blink
Academy

How to

Build Facebook Custom Audience
from Blink

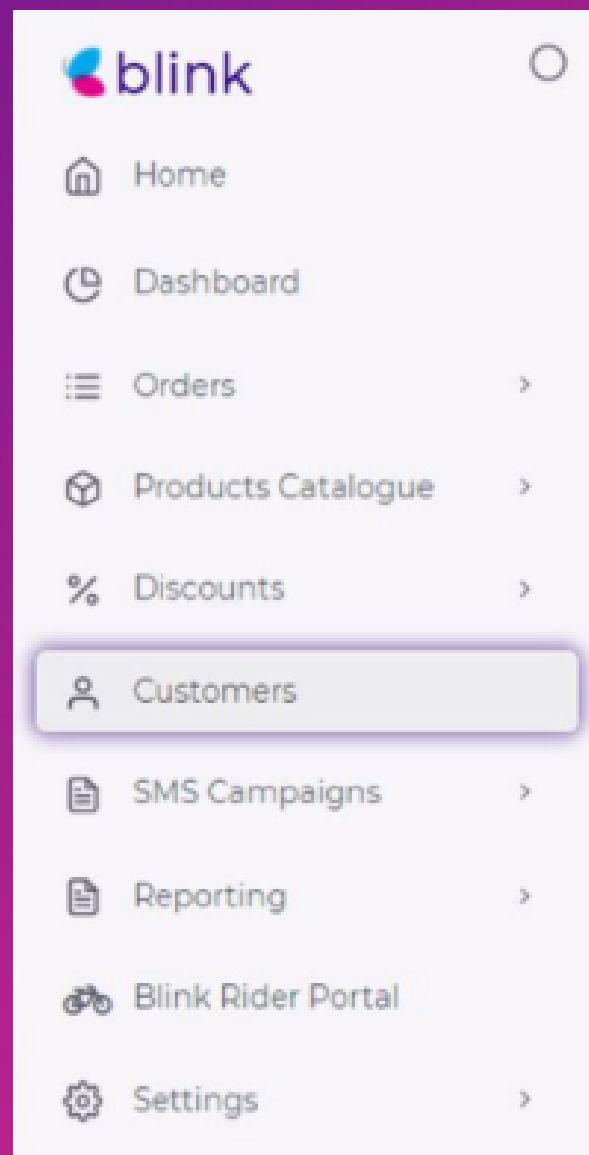# Log in to Blink Merchant Portal

blink

Welcome to Blink! 👋

Please sign-in to your account and start the adventure
