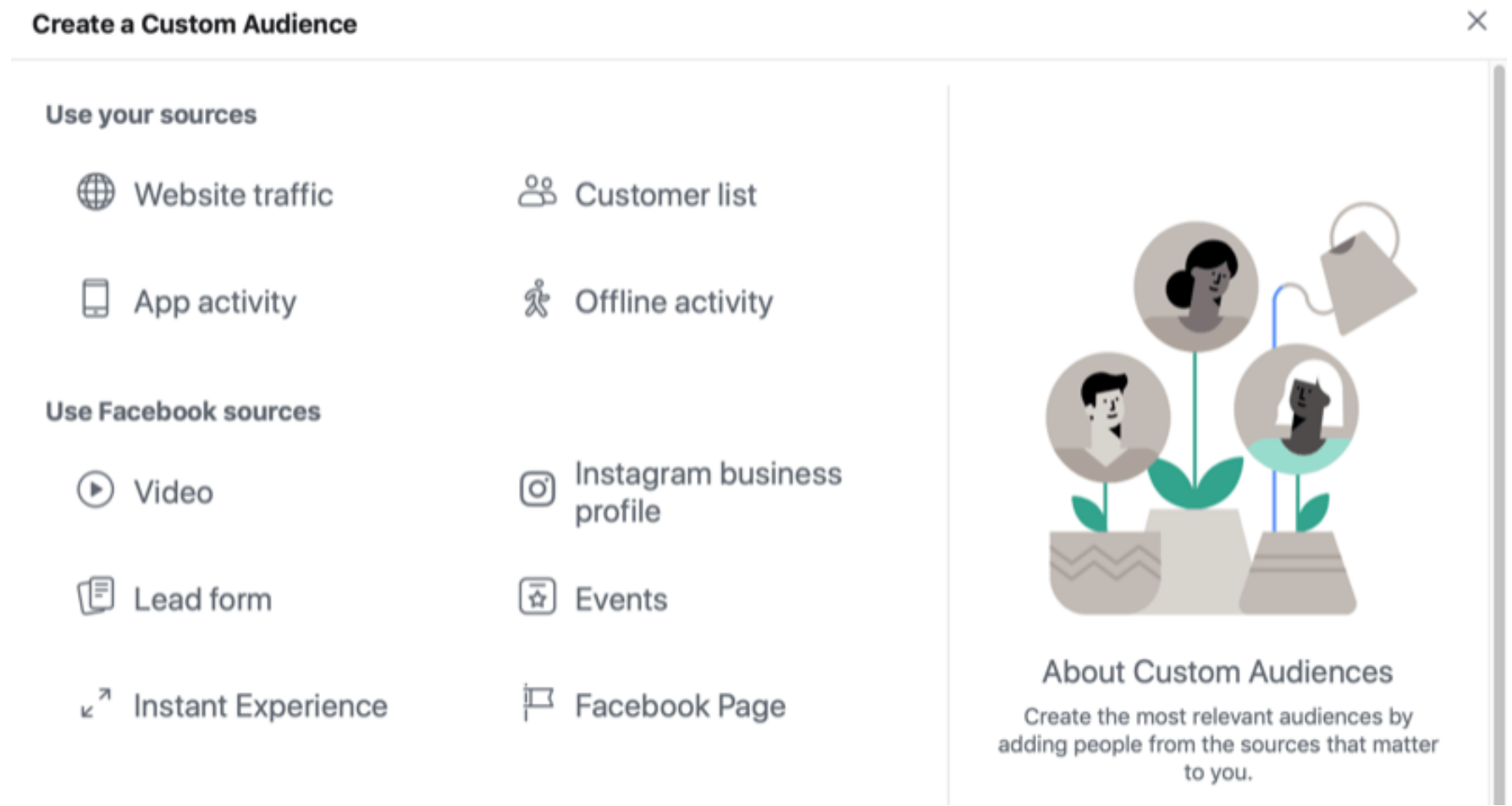


How to Set up Your Retargeting Audiences

Once your Shopify site is set up with Facebook, create custom audiences to target. You want to build custom audiences based on your email list, engagement with your business, and website visitors.

These are the people you want to target at the middle and bottom of the funnel because they're already engaging with your business, browsing your website, and looking at your products. These audiences will be your money-makers.



To create a custom audience, go to the Audiences dashboard in Facebook Ads Manager or Business Manager. Then click Create Audience and select Custom Audience from the drop-down menu. Next, you'll see the different sources you can choose from to create your custom audience.

For your Facebook ad campaign funnel, you'll want to create custom audiences based on these sources: Website Traffic, Customer List, Instagram Business Profile, and Facebook Page.



Retargeting Audience: Website Traffic

To create a custom audience of people who have taken specific actions so far, you want to select Website Traffic as the source.

In the audience creation window, choose your pixel and select the Facebook pixel conversion event for Add to Cart. After you enter a descriptive name for the audience, click Create Audience.

The screenshot shows the 'Create a Website Traffic Custom Audience' interface. It features a step indicator '1' for 'Add People to Your Audience'. Below this, there is a dropdown menu set to 'ANY' and a search bar. A list of criteria is displayed, including 'Tony Does Ads's Main Pixel', 'Purchase in the past 30 days', 'All website visitors', 'People who visited specific web pages', 'Visitors by time spent', and 'From your events' (with sub-options 'PageView' and 'Purchase'). The 'Purchase' option is selected with a checkmark. On the right side, there are buttons for 'Include More People' and 'Exclude', and a 'Show Details' button with a '50' count and an 'X' icon. At the bottom, there are 'Cancel' and 'Back' buttons.

Custom Audience of Email Subscribers and Purchasers

Repeat this process to create another custom audience for those who have visited specific pages, Initiated checkout, or purchased (to upsell other products).

Create a Website Traffic Custom Audience

1 Add People to Your Audience

Include people who meet **ANY** of the following criteria:

Tony Does Ads's Main Pixel

Purchase in the past 30 days

2

All website visitors

People who visited specific web pages

Visitors by time spent

From your events

PageView

✓ Purchase

Include More People Exclud

50 X Show De

Cancel Back

Facebook Page Custom Audience

To create your Facebook page engagement custom audience, select Facebook Page as the source. In the audience creation window, choose your Facebook page and the Everyone Who Engaged With Your Page option. Type in a descriptive name for your audience (such as Facebook Engagement – 60 Days) so you know instantly what it is. Then click Create Audience.

Create a Facebook Page Custom Audience

1 Add People to Your Audience

Include people who meet **ANY** of the following criteria:

Page:  Tony Christensen

Everyone who engaged with your Page in the past **60** days

[+ Include More People](#)

2 Name Your Audience

Facebook Engagement - 60 Days

21



Save

Instagram Business Profile Custom Audience

Also create a custom audience based on engagement with your Instagram business profile.

In the audience creation window, select your Instagram business page and choose Everyone Who Engaged With Your Business. After you add a descriptive name for this audience, click Create Audience.

Create an Instagram Business Profile Custom Audience

1 Add People to Your Audience

Include people who meet **ANY** of the following criteria:

 tonydoesads

Everyone who engaged with your business in the past **60** days

[+ Include More People](#)

2 Name Your Audience

Instagram Engagement - 60 Days

20

X

Shr