

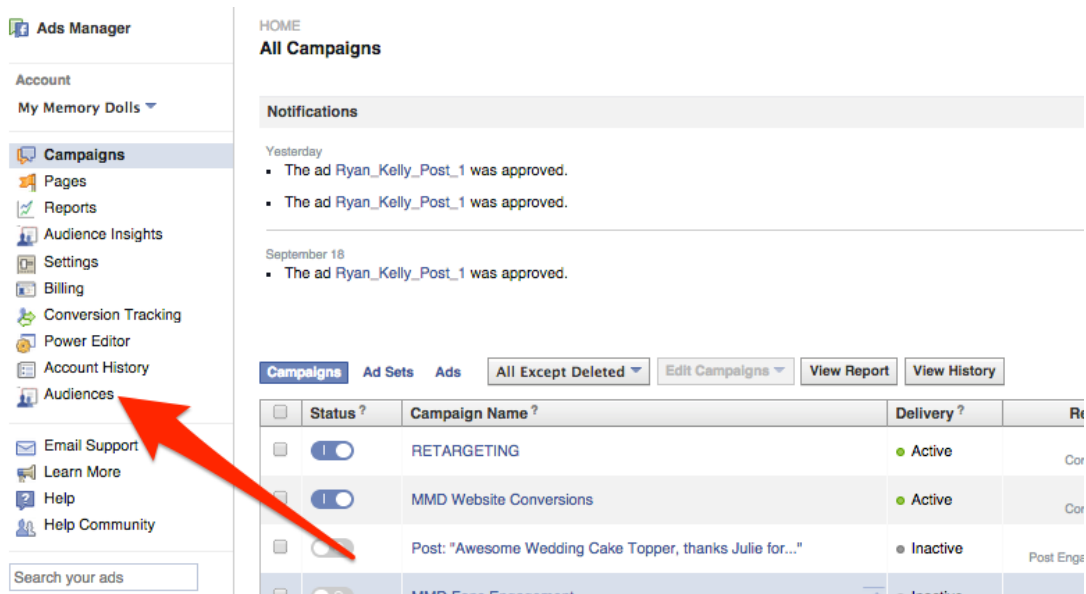
# FACEBOOK RETARGETING CHEATSHEET

*Click Here If You Do Not Know How To Use The Power Editor*

<http://www.cpcninja.com/blog/the-power-editor-tool-advanced-facebook-advertising-module>

