SOCIAL MEDIA ADVERTISING
HOW TO USE CUSTOM AUDIENCES

Get better results with highly relevant, high-intent audiences

WHAT ARE CUSTOM AUDIENCES?

Agencies, brands, retailers and advertisers that run campaigns on social media know that they can use the social platform's built-in targeting tools to reach certain audiences. What many advertisers don't realize is that these built-in features often result in wasted ad spend because the targeting they enable is too broad or otherwise inadequate. The best way to target audiences via paid social ads are through the use of custom audiences.

A custom audience made up of people who you know are the most relevant and high-intent targets for your advertising because you supply the data to create your own segments. All of the major social media site enable custom audiences: Facebook; Instagram; Twitter; Snap; Tik Tok; Pinterest; and LinkedIn.

HOW EACH PLATFORM DEFINES CUSTOM AUDIENCE

Facebook and Instagram define a custom audience as an **audience you can create made up of your existing customers**. You can target ads to the audience you've created on Facebook, Instagram, and Audience Network.

Twitter refers to custom audiences as **tailored audiences**. Tailored audiences are a way to target your existing users and customers to create highly relevant campaigns.

Snap Audience Match (SAM) Audiences are built directly from **your customer lists of device IDs**. With SAM Audiences you'll be able to easily upload lists, get audience insights (such as the number of matched Snapchat users), edit and delete audiences, and create lookalikes from your uploaded data.

You can **use your own customer file to create a custom audience** on Tik Tok. After your customer file is uploaded and matched, your customers who overlap with Tik Tok users will be filtered out and formed into a custom audience.

Pinterest enables custom audiences **via their audience targeting feature**. It helps advertisers reach a specific group of people on Pinterest by combining information about your customers with information about how people use Pinterest.

LinkedIn calls them **matched audiences**. Matched Audiences is a set of targeting capabilities that gives you the unique ability to combine LinkedIn's powerful professional data with your own first-party data to reach the right audiences on LinkedIn.

WHY ARE CUSTOM AUDIENCES IMPORTANT?

Your data makes the most relevant audiences
If you've taken the time to collect audience or customer data and been granted their permission to use it for advertising you have the most relevant audience available. Reaching them on social media with timely messages will increase campaign effectiveness.

More bang for your buck
By bringing in data, and therefore audience segments, into paid social media advertising, you can save on campaign costs. Using data outside of their system frequently results in lower cost-per-click fees and a higher ROAS.

People spend a lot of time on their phones and on social media
According to Pew Research, 78% of Americans own a smartphone, with 93% of 18-29 year olds owning one. Flurry states that people spend over 133 minutes per day in mobile apps, with a large percentage of that time devoted to browsing social media. Advertisers want to reach their audiences where they spend their time.

A new way to compete with the Facebook & Google duopoly
Social media has become a default for digital advertising, with each platform drawing a different user base to suit just about every advertiser's goals. It's easy for advertisers to make their ad buys through these two platforms.

WHAT DATA CAN BE USED TO CREATE A CUSTOM AUDIENCE?

There are a number of data types than can be used to create custom audiences. The most useful are:
- Mobile Ad ID
    - Apple's mobile ad ID is known as an IDFA
    - Google's mobile ad ID is known as an AAID
- Email address
- Phone number
- Company
- Job title

There are more data types that can be used; this is not a comprehensive list. Each ad platform lists what it accepts for building custom audiences so be sure to get detailed info from the site's you plan to advertise on.

Each social ad platform has its own requirements, such as minimum number of rows to be uploaded, file formats and the like. In general, the more rows of data you can use in your custom audience, the more effective your campaign is going to be. Be sure to reach each social ad platform's help file for guidance.

The process is easy, but it does require a small amount of setup.

USE CASES

RETARGETING
Reaching your exisitng customers with custom audiences is a great place to start. Encourage repeat visits with the right offers & incentives.

COMPETITIVE TARGETING
By geofencing your competitors' locations, you can find and reach consumers who you want to win over.

HIGH ASP PRODUCTS
Reaching consumers shopping for high ticket items requires quick action before the buying cycle extends again for years. Make sure they're seeing you on social media.

INCREASE SCALE
Many social media sites let you build lookalike audiences based upon your custom audience. This is an effective way to increase your reach and win new customers.

MOBILE APP CUSTOMER ACQUISITION
Use custom audiences to reach your previous consumers or shoppers at competitive locations to encourage mobile app downloads.

BEST PRACTICES & CONSIDERATIONS

Use opted-in data
Take privacy seriously. Make sure the data you're using to create a custom audience has granted permission to be used for marketing purposes.

Use a meaningful audience size
All sites require a minimum audience size, typically 1,000, for privacy and scale reasons. Once this threshold is met, the ideal starting point for an audience size to perform for smaller campaigns is 5,000. That number can be smaller based upon your specific campaign goal, or it can be increased for larger campaigns.

Use look-alike audiences to build scale
After uploading your custom audience, several social media ad platforms allow you to create a lookalike audience that will closely resemble your audience. This is a good tactic to deploy when you need bigger audiences larger scale campaigns. Conversion rates may go down, but awareness should go up.

Use clean, accurate and comprehensive data
Make sure your CSV or TXT file is clearly labeled and organized. Simple things, like separating first and last names into separate columns, and including as much data as possible, can significantly increase the match rate and accuracy between your audience and the social media platform's user base.

GETTING STARTED

The process for uploading data as a custom audience is similar across all of the social media ad platforms.

- Prepare and upload your data
- The sites hash your data prior to uploading as an additional security measure
- Your data is matched to the site's user base, creating the custom audience
- Your original data is deleted

USE YOUR DATABASE OF CUSTOMERS

f MATCH

UPLOAD TO FACEBOOK

LOOKALIKE AUDIENCE

CREATE LOOKALIKE AUDIENCES

TARGET AUDIENCE

UPLOADING THE DATA

Click the icons to follow the easy instructions provided by each social media ad platform:

ABOUT REVEAL MOBILE

Reveal Mobile is a leader in location-based analytics, audiences and foot traffic attribution. We provide three location data products to advertising professionals at agencies, retailers, brands, media companies and Fortune 500 enterprises.

VISIT Local

Location-based analytics, audiences & attribution

VISIT Match

Audience data for the places you care about

VISIT Data

Raw and curated, privacy companiant location data

PRIVACY

Reveal Mobile is CCPA compliant and a member of the Network Advertising Initiative, which conducts an annual privacy certification. We follow the best practices for location data collection set forth by Mobile Marketing Association (MMA), the Internet Advertising Bureau (IAB), the Digital Advertising Alliance, the Network Advertising Initiative, and the California Attorney General's office. We sit on the Privacy Committee for the MMA and the Public Policy Committee at the IAB to stay up-to-date on the most recent privacy regulations and standards. We're also members of the The Location Based Marketing Association. More information about our approach to privacy is at https://revealmobile.com/privacy-leadership/.

LET'S WORK TOGETHER

Reach out to see a demo of our products in action, and to strategize how you can take advantage of location-based audiences.

GET A DEMO