



How to

**Build Facebook
Custom Audience
from Blink**

Log in to Blink Merchant Portal



Welcome to Blink! 🍌

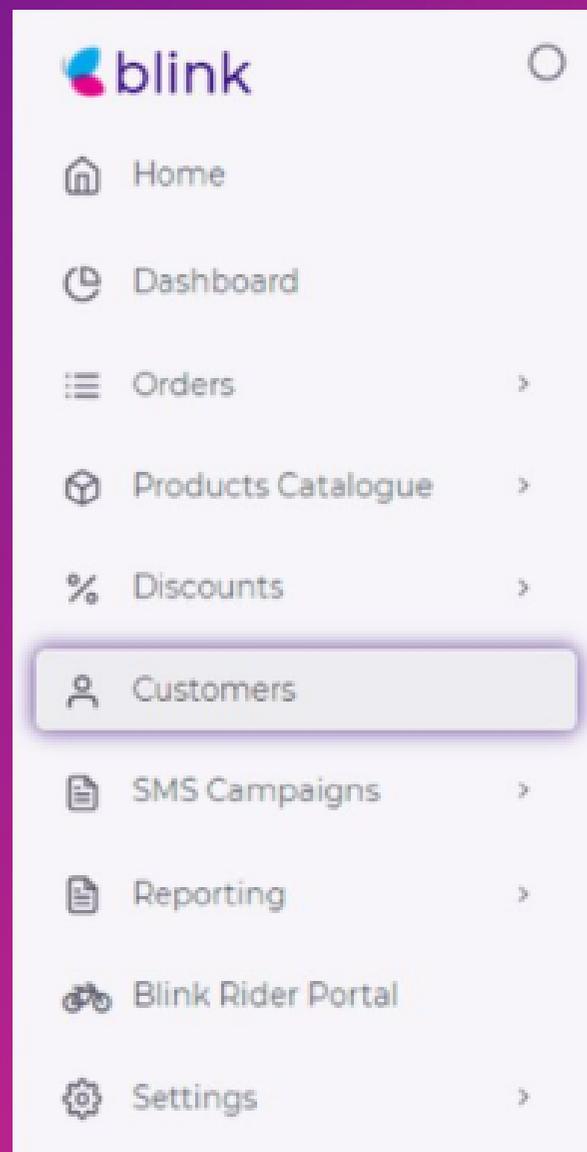
Please sign-in to your account and start the adventure

