Facebook Advertising Process: How to Set Up Retargeting Audiences

Step 3 of the Facebook Ads Process: How to Set up Retargeting Audiences

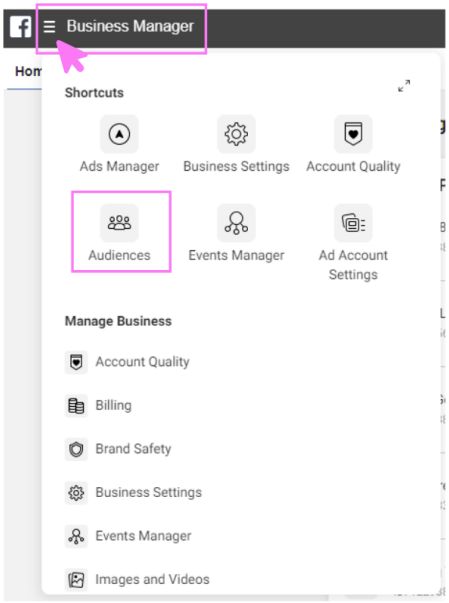
(Previous Step: How to Create & Install the Facebook Pixel)

Now that your Facebook Pixel is installed on your website, and you have tested your conversion -- by performing the action that triggers the conversion event, such as submitting a form and landing on a Thank You or Confirmation page to ensure it is set up correctly -- it's time to create retargeting audiences!

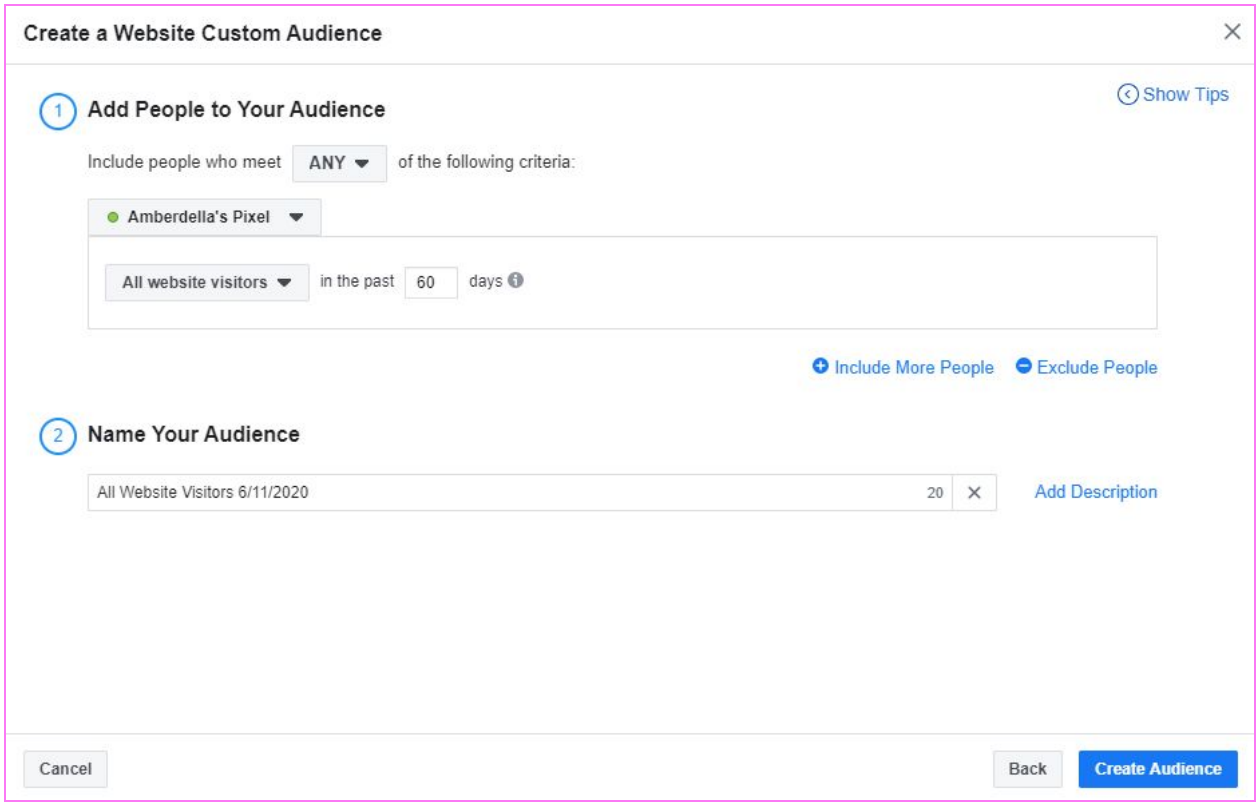
Retargeting simply means you are showing ads to people who have previously visited your website or landing page but have not yet converted (i.e., opted-in for your offer, purchased your product, etc. and landed on your thank you/confirmation page) It's a great way to get in front of these people again to remind them about your service/product.

HOW TO SET UP YOUR RETARGETING AUDIENCES

1. Log into your Facebook account. Then, go to business.facebook.com.
2. In the upper left-hand corner, click "Business Manager" next to the Facebook icon. Click "Audiences."



3. Click the blue “Create a Custom Audience” button. Click “Website.”
4. Here, you have the option to retarget All website visitors, “People who have visited specific web pages”, or “Visitors by time spent.”
    a. Enter in the required fields if specific web pages or visitors by time spent are chosen.
5. Enter the number of days you want people to remain in your audience after meeting the website traffic criteria you specified. People will be removed from your audience after this time unless they meet the criteria again. The maximum time is 180 days. We recommend choosing a duration of no less than 30 days.
6. Name your audience (50 characters max).
7. Click the blue “Create Audience” button. Audiences can take up to 24 hours to populate, however you can start using the audience in a Facebook Retargeting Ad as soon as you’d like - the audience will just continue to populate as your Facebook ad runs.



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