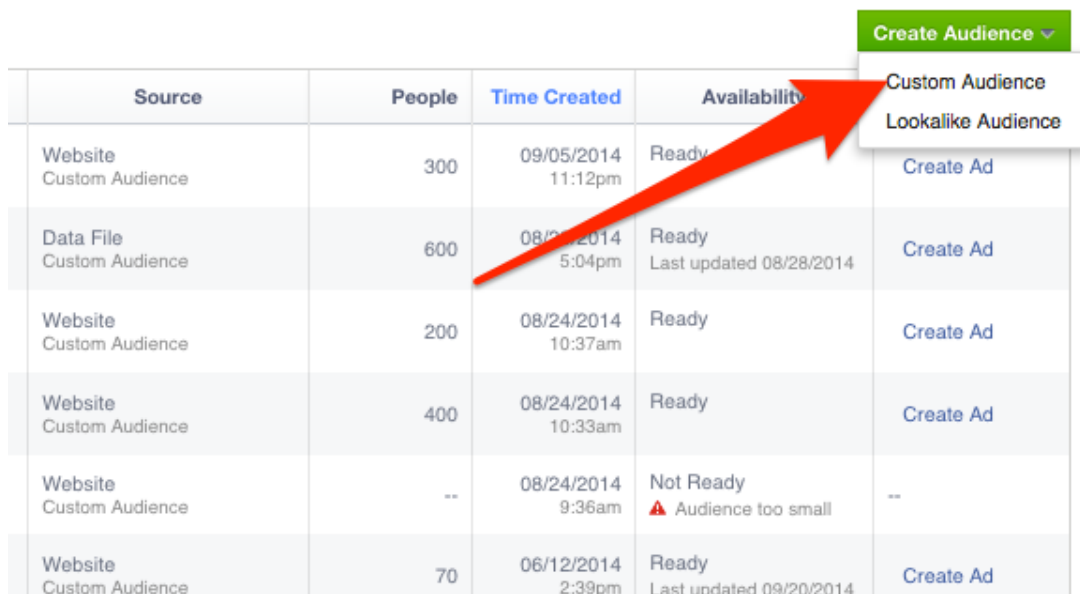
## 1. Installing Your Retargeting Code

**Click on Audiences**



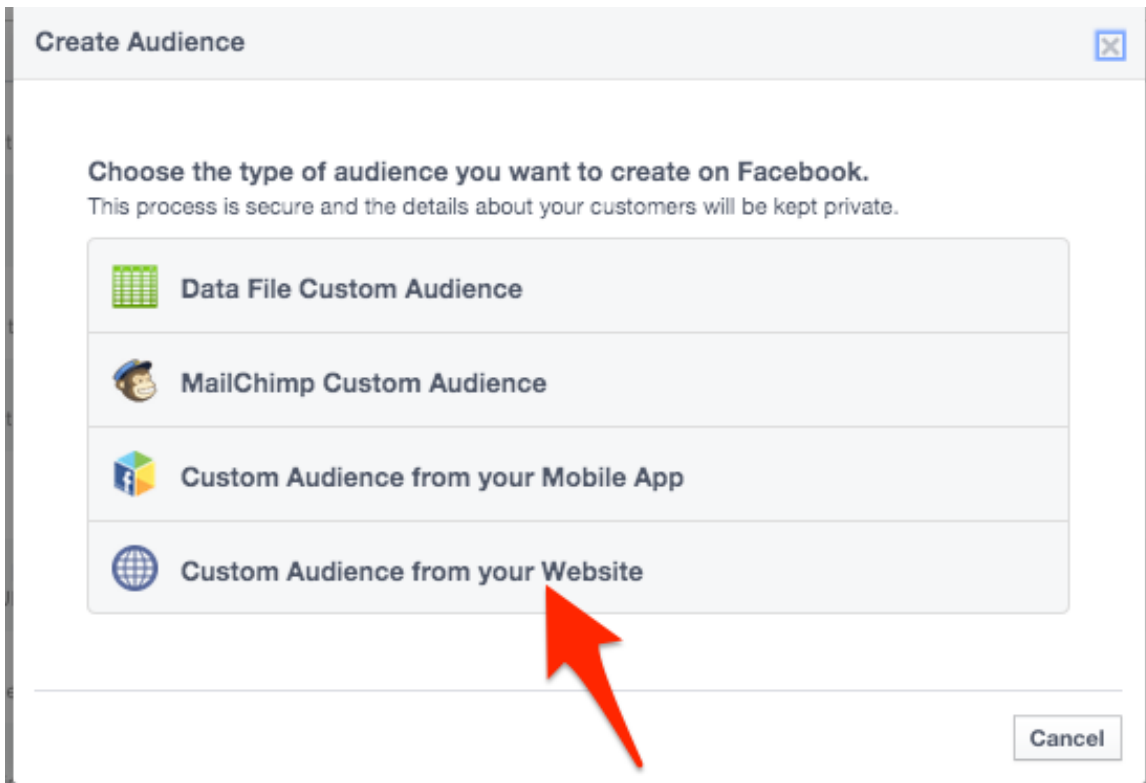
The screenshot shows the Facebook Ads Manager interface. On the left sidebar, under the 'Campaigns' section, the 'Audiences' link is highlighted with a red arrow. The main content area shows the 'All Campaigns' view with a table of campaigns. The table has columns for Status, Campaign Name, Delivery, and Re. The first two rows are 'RETARGETING' and 'MMD Website Conversions', both with 'Active' status. The third row is 'Post: "Awesome Wedding Cake Topper, thanks Julie for..."' with 'Inactive' status. The fourth row is 'MMD Eng Engagement' with 'Inactive' status.

