

# How to create a custom audience in Facebook

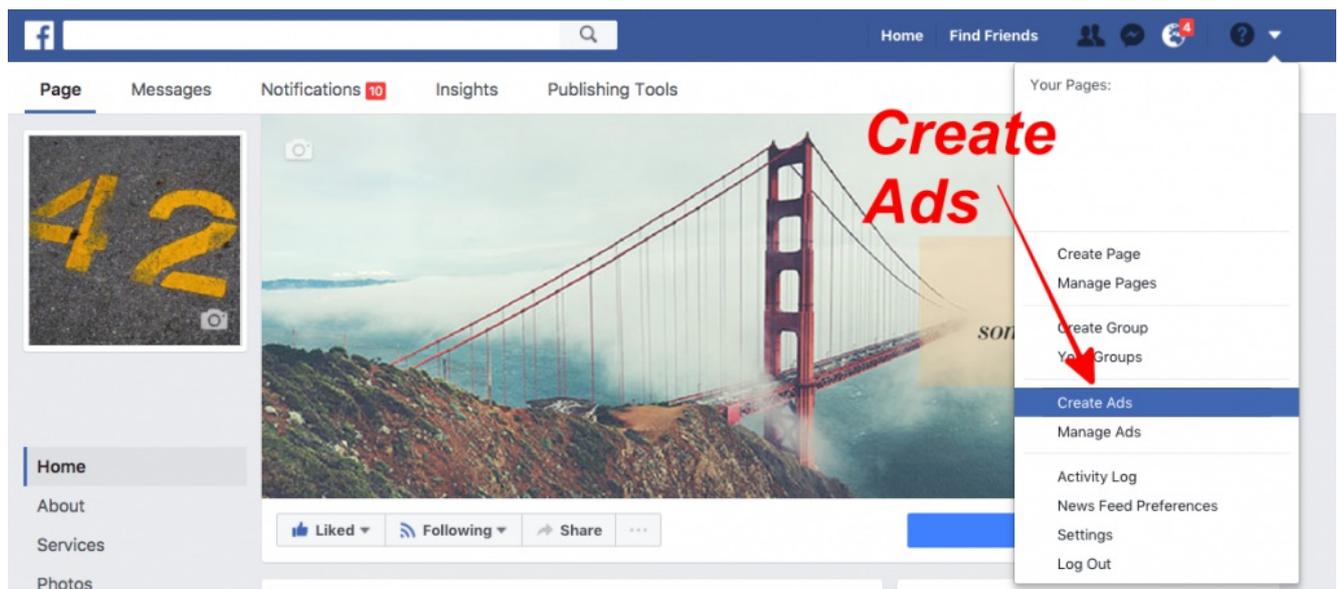


Michael Keogh.

# How to create a custom audience in Facebook

Creating a custom audience in Facebook is really quite simple. Below is a step by step guide in how to do it.

Open your Create ads option. If you have never created an ad before you might have to register your account before you move on to the next step, but this is simple. Just follow the steps!



Once you have selected what type of ad you would like to create you will be brought to the Audience page. It is from here that you can create your audience. For this example I will show you how to generate your tracking pixel (that needs to be put in the header section of your website). As part of this process you can select what actions you would like your custom audience to perform.

Under the Custom Audiences heading select Create New > Custom Audience.

# How to create a custom audience in Facebook

**Audience**  
Define who you want to see your ads. [Learn more.](#)

**Create New**   Use a Saved Audience ▼

**Custom Audiences** ⓘ

**Exclude** **Create New** ▼

**1** **Locations** ⓘ **Everyone** **2** **Custom Audience**  
Reach people who've already interacted with your business.

Ireland  
Dublin  
Include

**Lookalike Audience**  
Reach new people on Facebook who are similar to your most valuable audiences.

[Add Bulk Locations...](#)

**Age** ⓘ 16 ▼ - 24 ▼

**Gender** ⓘ All Men Women

**Languages** ⓘ

You will now be asked what type of Custom Audience you would like to create (there are four options) but for this example we will select Website Traffic.

# How to create a custom audience in Facebook

## Create a Custom Audience



### How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

 **Customer File**  
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

 **Website Traffic**  
Create a list of people who visit your website or view specific web pages

 **App Activity**  
Create a list of people who have taken a specific action in your app or game

 **Engagement on Facebook** NEW  
Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

Within the Website Traffic ads there are a number of options. These revolve around the traffic to your website, what pages visitors went to, the ones they didn't go to or a combination of the above.

# How to create a custom audience in Facebook

**Create Audience** [X]

**Pixel** ? ● **Default Pixel**  
Pixel ID: 433122816863943

**Website Traffic** ? **Anyone who visits your website** ▾

**In the Last** ?  **Anyone who visits your website**  
People who visit specific web pages  
People visiting specific web pages but not others  
People who haven't visited in a certain amount of time  
 **Custom Combination**

**Audience Name**

Now to create / access your tracking pixel. Simply click on the cog wheel in the bottom left corner and select view pixel code.

**Create Audience** [X]

**Pixel** ? ● **Default Pixel**  
Pixel ID: 433122816863943

**Website Traffic** ? **Anyone who visits your website** ▾

**In the Last** ?  **days**

**Include past website traffic**

**Audience Name**   
[Add a description](#)

▾ |

▾ -  ▾

# How to create a custom audience in Facebook

Scroll down a little and there is your Pixel.

## 1 Install Pixel Base Code

### 1.1 Locate the header code for your website.

You must install the pixel base code into the header code of every page of your website. This lets you get data about all page views on your website, to establish a baseline for measuring specific events. Find the `<head></head>` tags in your webpage code, or locate the header template in your CMS or web platform. [Learn where to find this template or code](#) in different web management systems.

### 1.2 Copy the entire pixel base code and paste it in the website header.

If possible, paste the pixel base code at the bottom of the header section, just above the `</head>` tag.

 Please don't modify this code.

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.call
n.callMethod.apply(n,arguments);n.queue.push(arguments)};if(!f._f
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(
document,'script','https://connect.facebook.net/en_US/fbevents.js
fbq('init','433122816863943'); // Insert your pixel ID here.
fbq('track','PageView'); Copy Code to Clipboard
</script>
<noscript><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=433122816863943&ev=PageView&n
/></noscript>
<!-- DO NOT MODIFY -->
<!-- End Facebook Pixel Code -->
```

ADVANCED MATCHING 

Insert this pixel in to the `<head>` section of your website.

# How to create a custom audience in Facebook

After a time, as visitors got o your website Facebook will assemble a custom audience of these people (or at least the ones who have a Facebook account!)

Now you can advertise directly to these people.

REMEMBER, it will take time for your custom audience to build. The more visitors to your website, the larger the custom audience.