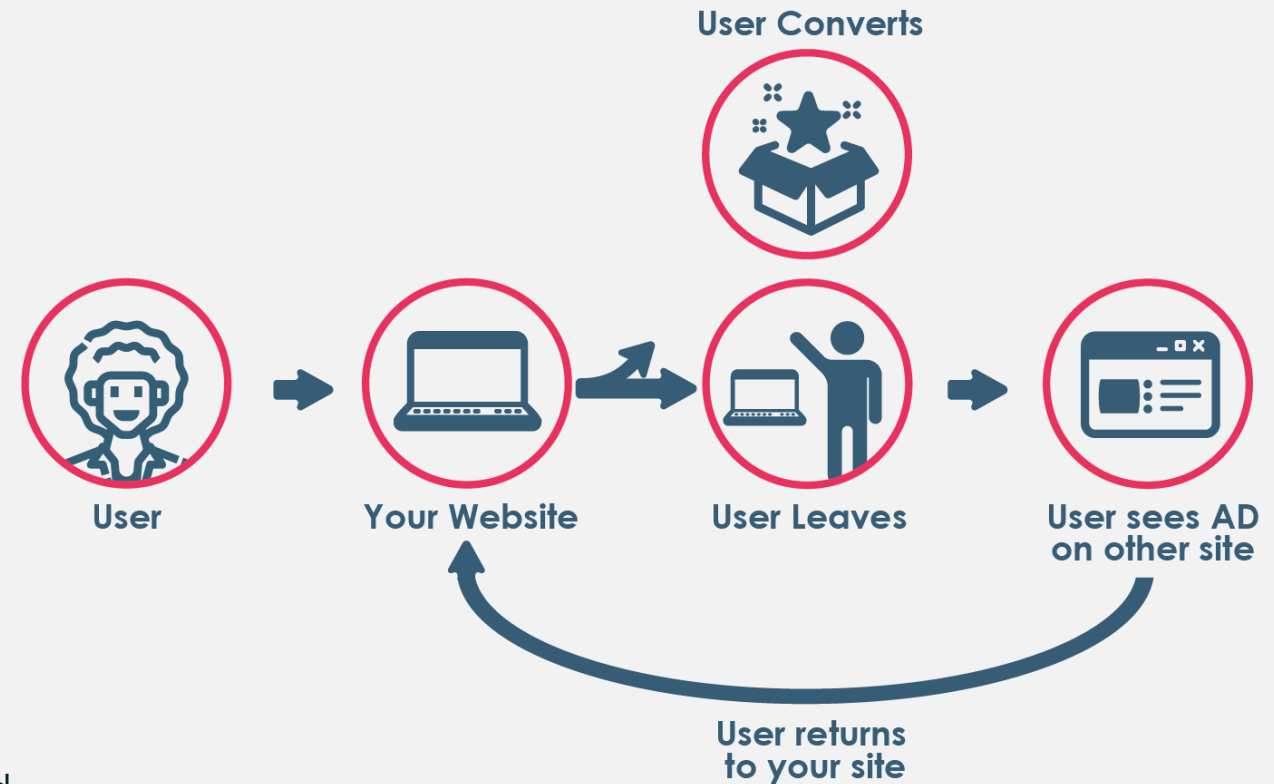| ▼	Behaviours	ⓘ
▼	Anniversary	
	Anniversary (within 61-90 days)	☐
▶	Consumer classification	
▶	Digital activities	
▶	Ex-pats	

2) Remarketing

Remarketing essentially means re-engaging your audience depending on actions taken, the actions can include:

↗ Visited a website

   …Or a specific page on your website

↗ Purchased or abandoned a product in their cart

↗ Time spent on your website

↗ Viewed X% of a video

↗ Engaged with a page, post or ad

These audiences are classified as warmer thus the conversion rate tends to be higher.

