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How to Use Custom Audiences to Build Funnels for Ecommerce Facebook Ads



Among the many audiences you can target on Facebook, you have the option to create a custom audience to target. This type of audience is created from specifically defined groups of people on Facebook who have interacted with your ecommerce store.

The people in the audience can include past customers, people who have visited your store, viewed specific pages, added an item to their cart, etc. You can even use custom audiences to help prospect potential customers.

Facebook custom audiences are a highly valuable targeting tactic. When applied correctly, can contribute to a boost in sales and [ROAS](#). Keep reading to find out more about the different types of custom audiences and how to use them to build your advertising funnel.

The different types of custom audiences at each stage of the advertising funnel

Here are the three stages of the [advertising funnel](#) and which custom audiences you can find at each stage:

store to audiences who are unaware of your products. Overall, to try to get cold audiences interested in your brand and showcase your unique selling points.

Here, you're not creating a custom audience with the purpose of targeting them. You're using the data from your custom audience to look for people similar to them. This is also known as a lookalike audience.

You can also use your custom audience to exclude recent visitors to your store. This practice helps to avoid targeting people who already know about your ecommerce store with a first-message approach.

Middle of the funnel custom audiences

At the middle of the advertising funnel, the goal is to build trust with consumers. It's also to demonstrate your ecommerce store's value. You should be educating your audience on the benefits of purchasing your products. Also, how they can get the most of your products.

At this stage in the funnel, your custom audience should be seeing [Facebook ads](#) that showcase product combinations. They should also see ads that highlight the quality, materials, or production of products.

There are a few custom audiences to consider when building your middle funnel audiences. It's important to remember that you are using audiences of people that get stuck in the middle of the advertising funnel.

So, when it comes to choosing the target of your custom audience, be sure to focus on exactly where the consumer got stuck. The following are the best to include for targeting when you're defining who will see your ads.

The first is your Facebook and Instagram engagers and store visitors. This includes people who engaged with your Facebook page, Instagram page, or ecommerce store, but haven't seen your products in the last 30 days.

Facebook and Instagram engagers is another custom audience similar to the previous. The difference here is that the people who engaged with your Facebook or Instagram page haven't visited your store in the last 30 days.

The store visitors custom audience consists of consumers who have visited your store previously but haven't seen your products in the last 30 days.

The other custom audience you should define in the [middle of your advertising funnel](#) are specific page visitors. This audience is made from potential customers that visited a specific page of your ecommerce store who haven't seen your products in the last 30 days.

Bottom of the funnel custom audiences

At the bottom of the advertising funnel, the goal is to [retarget](#) your most interested visitors and keep your products top of mind. You also want to encourage your warm audience toward conversions.

From the top middle to the bottom audience, these custom audiences are comprised of people who get stuck in the bottom of the funnel. With that being said, it's important to focus on the point where they didn't continue.

There are four important custom audiences you need to use to build the bottom of the advertising funnel:

The first consists of consumers who have viewed products in a specific ad sent in a certain amount of days. The ad set can include all products in stock or specific products.

You can make a custom audience of people who have viewed your product and added it to their carts. This audience is defined by visitors to your ecommerce store that have viewed products or added to their cart. However, they have not made a purchase in the last 30 days.

Another custom audience to create at the bottom of your advertising funnel is from people who have viewed your products. This includes people who have viewed your products, but have not added them to their carts in the last 30 days.

The fourth custom audience to consider is the abandoned cart recovery audience. This audience includes visitors who have added products to their shopping cart, but have not made a purchase in the last 30 days.


How Brainity helps you target the right audience at the right time

Now that you know what custom audiences to define at each stage of the advertising funnel, it's time to show them relevant ads that motivate them to purchase from your ecommerce store.

Brainity helps you do this with ease. Using advanced strategies, we help you to pre-build audiences for fast ad creation. These audiences are based on the most effective advertising funnel for ecommerces.

Try Brainity risk-free, no credit card required, and see how we make ads easy across all Facebook platforms and placements.

Improve your audience targeting

 Facebook tips and tricks

 ad tips, customer journey, E-commerce, e-commerce advertising, ecommerce funnel, Facebook, Facebook advertising, Instagram, Instagram ads, marketing funnel

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