## 2. Inside of your Audiences Management Click on Custom Audience

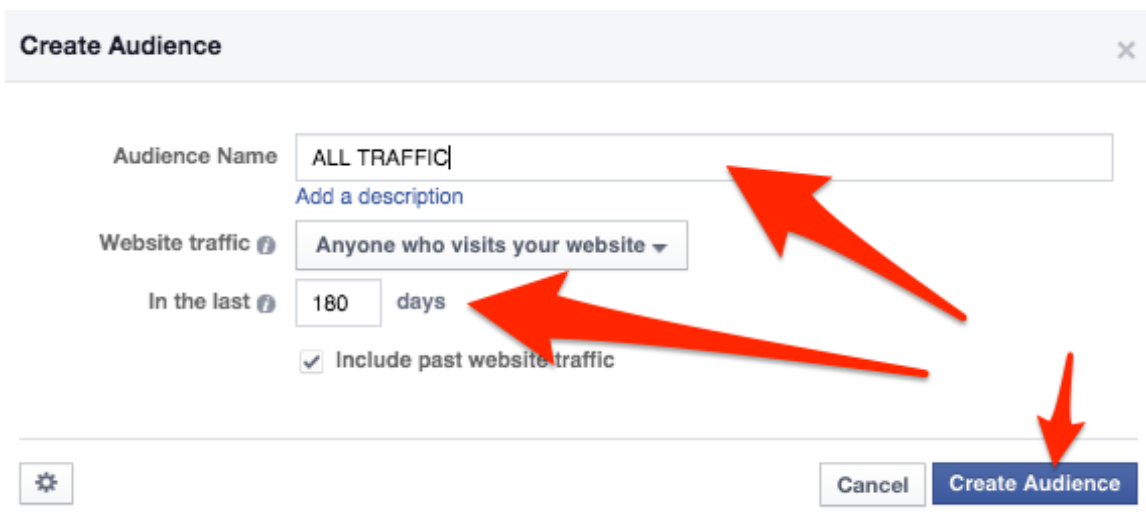


The screenshot shows the Facebook Audiences Management interface. A table lists several custom audiences. A red arrow points to the 'Custom Audience' link in the dropdown menu. The table has columns for Source, People, Time Created, Availability, and a 'Create Ad' link. The first four rows are 'Website Custom Audience' with 300, 600, 200, and 400 people respectively. The fifth row is 'Website Custom Audience' with 70 people. The sixth row is 'Website Custom Audience' with 70 people. The seventh row is 'Website Custom Audience' with 70 people. The eighth row is 'Website Custom Audience' with 70 people. The ninth row is 'Website Custom Audience' with 70 people. The tenth row is 'Website Custom Audience' with 70 people. The eleventh row is 'Website Custom Audience' with 70 people. The twelfth row is 'Website Custom Audience' with 70 people. The thirteenth row is 'Website Custom Audience' with 70 people. The fourteenth row is 'Website Custom Audience' with 70 people. 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The ninetieth row is 'Website Custom Audience' with 70 people. The ninety-first row is 'Website Custom Audience' with 70 people. The ninety-second row is 'Website Custom Audience' with 70 people. The ninety-third row is 'Website Custom Audience' with 70 people. The ninety-fourth row is 'Website Custom Audience' with 70 people. The ninety-fifth row is 'Website Custom Audience' with 70 people. The ninety-sixth row is 'Website Custom Audience' with 70 people. The ninety-seventh row is 'Website Custom Audience' with 70 people. The ninety-eighth row is 'Website Custom Audience' with 70 people. The ninety-ninth row is 'Website Custom Audience' with 70 people. The hundredth row is 'Website Custom Audience' with 70 people.

### 3. Then Click on Audience from your Website






### 4. Audience #1: ALL TRAFFIC



## 5. Click on Pixel Details

### Audiences

Audience Name	Pixel Details	Source
ALL TRAFFIC	  	Website Custom Audience
Opt-In REFUSERS - 21 Days Users who land on the page to register but refuse to do it and exit.		Website Custom Audience
MMD_Paid_Orders_828 all paid orders of the email addresses		Data File Custom Audience
Checkout Page REFUSE TO PAY Users who land on the checkout page but bounces after they see the price.		Website Custom Audience
Opt-In REFUSERS - 14 Days Users who land on the page to register but refuse to do it and exit.		Website Custom Audience
How To Upload Photos Page		Website Custom Audience

## 6. Copy This Pixel Code “Only Once” between the <head> and </head> in your website code.

### Pixel Code

Copy the code below and paste it between the <head> and </head> in your website code. Then you can set up rules to track specific actions people take across your website.