Website remarketing is the most commonly used type of retargeting. Serving users adverts that are designed to make them revisit.
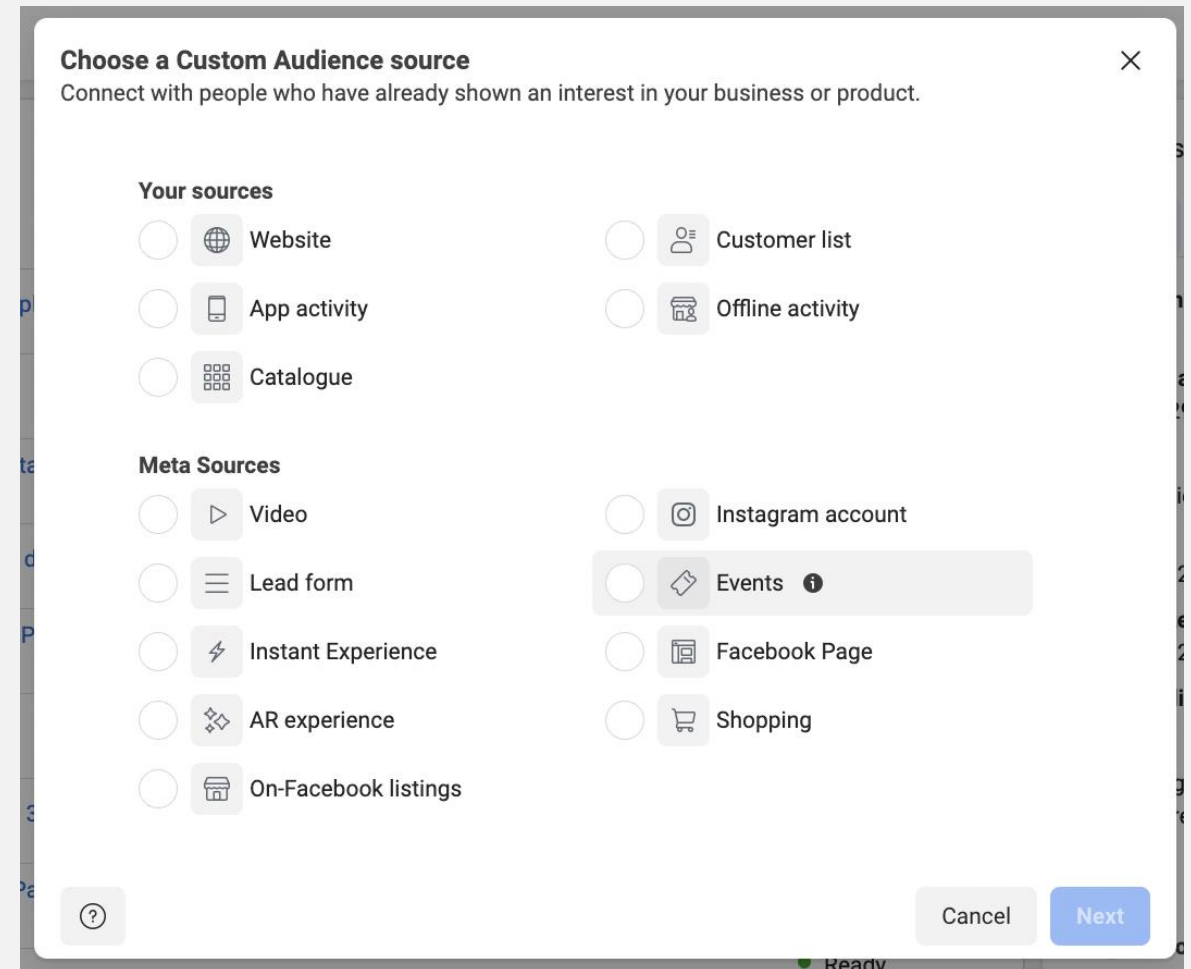
User Converts

User   **Your Website**   **User Leaves**   **User sees AD on other site**

User returns to your site

3) Custom Audiences

Retarget with people who have already shown an interest in your business or product.

How you can target:

↗ Website Visitors

↗ Email List

↗ Video Views

↗ Engagement with your social posts/ account

↗ Engagement with shopping features

↗ Engagement with your app

Choose a Custom Audience source
Connect with people who have already shown an interest in your business or product.

Your sources

○ ⊕ Website
○ ☐ App activity
○ ▦ Catalogue

○ ◱ Customer list
○ ▦ Offline activity

Meta Sources

○ ▷ Video
○ ☰ Lead form
○ ⚡ Instant Experience
○ ⬦ AR experience
○ ▦ On-Facebook listings

○ ◉ Instagram account
○ ◈ Events ⓘ
○ ▦ Facebook Page
○ 🛒 Shopping

Cancel   Next

Ready

4) Lookalike targeting?

"A way to reach new people who are likely to be interested in your business because they're similar to your best existing customers"

↗ Provide the social network with a source – called a custom audience.

↗ This can be something like a customer list or a retargeting audience you've built. The network will then take this source of information and find similar individuals on the platform.

↗ The stronger the source provided, the stronger the lookalike is likely to be.

Your CURRENT Audience + **Platform's Lookalike Algorithm** = **Your NEW Audience**
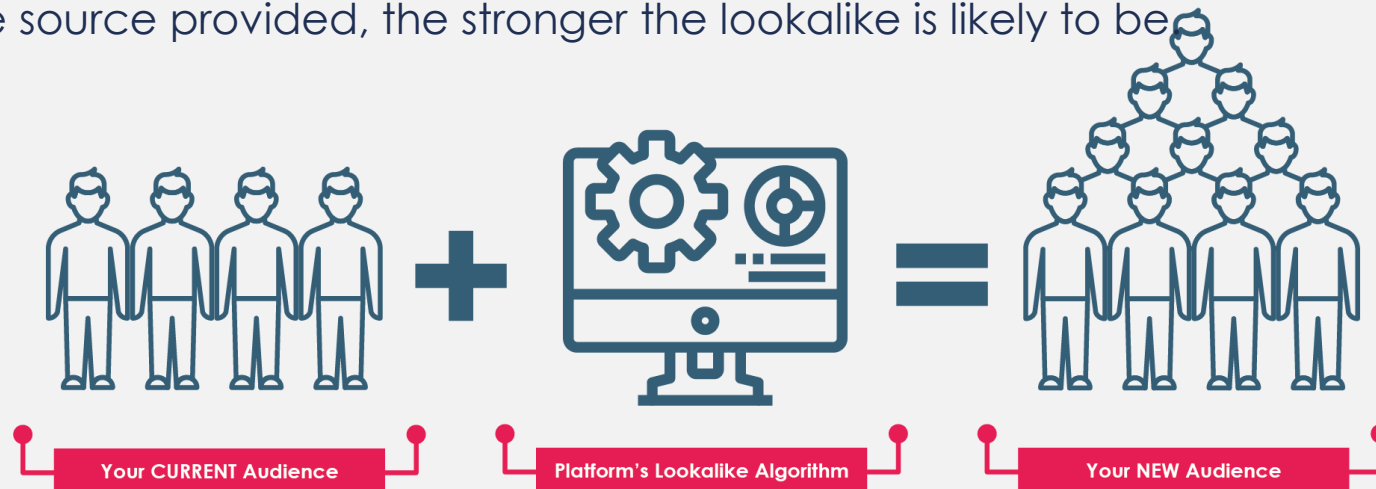
Lookalike Audiences Options

A Lookalike Audience is a way your ads can reach new people who are likely to be interested in your business because they share similar characteristics to your existing customers.

