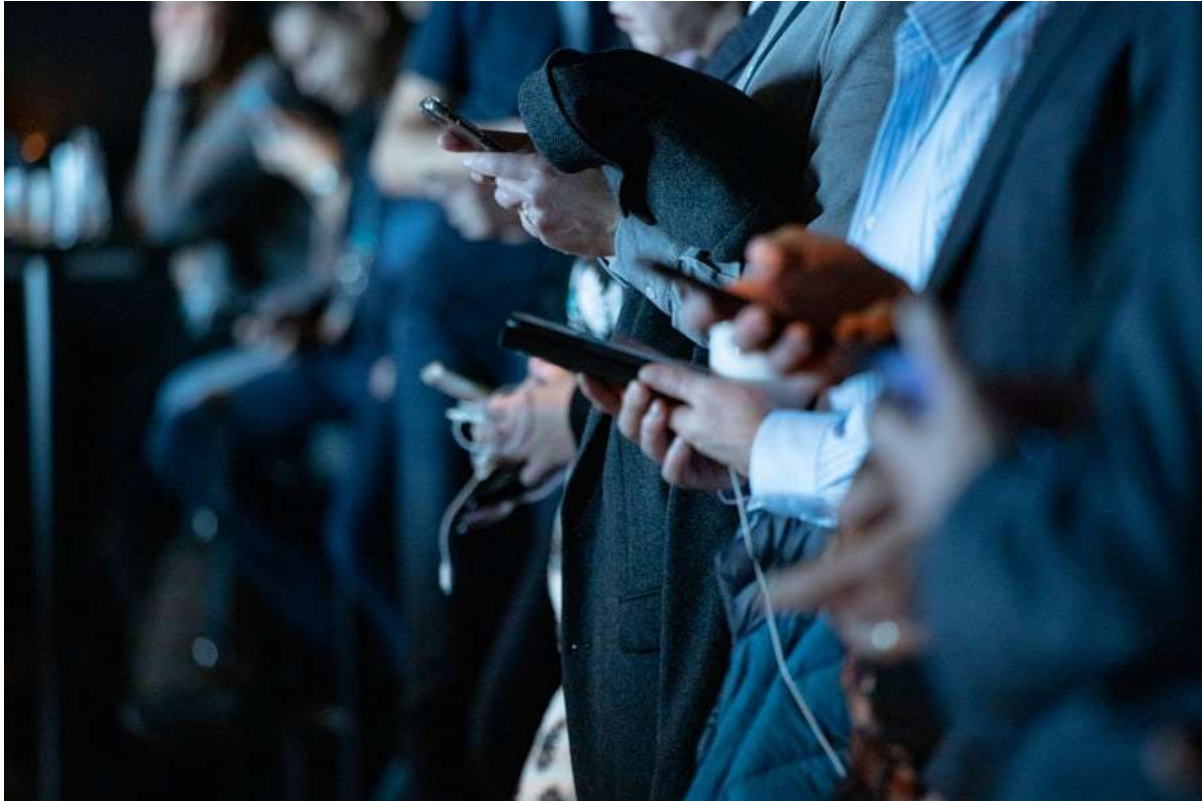by Iyon Baker

3 Powerful Tips for Finding Better Interests for Facebook Ad Audience

There are thousands of interests to choose from when attempting to define your **interest based audience**. These audiences are helpful to define when you want to introduce yourself to cold audiences, or people who may not have discovered your brand yet.

Creating interest based audiences are great for your top of the funnel campaigns on Facebook and Instagram because they bring these new users and visitors to your online store. They are also great for targeting your audience more accurately than your competitors that don't use this type of audience targeting.

3 Tips for Finding Interests that Target Your Ideal Audience

Here are three tips for defining your interest based audience:

1. Use at least 5-15 very narrow interests: You should use at least 5-15 words (even 25 is okay) to describe interests when creating each interest-based audience. Interests should be very narrow. For example, "dog" is too general. Ideally, you should look for more specific interests like dog breeds, for example.
2. Avoid using the same interests in several ad sets: This would help you understand what ad sets work best and which do not. With mixed ad sets you can't know for sure because it's impossible to attribute conversion to specific interests.

Questions that generate ideas about interests

If you aren't quite sure about where to start, these are a few questions to ask yourself to generate ideas about the interests you want to target and also ideas about what themes may arise:

- **Hobbies**: What are some hobbies related to your products? e.g. basketball, baking, etc.

- **Usage**: What are your products used for? e.g. decorating, running, etc.

- **Style**: What style do your products have? e.g. handmade, rustic, urban, etc.

- **Context**: In what situations or contexts are your products used? e.g. weddings, parties, etc

- **Media**: What magazines, media or programs talk about your products? e.g. Sports Illustrate, Vanity Fair, etc.

- **Brands/Competitors**: What brands are more relevant to your audience? e.g. competitors brands, similar brands with the same values, etc.

If you decide to build your audience based on their media interests, create an audience with 5-10 magazines, influencers, podcasts, etc. that your audience may be interested in.

If you want to create an **audience** based on hobby interests, create a new audience and choose 5-10 interests in this category. But do not create an interest-based audience with a range of interests from different categories.

How to split and optimize interest-based ad sets

It's very important not to use thousands of ad sets for a top of funnel or prospecting underline campaign. If you start with a low budget, let's say less than $1,000, with 2-3 interest audiences, that would be enough. This is also important because the themes are difficult to separate and are very similar.

To get a better campaign optimization it's ok to mix different topics/themes. Choose the one that has better results and split those with better results in a new grouping.

You can start with different themes such as hobbies and usage, and another audience with media and brands. If the second gets better results, keep testing.

Turn off the first audience and split the second into two separated ad sets. This will keep narrowing the best interests.

Create interest based audiences with Brainity

Brainity helps you build this strategy with your entire marketing funnel in mind. With our software, you can deliver personalized, engaging ads across platforms and make sure different audience profiles are targeted with messages that will guide them through the buying process.

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E-commerce tips

ecommerce funnel, engaging customers, Facebook, Facebook advertising, Instagram, Instagram ads

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