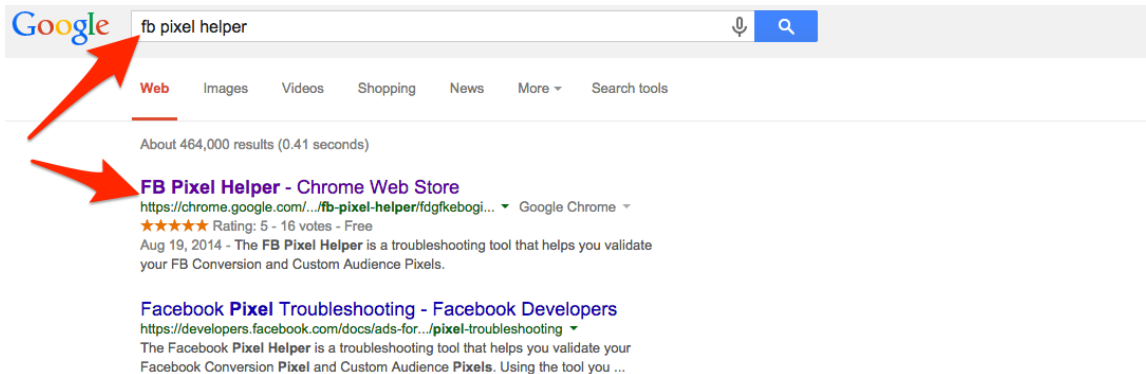
Send the code to your website developer

```
if (!_fbq.loaded) {  
  var fbds = document.createElement('script');  
  fbds.async = true;  
  fbds.src = '//connect.facebook.net/en_US/fbds.js';  
  var s = document.getElementsByTagName('script')[0];  
  s.parentNode.insertBefore(fbds, s);  
  _fbq.loaded = true;  
}  
_fbq.push(['addPixelId', '528547670592544']);  
})();  
window._fbq = window._fbq || [];  
window._fbq.push(['track', 'PixelInitialized', {}]);  
</script>  
<noscript>  
</noscript>
```

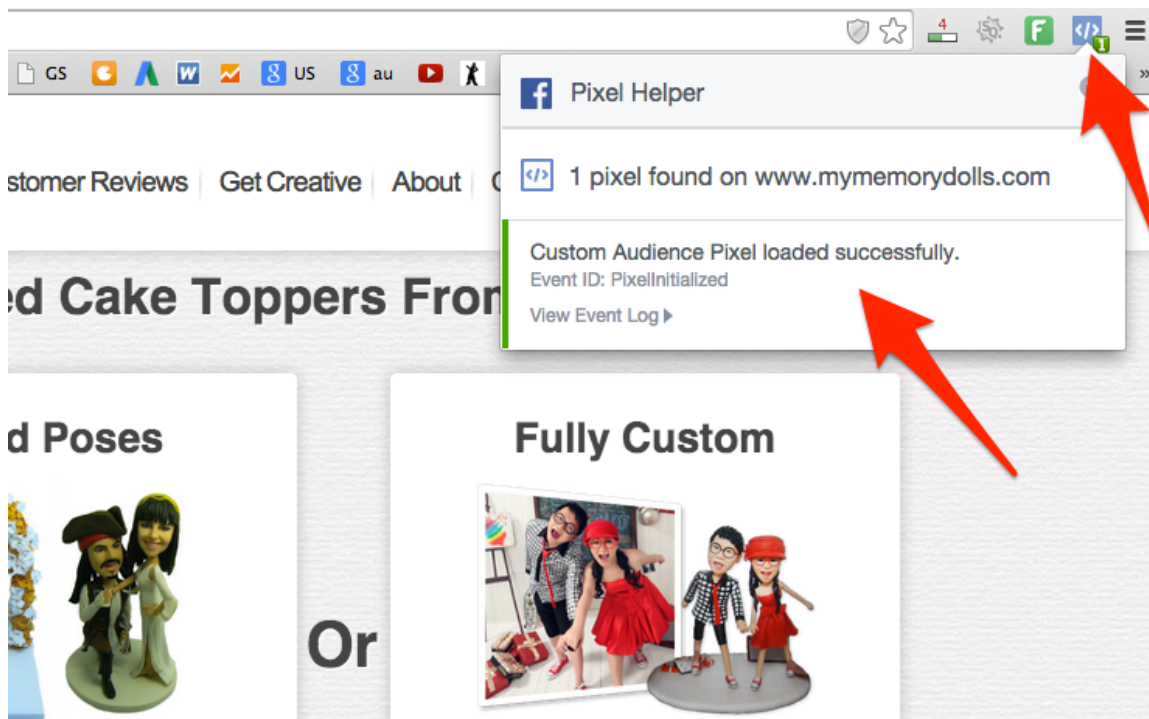
Learn more about how to verify your pixel installation in the [Help Center](#).