↗ Select your custom audience that you want to replicate - high intent/ value audiences are good to try first

↗ Select the country

↗ Select how narrow or broad you want this audience to be. Broader performs better now due to Meta not being able to track people as well.

Create a Lookalike Audience   ✕

Select your lookalike source

Select an existing audience or data source

Create new source ▾

Select audience location

🔍 Search for regions or countries   Browse

Select audience size

Number of Lookalike Audiences ⓘ

1 ▾

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

💡 A 1% lookalike consists of the Accounts Centre accounts most similar to your Lookalike Audience source. Increasing the percentage creates a bigger, broader audience.

?   Cancel   Create Audience

anicca |

Valuable Custom Audiences For Your Meta Ads

Basic Strategy

Funnel Based Targeting

We create campaigns to match where your prospects or customers are in the sales funnel (full-funnel activity).
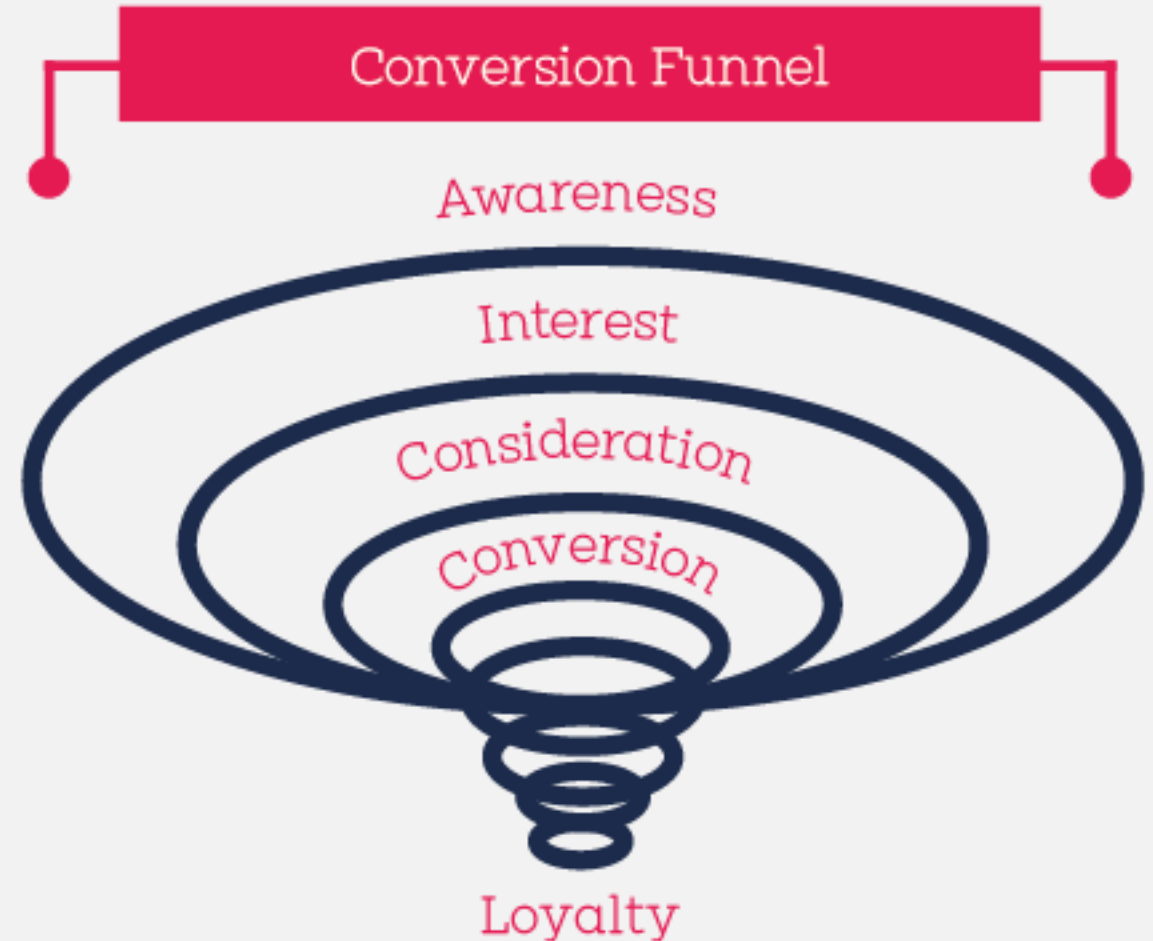
Awareness

- The purpose of this phase is to educate users on what your business is

Consideration

- We want users to click through to learn more about your producter service offering

Conversion

- Getting those to convert - in this case we would want the users to purchase from the website

