

# Picking the Right Facebook

## Audience for Your Shopify Ads



Are you trying to reach **new audiences** or **existing audiences**?

EXISTING

Do you have an **Ideal Customer Profile (ICP)**?

NEW

YES

NO

NO

Do you have an **existing list of contacts**?

You should look at a **Custom Audience**.

These audiences allow you to use an existing audience to target with ads on Facebook. Some possible audiences you can use are:

**Contact List:** Whether it's an email list of newsletter subscribers or people who have purchased from you, you can import them into Facebook Ad Manager or AdRoll and build a custom audience out of the people who have already shown interest in your brand. Because they've already shown interest, you can use more targeted or more action-driven approaches for your ads.

**Shopify Store Visitors:** Using the Facebook Pixel, you can retarget consumers who have visited your Shopify store to show them products they may still be interested in but that they haven't purchased yet. This is a great way to nudge people who are on the fence to come back and give your store another try.

You need a **Core Audience**.

This is the audience builder that Facebook started with, allowing users to build an audience using a range of audience factors like:

**Location:** Setting geofences around your ads, whether as large as an entire continent or as small as a city, helps keep ad spend down by only showing ads to people in areas you serve.

**Demographics:** Who are the people most likely to buy your products? What is their gender? Age? Income? Demographic information allows you to show ads only to people likely to purchase from your Shopify store, saving you the cost of wasted impressions and clicks.

**Interests:** Targeting by interest allows you to match products even better to your ICP, and allows you to capture customers you may not have otherwise caught with a purely demographic or location-based approach. It also allows you to fine-tune targeting for specific products, for example showing ads for video game-themed socks to people who like video games.

This is an ideal case for a **Lookalike Audience**.

This is a special audience that is built automatically by Facebook based on your existing audiences. Once you upload or otherwise configure a "source" audience, Facebook will find users who are similar to, but not included, in that source audience to show your ads to. This is a great way to expand your reach, and a great way to improve ad efficiency by building lookalike audiences based on your list of existing customers.