OK

7. Test to make sure it is working by downloading an app on Google Chrome called: [FB Pixel Helper](#).



8. Then you will be able to see if it works or not.



## 9. CREATE YOUR CUSTOM AUDIENCES

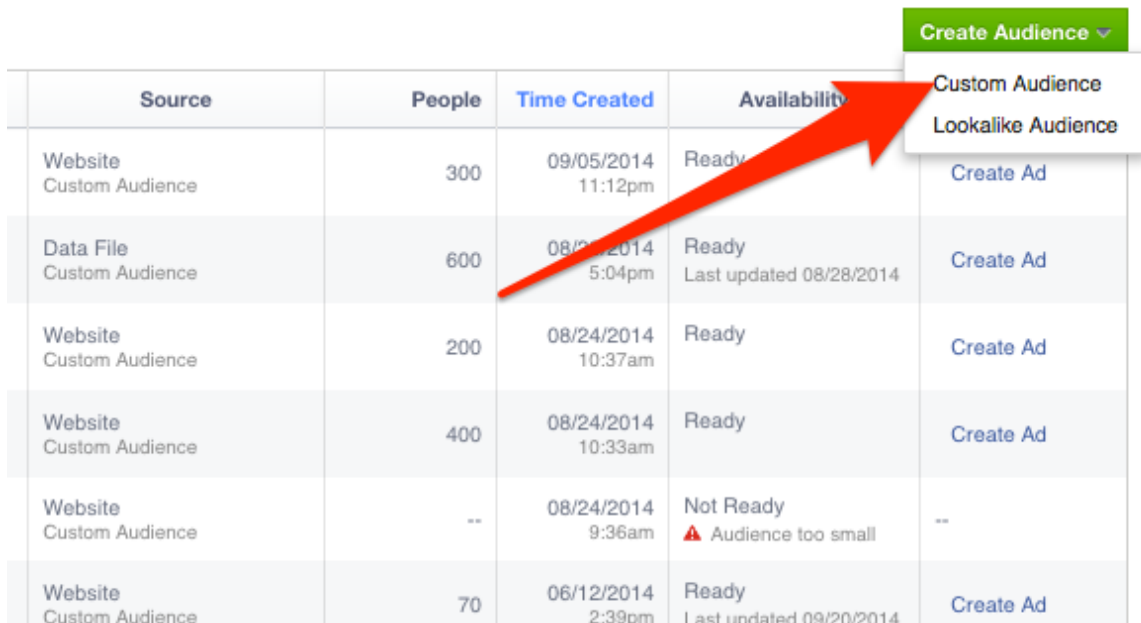
1. ALL TRAFFIC
2. OPT-IN REFUSERS -7 DAYS
3. OPT-IN REFUSERS -14 DAYS
4. OPT-IN REFUNDERS – 28 DAYS
5. ALL OPT-INS
6. CHECKOUT BOUNCES
7. CHECK OUT COMPLETES

### **Lets Start Out With our 2<sup>nd</sup> Audience OPT-IN REFUSERS – 7 DAYS**

This is going to explain how to create a retargeting audience of people who visited your website, and decided “NOT” to give you their email address.