Conversion Funnel

Awareness

Interest

Consideration

Conversion

Loyalty

Valuable Custom Audiences For Your Meta Ads
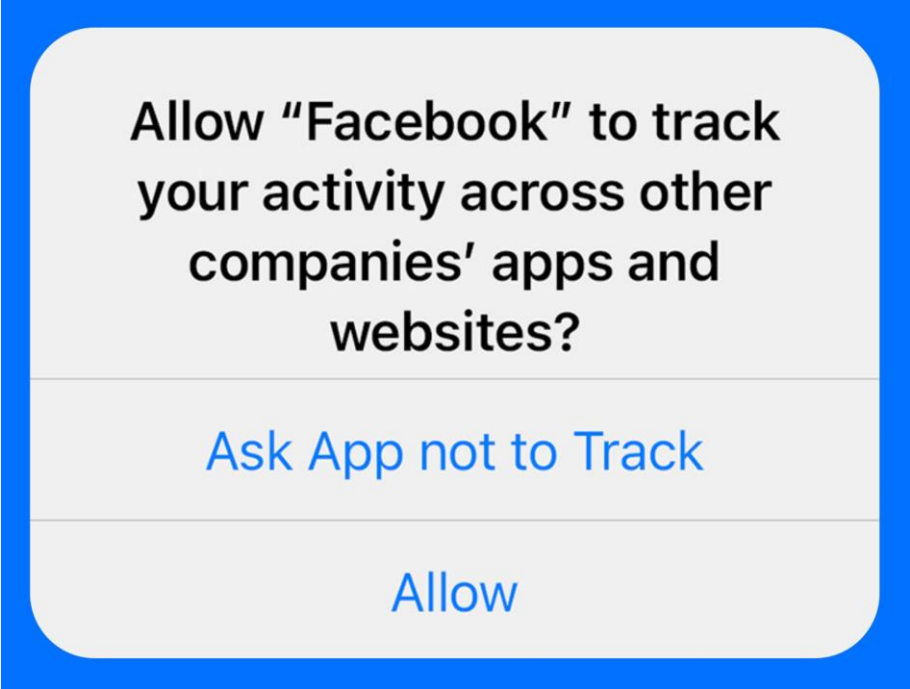
IOS proof and limited set-up

iOS14

Custom audiences and Lookalikes have been a lot less reliable and impactful since Apple iOS14 update. The update turned off the Identifier for Advertisers (IDFA) by default – and now users are asked within the app if they want to be tracked or not.

As of April 2022 only 25% of people have opted in to share data*

This means we have to look for alternative ways to target engaged users – and a key way is in platform activity.

*https://www.statista.com/statistics/1234634/app-tracking-transparency-opt-in-rate-worldwide/

Allow "Facebook" to track your activity across other companies' apps and websites?

Ask App not to Track

Allow

anicca |

Facebook Sources

To over come issues with tracking – one solution could be to use Meta's sources for remarketing. This way, the data is held within Meta and isn't shared or tracked across platforms.

Choose a Custom Audience Source
Connect with people who have already shown an interest in your business or product.

Your Sources

- ○ 🌐 Website
- ○ 📱 App activity
- ○ 👤 Customer list
- ○ 🏪 Offline activity

Facebook Sources

- ○ ▷ Video
- ○ ☰ Lead form
- ○ ⚡ Instant Experience
- ○ 🛒 Shopping
- ○ 📷 Instagram account
- ○ ◇ Events
- ○ 🖼 Facebook Page
- ○ 🏬 On-Facebook Listings

? Cancel Next

anicca |

IOS Proof – Video Remarketing

	Reach	Amount spent	Video plays at 25%	Video plays at 50%	Video plays at 75%	Video plays at 95%	Video plays at 100%	Video plays
	37,349	£384.43	175,591	69,310	34,781	23,490	20,960	228,446
	11,892	£120.00	137	71	43	30	27	277

This is a great way to drive users down the funnel and to determine how engaged your audience is. The more of the video they watch, the higher interest they have.

↗ In your initial video campaign, target new customers using lookalike or a saved audience.

↗ Have a variety of videos – especially specialisms/ product segments as you can see intent and interest.

↗ Optimise your initial campaign for thruplay, this will keep people watching for longer

↗ Be mindful of the length of your video – if its really short, intent might not be as reliable. A video which is too long might mean that people don't hit the 50, 75, 100% milestones to retarget them.

↗ You can retarget them with any type of ad – single image or carousel recommended over another video.

IOS Proof – Shopping Retargeting

If you are a business who sells your products through Facebook or Instagram shop. You can retarget users who have engaged.

↗ There are various levels of interaction that can give an indication of intent

↗ Make sure to remarket to users with appropriate messaging, for example if they have saved a product – send them a reminder.

↗ This includes any activity that happened organically on your profiles, as well as from users driven through previous ads.

Create a shopping Custom Audience ✕

Create an audience based on Accounts Centre accounts who interacted with your shop on Facebook and Instagram.

Include Accounts Centre accounts who meet [ANY ▼] of the following criteria:

Platform
[🔲 Facebook Page ▼]

Page ⓘ
[⬤ Charles Bentley ▼]

Events
[Accounts Centre accounts who viewed products ▼]

◉ Accounts Centre accounts who viewed products
Includes people who viewed a product detail page in your shop on Facebook or Instagram.

○ Accounts Centre accounts who viewed products and navigated to website
Includes people who viewed a product details page through your Facebook or Instagram shop, then navigated to your website. This option is available globally and doesn't require checkout to be enabled.

○ Accounts Centre accounts who saved products
Includes people who saved a product from your shop on Facebook or Instagram.

○ Accounts Centre accounts who viewed shops page
Includes people who viewed your shop on Facebook or Instagram.

○ Accounts Centre accounts who viewed shops collection
Includes people who viewed a collection in your shop on Facebook or Instagram.