Username

Password

Sign in

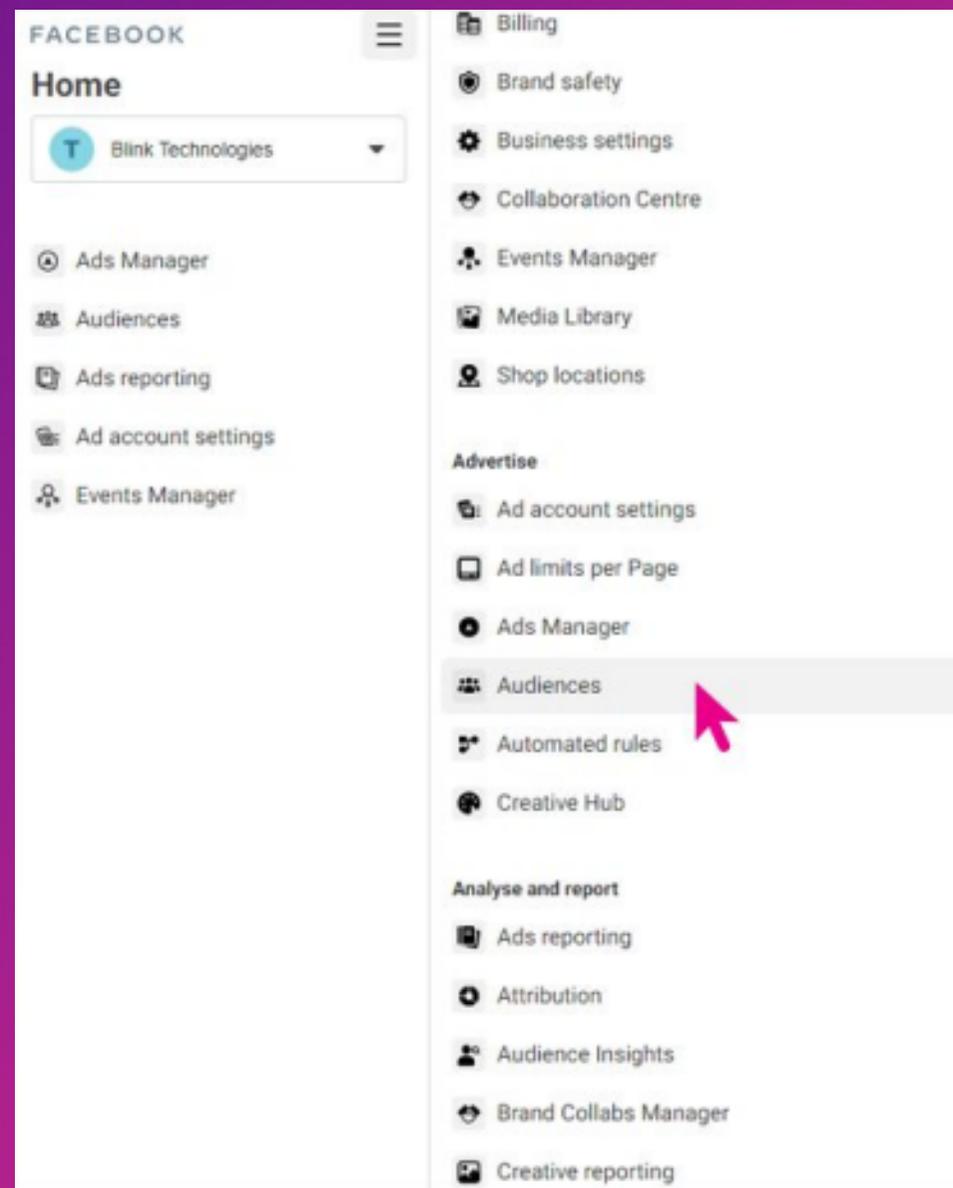
Navigate to Customers on the left panel



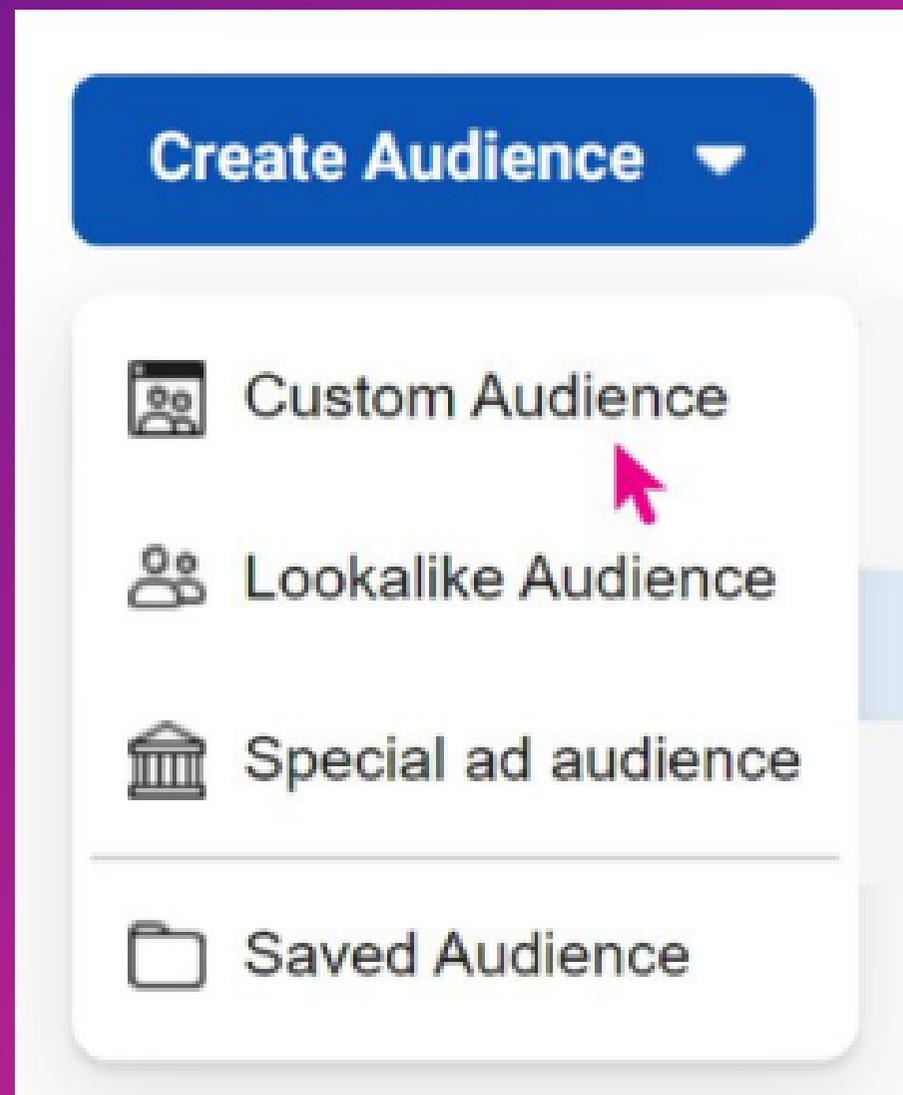
Filter-down customers >
click on Custom Audience Template to export