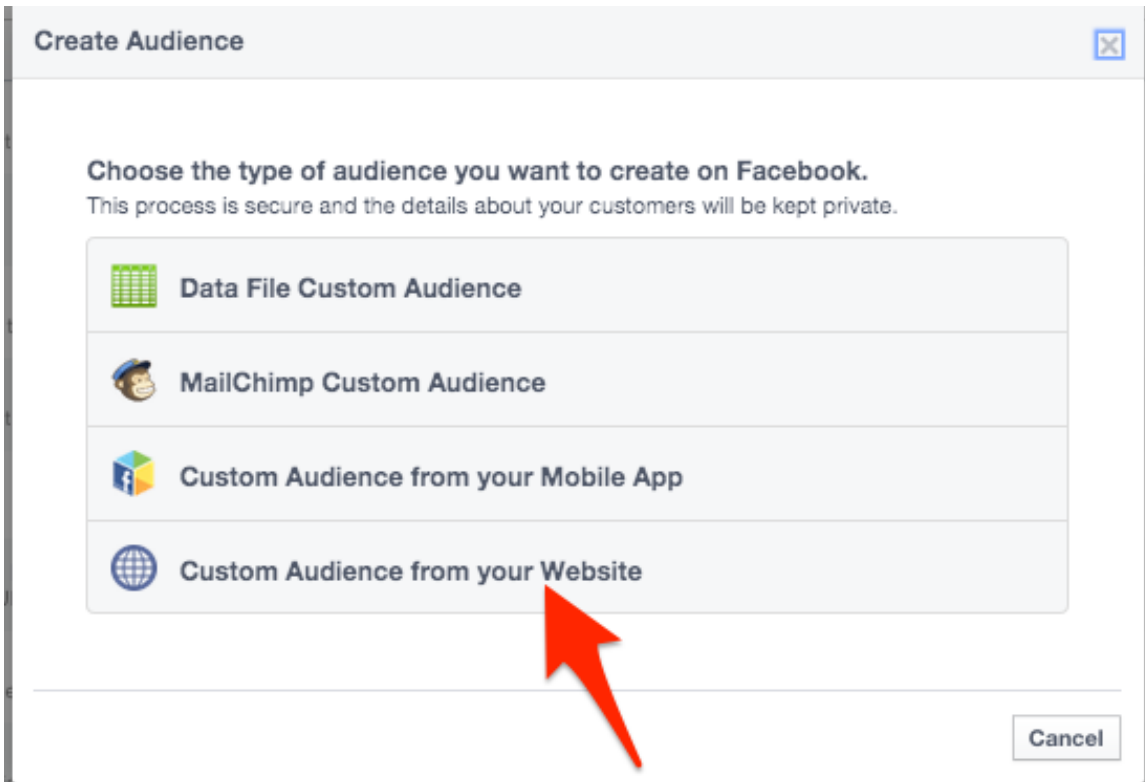
In other words they Refused To Opt In, so for the Next 7 Days we will target them with Ads trying to prompt them to come back and Opt –In.

**Once again click on Inside of your Audiences Management Click on Custom Audience**

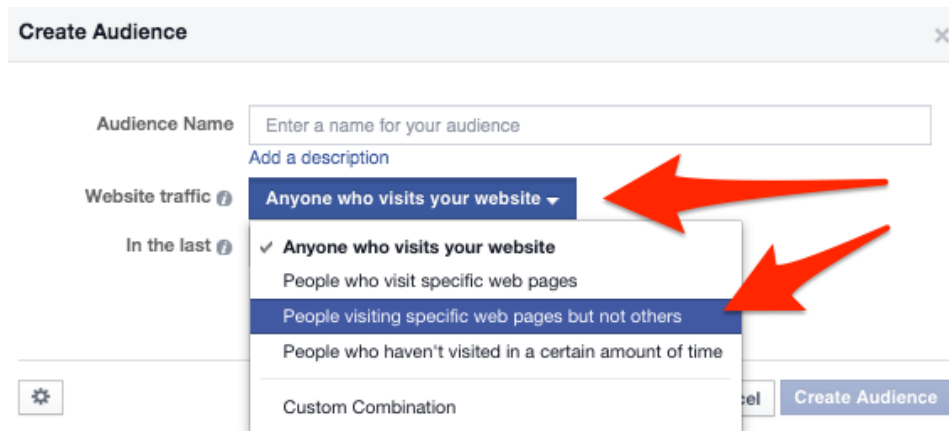


Source	People	Time Created	Availability	
Website Custom Audience	300	09/05/2014 11:12pm	Ready	<a href="#">Create Ad</a>
Data File Custom Audience	600	08/28/2014 5:04pm	Ready Last updated 08/28/2014	<a href="#">Create Ad</a>
Website Custom Audience	200	08/24/2014 10:37am	Ready	<a href="#">Create Ad</a>
Website Custom Audience	400	08/24/2014 10:33am	Ready	<a href="#">Create Ad</a>
Website Custom Audience	--	08/24/2014 9:36am	Not Ready ⚠ Audience too small	--
Website Custom Audience	70	06/12/2014 2:39pm	Ready Last updated 09/20/2014	<a href="#">Create Ad</a>

### **10. Then Click on Audience from your Website**



**11. Click on People visiting specific web pages but not others**



## **12. Audience #2: OPT-IN REFUSERS – 7 DAYS**

Now this part can get tricky... Make sure you click on URL contains the exact URL of the register page in which the users will sign up.

Exclude the URL in which the user who does sign up will land on a "Thank You" page for signing up

**Edit Opt-In REFUSERS - 14 Days** ✕

**Audience Name** Opt-In REFUSERS - 7 Days

**Description** Users who land on the page to register but refuse to do it and exit.

**Website traffic** ? People visiting specific web pages but not others ▾

Include people who visit any web page that meets the following rules.