○ Accounts Centre accounts who added any products to their basket
Includes people who added a product to their basket in your shop on Facebook or Instagram or through ads with checkout enabled.

○ Accounts Centre accounts who initiated checkout for any products
Includes people who initiated checkout on a product in your shop on Facebook or Instagram with checkout enabled.

IOS Proof – Social Remarketing

You can retarget people who have interacted with your social posts previously.

↗ These people may have interacted with one of your posts/ ads that came up on their newsfeed or they were tagged.

↗ This isn't a high commitment type of retargeting however, you can retarget to drive users down the funnel.
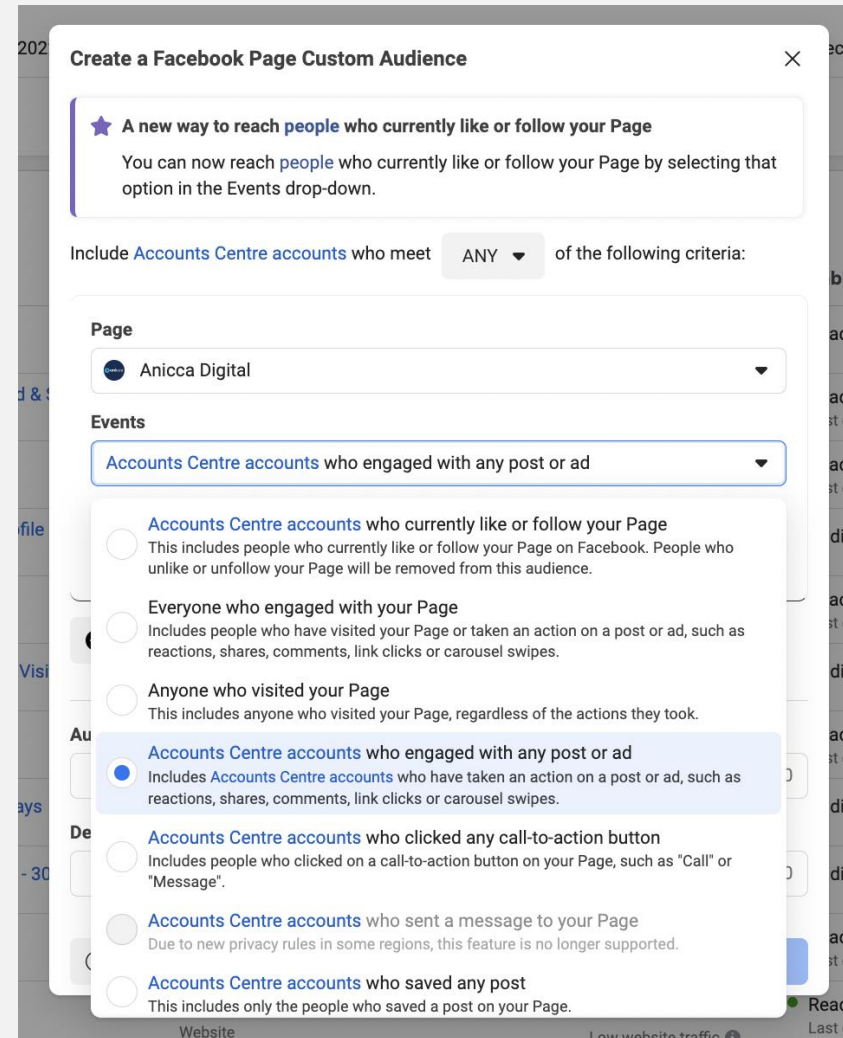
Valuable Custom Audiences For Your Meta Ads

Custom Targeting

Sequential Retargeting

Instead of retargeting your audience with one blanket message encouraging them to make a conversion, you can show a variety of USP's selling them the benefits of your service or company in a sequence.

Audience details	Additional set up	In the last	Details
Website visitors in the last 4 days	None	4 days	show follow-up message (usp 1)
Website visitors in the last 8 days	Exclude website visitors in the last 4 days	8 days	show follow-up message (usp 2)

Mobile Users to Desktop

Is your product something with a longer customer journey or needs careful consideration?

A large amount of impressions will come from users on Mobile, but whilst that user is scrolling through social media on their phone, that might not be the right time for the users to make a purchase or submit a lead.