 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

Create audience from a list

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

Select list type

Does your list include a column for customer value?

Customer value is a value associated with your customers based on how much and how often they spend towards your business. Adding customer value as a column in your customer list allows you to create a value-based lookalike later on to find people who are similar to your most valuable customers.

email	phone	age	value
---	---	---	---
---	---	---	---
---	---	---	---

Yes
Customer value is included in my customer list

No
Continue with a customer list that doesn't include customer value

Click Next

Create audience from a list

- Prepare list**
- Select list type
- Add customer list
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Prepare your customer list

★ Easily update customer lists

Now, after you create a customer list Custom Audience, you can update it in Audience Manager by replacing your customers with a new list. This will also update any ad sets and lookalikes that use it, and won't reset your campaign learning phase.

[Update existing customer list Custom Audience](#)

How to prepare your customer list

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate. Before the list is sent to Facebook for your audience to be created, we use a cryptographic security method known as hashing, which turns the identifiers into randomised code and cannot be reversed. [Learn more](#)

[Import from Mailchimp](#) [Download file template](#) [See formatting guidelines](#)

Include at least one main identifier

[Email address](#) [Phone number](#) [Mobile advertiser ID](#) [Facebook app user ID](#) [Facebook Page user ID](#) [First name](#) [Surname](#)

Include more identifiers

[City](#) [County/Region](#) [Country](#) [ZIP/Postcode](#) [Date of birth](#) [Year of birth](#) [Gender](#) [Age](#)

Add value information to create a value-based lookalike

[Customer value](#)

[Back](#) [Next](#)

Click Import & Create

Create audience from a list

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

Map identifiers

Map your columns to identifiers to upload your list. Your data will be hashed before it's uploaded. [Learn More](#)

7 columns are mapped and will be uploaded. Please correct the errors before continuing.

Email address
Phone number
First name
Surname
City
Country
Customer value

✔ Mapped (7)
 ⚠ Action needed (1)

Map column to identifier		Formatting guidelines	Example
value 25067.100000000002 8888.1 7178 6142	✔ Customer value	We support a numeric value, such as customer lifetime value or predictive lifetime value.	0 0.1 3 20
email rick@blink.co drax@gmail.com alimulung247@gmail.com tshahid01@hotmail.com	✔ Email address	We accept email addresses in up to three separate columns. Only one email address can go in each cell. All universal email address formats are...	Emily@example.com John@example.com Helena@example.com
phone +9215270883 +9230822331 +92307229712 +9231209038	✔ Phone number	Phone numbers must include a country code to be used for matching, even if they're all from the same country. For example, a one must...	1(222)333-4444 001(222)333-4444 +12223334444
in Raja ARSHAD Ali Muhammad	✔ First name	We accept first name and first name initial, with or without accents. Initials can be provided with or without a full stop.	John F. Emily
in Haider VOHRA Mustafa Taha.Rhaid	✔ Surname	We accept full surnames with or without accents.	Smith Sorensen Jacobs-Anderson
in Karachi Karachi Karachi Karachi	✔ City	We accept full names of towns and cities.	Monte Park Seattle London
country PK PK	✔ Country	Countries must be provided as an ISO two-letter country code, even if they're all from the same country. As	US GB