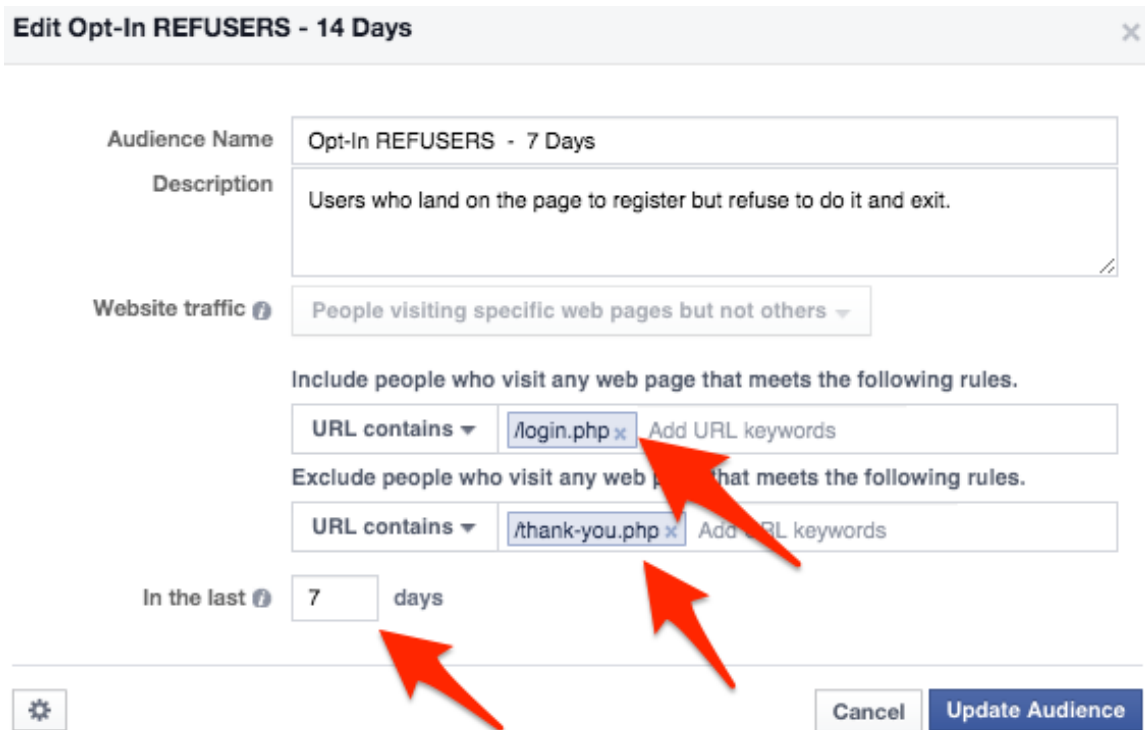
URL contains ▾ /login.php ✕ Add URL keywords

Exclude people who visit any web page that meets the following rules.

URL contains ▾ /thank-you.php ✕ Add URL keywords

In the last ? 7 days

⚙ Cancel Update Audience

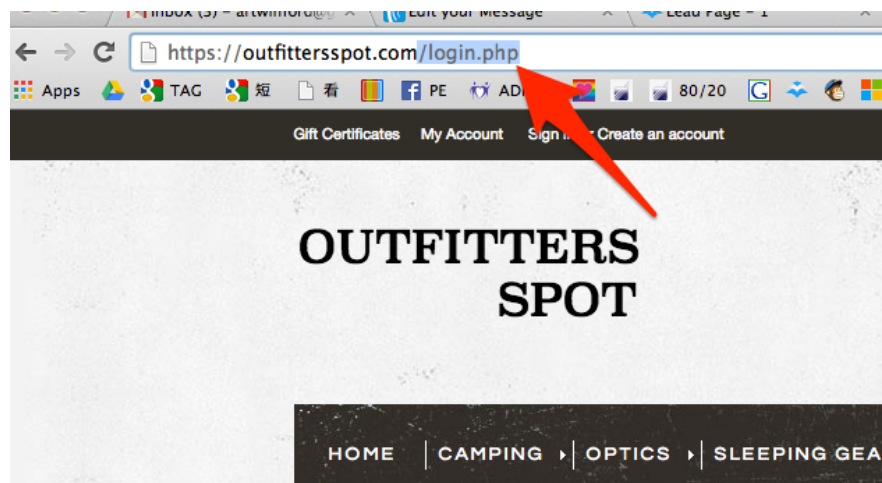


So For an example if you see my website domain is [www.outfittersspot.com](http://www.outfittersspot.com)

However the URL in which they will sign up will be  
[www.outfittersspot.com/login.php](http://www.outfittersspot.com/login.php)

## SO HOW DOES THIS REALLY WORK???

The official last part of the URL is /login.php so that is what we will use.