You can retarget those who have been to your site on mobile devices – but when setting up your campaign you can specify that you want to only target on desktop devices.
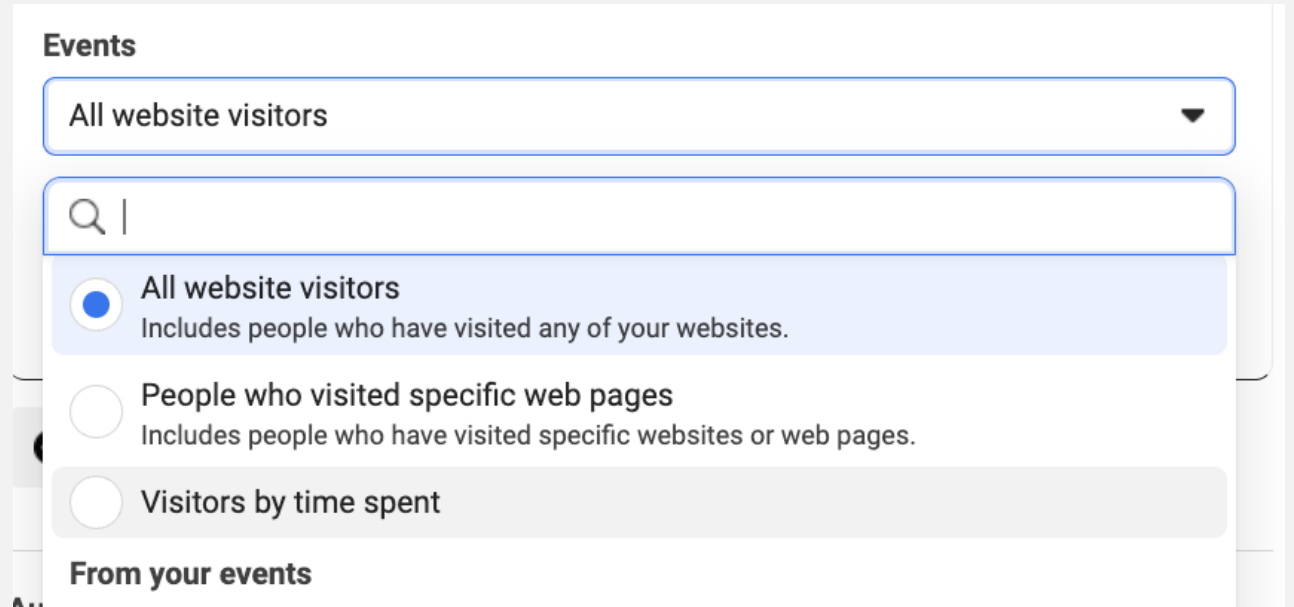
Source

🟢 Anicca's Pixel ▾

Events

People who visited specific web pages ▾

Retention ⓘ

30 | days

URL ▾ | contains ▾ | ✕

🔍 https://anicca.co.uk/paid-media/ ✕

+ And also

Device · Optional ✕

All mobile devices ▾

Further refine by ▾

Retarget Users on Time Spent

This could be a good indication to how interested this user is in your products. If they have not yet purchased – perhaps they are trying to learn more about your product offering or company.

These people are highly interested in your business – reach out to them with an incentive to purchase or a message ad to encourage them to message the page and ask any questions they may have.

Re-engaging Lost Customers

Have a number of customer stopped engaging with your emails? Maybe its time to try targeting them on Meta instead.

Segment your email database to identify a list of users who haven't opened your emails (decide a time frame).

Export this list as a CSV and upload into Facebook to attempt to reengage them. In the messaging, perhaps recognise that they were once a customer, or its been a while.

Your sources

- ⊕ Website
- ▢ App activity
- ⊞ Catalogue
- ⊜ Customer list ⓘ
- ⊟ Offline activity
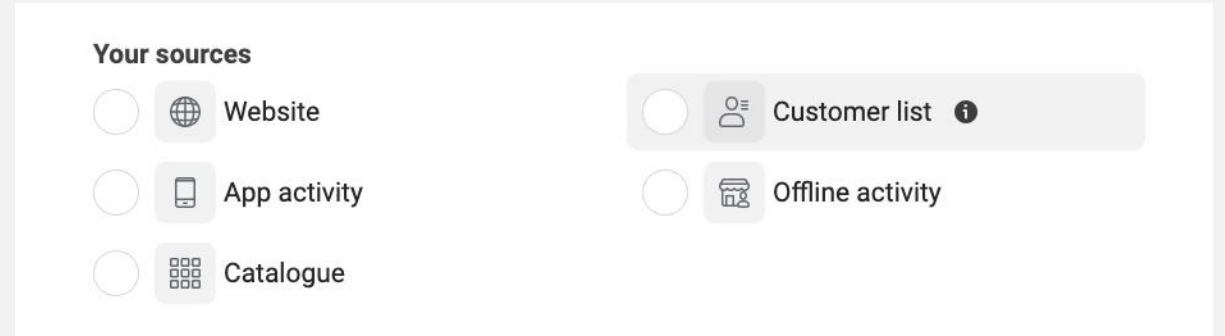
Abandoned Cart

If you're an ecomerce businesses, you definitely should be using abandoned cart.

These don't require a big budget, you could be spending £1 a day to capture this audience.

Offer these people an incentive to purchase such a free delivery or 10% off.

Audience
Define who you want to see your ads. Learn more

Create new audience   Use saved audience ▾

○ Find prospective customers even if they haven't interacted with your business.
Learn more

● Retarget ads to people who interacted with your products on and off Facebook.
Learn more

○ Viewed or added to cart but not purchased
Promote products from **All products** to people who viewed or added those products to basket in the last [14] days

● Added to cart but not purchased
Promote products from **All products** to people who added those products to their baskets in the last [14] days

○ Up-sell products
Promote **All products** to people who viewed or added products to basket from the product set below within the last [14] days

○ Cross-sell Products
Promote **All products** to people who purchased from the product set below in the last [14] days

○ Custom combination
Promote **All products** to a Custom Audience based on how people interact with products

Dynamic Remarketing

Facebook dynamic retargeting ads promote relevant products to customers who have visited your site.

Facebook tracks visitor behavior on your online store using the Facebook pixel, and then builds an audience of visitors.

Dynamic retargeting ads are shown as personalized Facebook carousel ads for each visitor, and include the products they viewed or added to their cart.