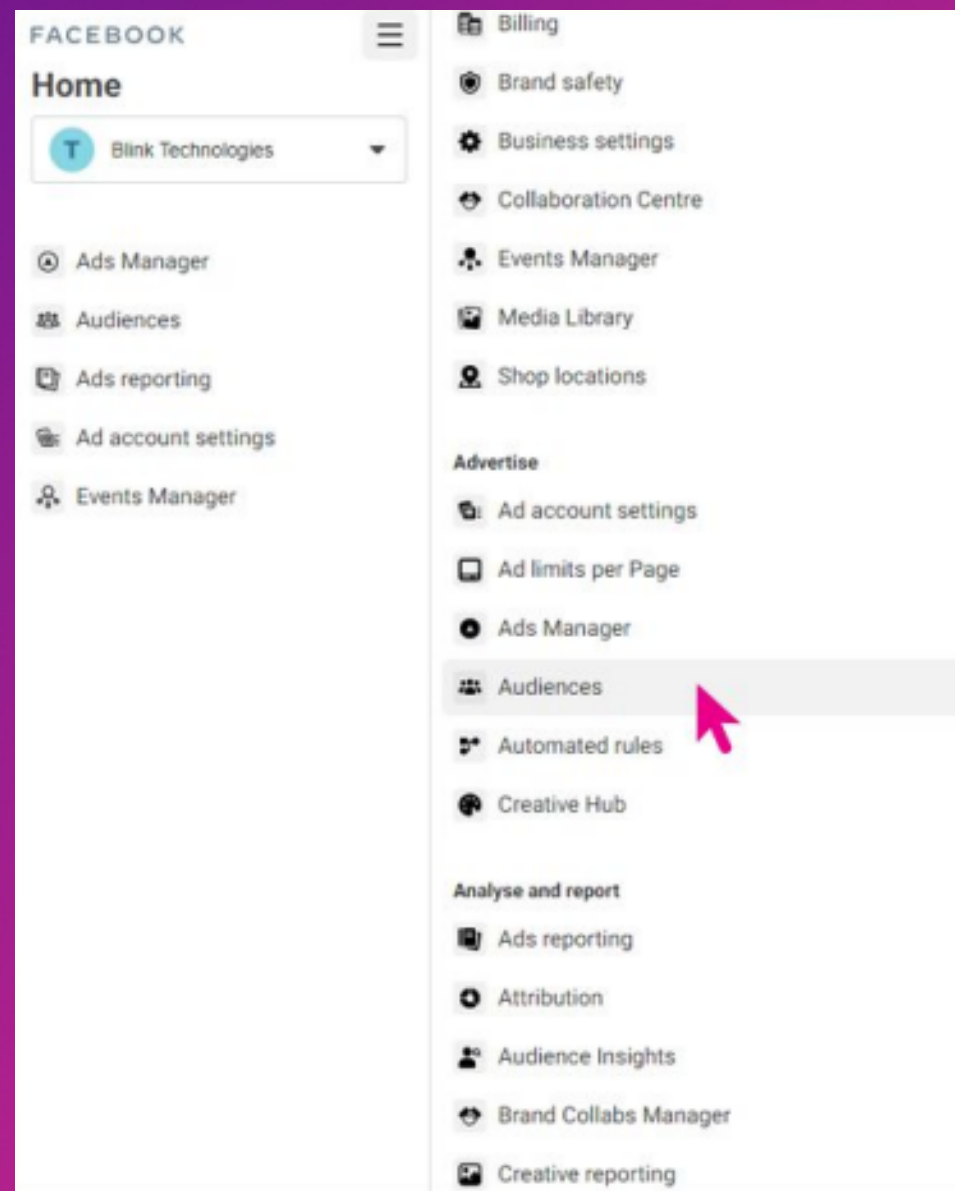
Username

Password

Sign in

Navigate to Customers on the left panel

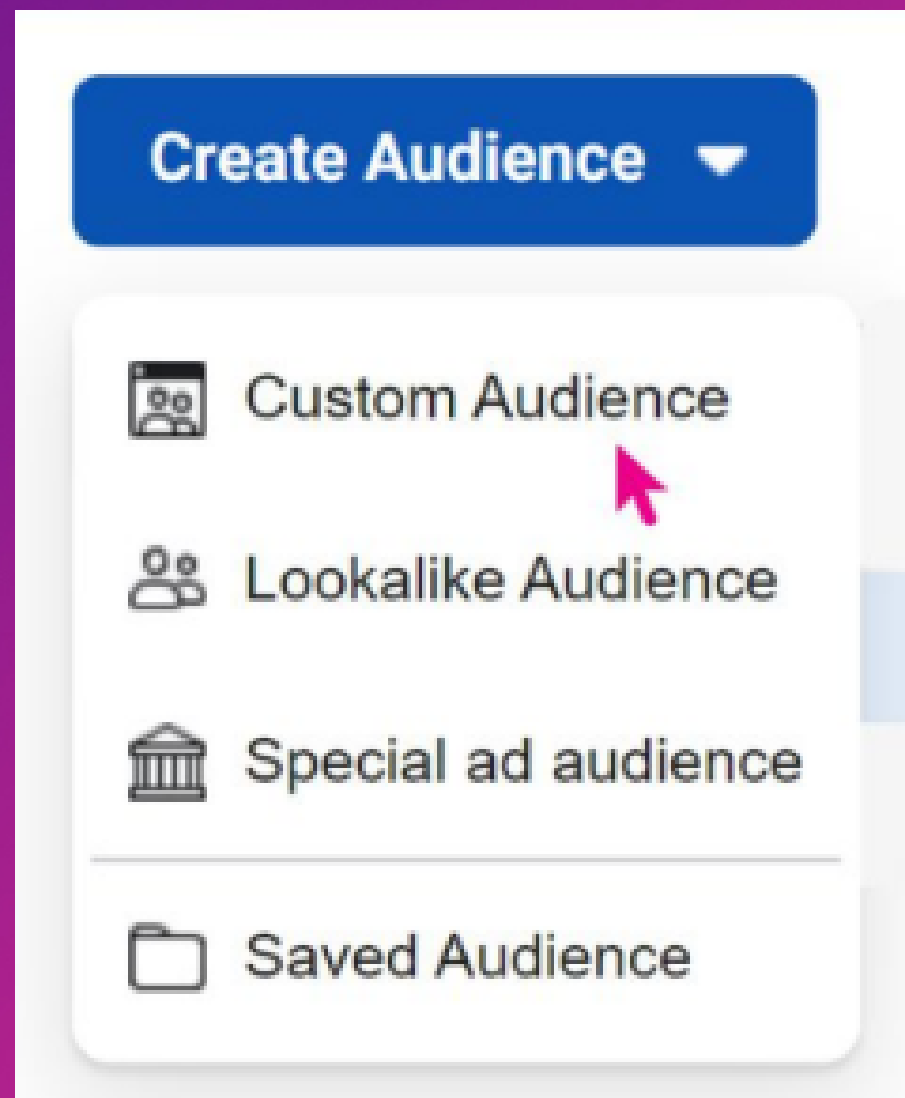Filter-down customers >
click on Custom Audience Template to export