Back
Import and 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 ⓘ

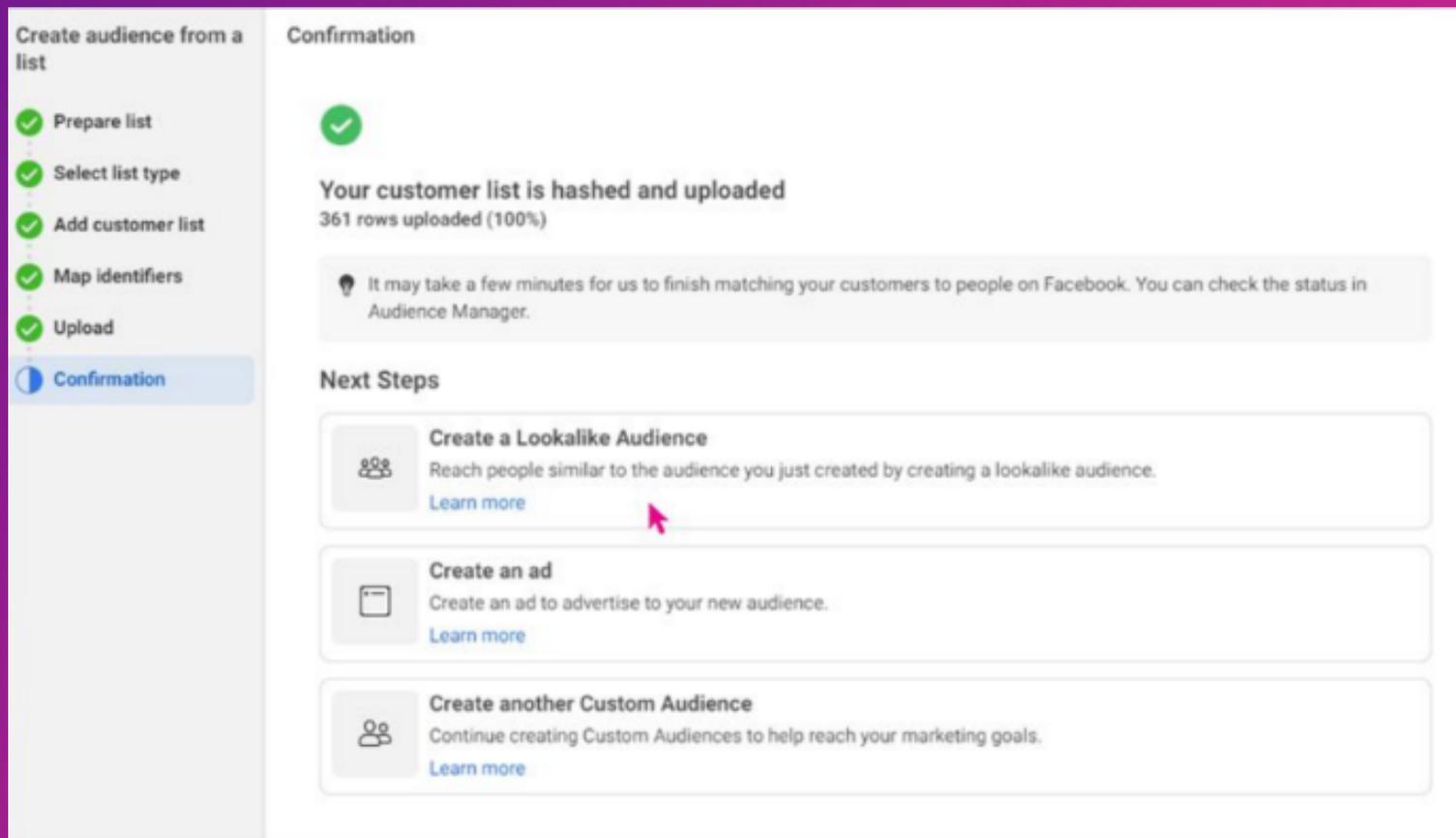
Select the column in your list that represents customer value. You can get better results if you provide a varied range of customer values. [Learn More](#)

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

A screenshot of the Facebook Audience Manager interface. On the left, a sidebar titled "Create audience from a list" shows a progress list with five steps: "Prepare list", "Select list type", "Add customer list", "Map identifiers", and "Upload", all marked with green checkmarks. The "Confirmation" step is highlighted with a blue circle and a white checkmark. The main content area is titled "Confirmation" and features a large green checkmark icon. Below it, the text reads "Your customer list is hashed and uploaded" followed by "361 rows uploaded (100%)". A light gray box contains a lightbulb icon and the text: "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." Underneath, a "Next Steps" section lists three options: "Create a Lookalike Audience" (with a group of people icon), "Create an ad" (with a document icon), and "Create another Custom Audience" (with a group of people icon). Each option includes a brief description and a "Learn more" link. A red mouse cursor is pointing at the "Learn more" link for "Create a Lookalike Audience".

Select Audience Location > Select Audience Size > Click Create Audience

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