Products you viewed on website

NAIL POLISH | *Buy now*
LIPSTICK | *Buy now*
CREAM | *Buy now*
MAKEUP SET | *Buy now*
EYELINER | *Buy now*

Similar products auto pulled by Facebook algorithm

anicca |
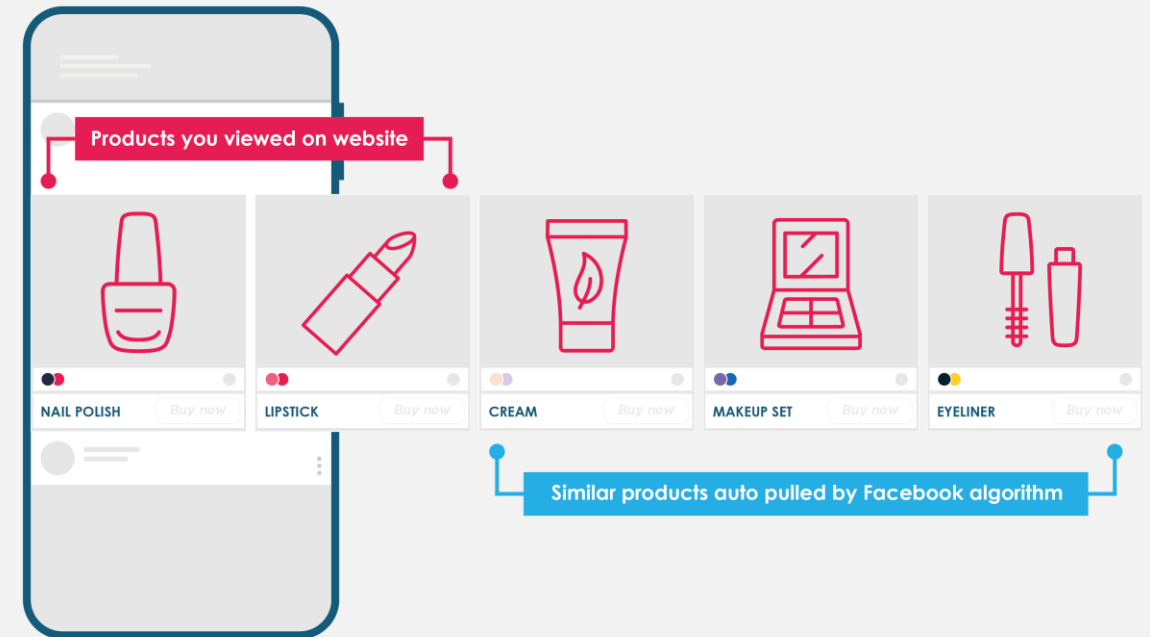
Valuable Custom Audiences For Your Meta Ads

Advantage+

Advantage+

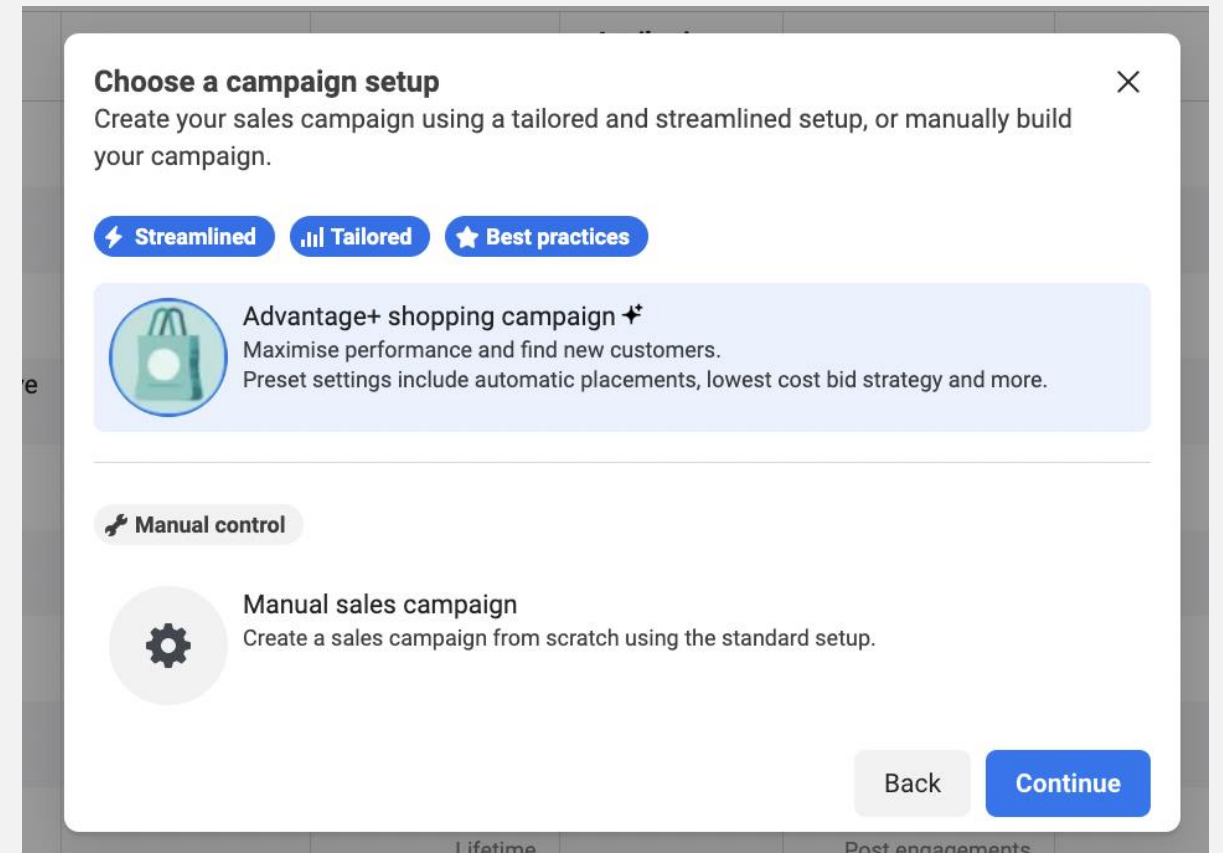If that all seemed a little complicated, don't worry. Meta has a lot of options that use AI to find and target your audiences. This is a really effective targeting method for those who aren't as confident in their own skills within Meta,

When setting up a new campaign, Meta will now prompt you to use an advantage+ campaign. This campaign has limited manual set up.