f **Custom Audience Template**

Go on Facebook Business Manager >
Navigate to Audiences from the Left Panel

Create Click Audience >
Custom Audience

Select Customer List >
Click Next

Choose a Custom Audience source

Connect with people who have already shown an interest in your business or product.

Your sources

○ 🌐 Website

● 👥 Customer list

○ 📱 App activity

○ 🏬 Offline activity

Facebook sources

○ ▷ Video

○ 📷 Instagram account

○ ≡ Lead form

○ ◇ Events

○ ⚡ Instant Experience

○ 🖼 Facebook Page

○ 🛒 Shopping

○ 🏬 On-Facebook listings

Cancel   **Next**

Select Yes > Click Next

Click Next

Click Import & Create

Upload the Exported File > Choose Customer Value > Name Your Audience

Create audience from a list

- ✓ Prepare list
- ✓ Select list type
- ◑ **Add customer list**
- ○ Map identifiers
- ○ Upload
- ○ Confirmation

Add customer list   ✕

Before uploading your list, make sure that you have enough identifiers in the correct format. The list needs to be in CSV or TXT format.

⬇ Download file template (.csv)

📄 FB CSV Export (4).csv   ✕

Choose your customer value column ⓘ

Select the column in your list that represents customer value. You can get better results if you provide a varied range of customer values.
Learn More