### 13. Once you are done hit create or update.

NOW SINCE YOU KNOW HOW TO CREATE RETARGETING AUDIENCES FOR OPT IN REFUSERS WHO ARE 7 DAYS OUT, YOU CAN DO THE SAME FOR 14, 21, AND 28 DAYS.

Audience Name: Opt-In REFUSERS - 7 Days

Description: Users who land on the page to register but refuse to do it and exit.

Website traffic: People visiting specific web pages but not others

Include people who visit any web page that meets the following rules.

URL contains: /login.php

Exclude people who visit any web page that meets the following rules.

URL contains: /thank-you.php

In the last 7 days

Cancel Update Audience

### 14. ALL OPT-INS

This is the part where it really starts to get advanced. Please pay very close attention

In this one we are targeting Users who OPT – IN, and DO NOT visit the Checkout Page

1. We target users who land on the “Register Page”
2. AND Target users Funnel to the “Thank You Page” completing registry
3. EXCLUDING users who go to the “Checkout Page”

Therefore we can keenly target a specific group of people to take action to go to the Checkout Page.

We will use 180 days as Facebook only allows that to be our Maximum, meaning we can target users who Opt In from the past 180 days.



Create Audience

Audience Name

ALL OPT-INS

Description

People who visited the website and decided to Opt In and give us their email address.  
People who did not go to the checkout page to complete a purchase.

Website traffic

Custom Combination

Include

Traffic that meets the following conditions:

URL

Contains

/login.php

Add URL keywords

and

Contains

/thank-you.php

Add URL keywords

And

Add New Condition

Exclude

Traffic that meets the following conditions:

URL

Contains

/checkout.php

Add URL keywords

And

Add New Condition

In the last

180

days

☒ Include past website traffic

Cancel

Create Audience

It is extremely important to target specific groups of people who are interested in certain things. Meaning they are groups of people who take certain actions on your website so that you can give your message more accurately to that specific audience therefore increasing your chances of conversion.

Facebook is like a Blind Date, you have to pull them into a Funnel to show interest, then turn that interest into Desire, and finally converting that Desire into Action.

CLICK HERE TO WATCH A FREE VIDEO ON HOW TO PUT THIS INTO ACTION ON YOUR ACCOUNT!!!

<http://www.cpcninja.com/retargeting.html>

The screenshot shows the Facebook Ads Manager interface. The 'Audiences' section is active, displaying a list of existing audiences. A 'Create Audience' dialog box is open, prompting the user to choose the type of audience to create. The dialog box includes the following text: 'Choose the type of audience you want to create on Facebook. This process is secure and the details about your customers will be kept private.' The options are: 'Data File Custom Audience', 'MailChimp Custom Audience', 'Custom Audience from your Mobile App', and 'Custom Audience from your Website'. A 'Cancel' button is at the bottom right of the dialog box. A video player is overlaid on the bottom of the screen, showing a video titled 'FACEBOOK RETARGETING HOW TO GUIDE.mp4' with a duration of 00:09.

people	Time Created	Availability	Advertise
300	09/05/2014 11:12pm	Ready	Create Ad
600	08/28/2014 5:04pm	Ready Last updated 08/28/2014	Create Ad
200	08/24/2014 10:37am	Ready	Create Ad
400	08/24/2014 10:33am	Ready	Create Ad
--	08/24/2014 9:36am	Not Ready Audience too small	--
70	06/12/2014 2:39pm	Ready Last updated 09/20/2014	Create Ad
50	05/12/2014 9:59pm	Ready Last updated 09/17/2014	Create Ad
800	05/08/2014 4:50pm	Ready Last updated 09/20/2014	Create Ad
300	05/06/2014 4:54pm	Ready Last updated 09/20/2014	Create Ad
1,100	05/05/2014 8:09pm	Ready Last updated 09/20/2014	Create Ad