You set your objective, outline what your conversion is, enter the dates, budget and creative. Meta will then serve your ads to the best matched audiences they can find.

Choose a campaign setup
Create your sales campaign using a tailored and streamlined setup, or manually build your campaign.

⚡ Streamlined   �.lll Tailored   ★ Best practices

Advantage+ shopping campaign ✦
Maximise performance and find new customers.
Preset settings include automatic placements, lowest cost bid strategy and more.

🔧 Manual control

Manual sales campaign
Create a sales campaign from scratch using the standard setup.

Back   Continue

Should I use Advantage+?

Pros	Cons
• Very easy, streamlined set up • Ensures set up is correct if you are not confident in using ads manager • AI can potentially find more customers than a human with a strategy/ tactics • Performance generally is good with advance+. • Can identify prospects who are interested in your products – who you might not realise are your target market.	• Not as much control around budgets, placements or targeting • Unable to look at the breakdown of performance • Unable to optimise as performance isn't segmented

anicca |

Key takeaways

Key takeaways

↗ Implement campaigns with the funnel in mind, keep trying to drive users down from awareness to conversion

↗ Make sure you are running some remarketing – even if that's just website visits otherwise you could be losing out on improved results

↗ **Test!** Try to use some Facebook sources for remarketing to see how they compare to custom audiences. Don't presume that the current way your campaigns are set up is the most effective.

↗ Try Advantage+ and see how it performs against your current set up – it might be best to rely on AI.

anicca |

rachel@anicca.co.uk

Disclaimer
The materials set out in this document are concepts only (the "Concepts") and, in addition to any rights vesting in Anicca Digital Limited ("Anicca"), may be the subject of existing third party intellectual property rights.
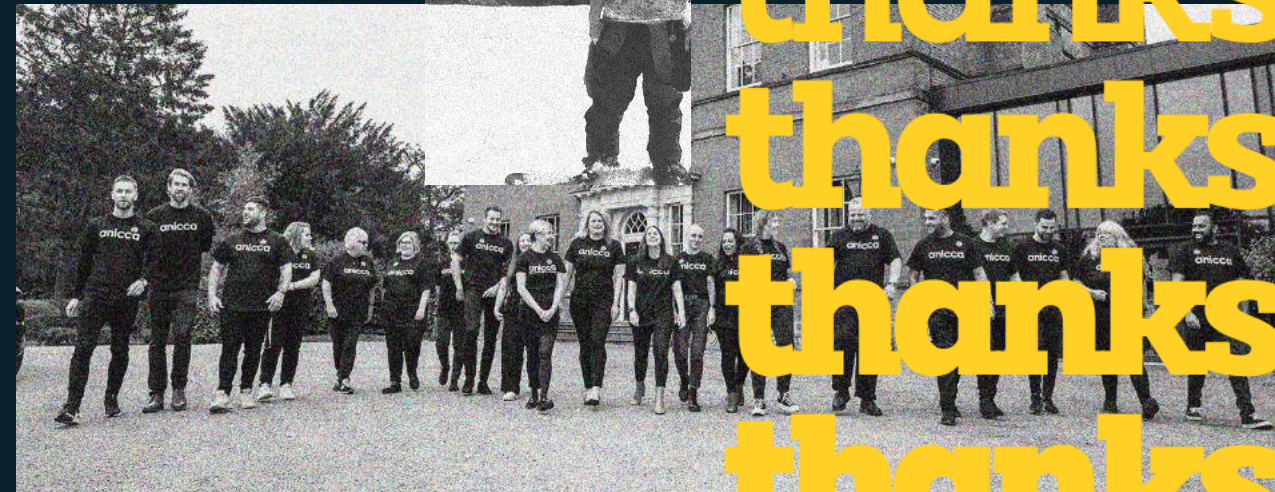If the client wishes to utilise any of the Concepts, it should notify Anicca in writing and Anicca will then put in place the appropriate intellectual property searches (the "Searches"). The use of the Concepts is therefore subject to the results of the Searches.
Anicca shall not be liable for any damages, costs or losses whether direct or indirect (and including, without limitation, loss of profits, loss of business and loss of goodwill) arising out of any claim by any third party relating to the Concepts proposed by Anicca where the client uses a Concept:
prior to Anicca confirming whether or not the Concept is subject to existing third party intellectual property rights; and/or
in breach of existing third party intellectual property rights following the Searches.
All Anicca rights to proposed technical, content and creative concepts belong to Anicca unless paid for by the client. Should the client subsequently use any concepts without payment to Anicca (unless agreed otherwise by both parties in writing), Anicca reserves the right to take action to recoup, without limitation, damages for breach of intellectual property rights and/or any lost costs associated with the development of such concepts from the client.

thanks
thanks
thanks
thanks
thanks
thanks
thanks