value,25087.190000000002,8686.1,7176,6142   ▾
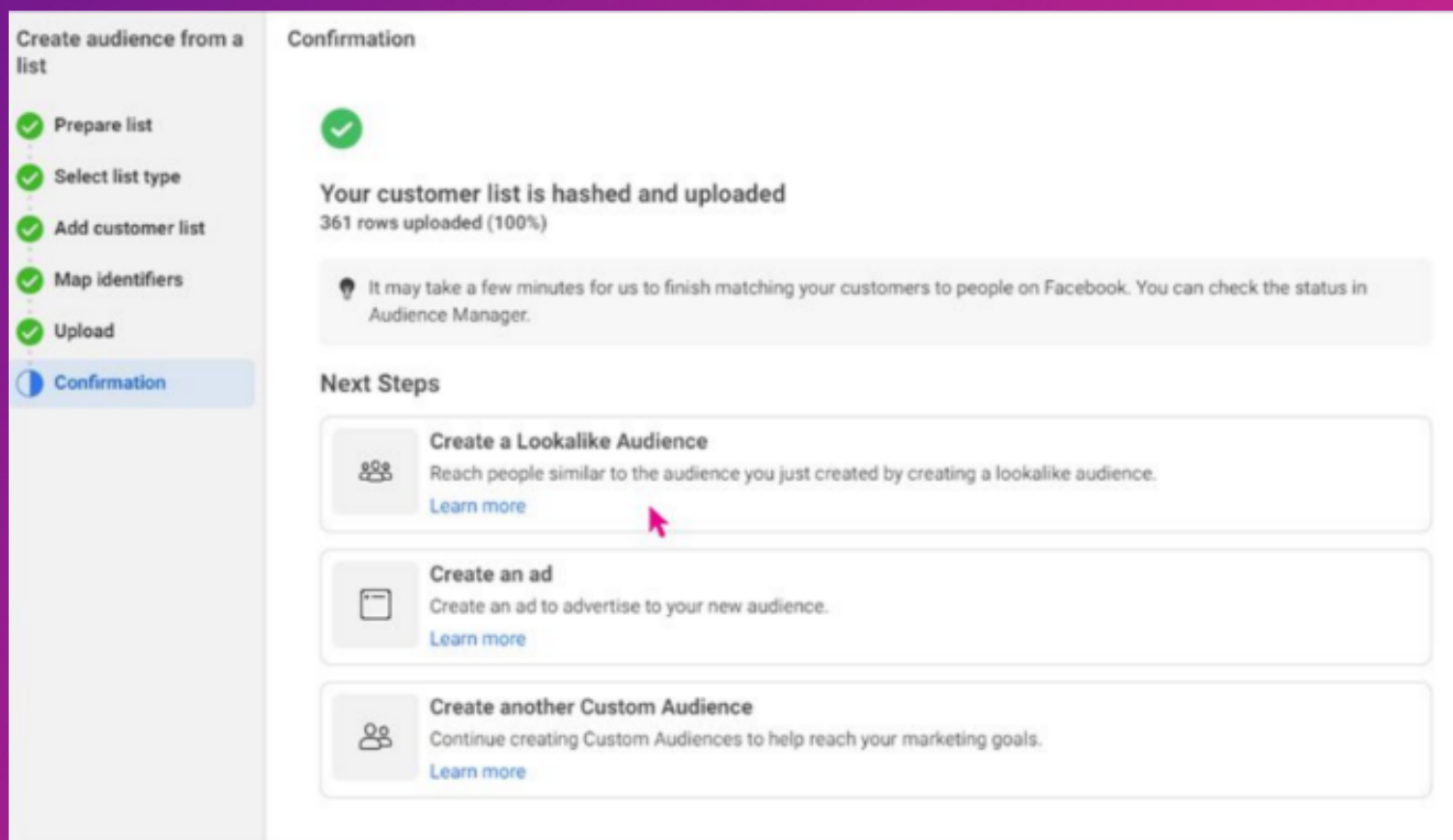
Name your audience

Customer List Blink   19/50   + Add description

Done. Click on Create Lookalike Audience to Reach People Similar to the Audience You Just Created

Create audience from a list

- ✔ Prepare list
- ✔ Select list type
- ✔ Add customer list
- ✔ Map identifiers
- ✔ Upload
- ◑ Confirmation

Confirmation

✔

Your customer list is hashed and uploaded
361 rows uploaded (100%)

💡 It may take a few minutes for us to finish matching your customers to people on Facebook. You can check the status in Audience Manager.

Next Steps

Create a Lookalike Audience
Reach people similar to the audience you just created by creating a lookalike audience.
Learn more

Create an ad
Create an ad to advertise to your new audience.
Learn more

Create another Custom Audience
Continue creating Custom Audiences to help reach your marketing goals.
Learn more

Select Audience Location > Select Audience Size > Click Create Audiencet

Create a Lookalike Audience   ✕

Select your lookalike source

| Customer List Blink | ✕ |

Select audience location

Countries > Asia

Pakistan

🔍 Search for regions or countries   Browse

Select audience size

Number of Lookalike Audiences ⓘ

| 1 ▼ |

547.4K

0%   1%   2%   3%   4%   5%   6%   7%   8%   9%   10%

💡 A 1% lookalike consists of the people who are most similar to your Lookalike Audience source.
Increasing the percentage creates a bigger, broader audience.

New Lookalike Audiences ⓘ   Estimated reach

1% of PK – Customer List Blink   547,000 people

                                        Cancel   **Create Audience**

Voilà

You just created

1. Retargeting Audience
2. Lookalike Audience Based
on your Customer List