Custom Audience in Meta Ads

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Explore how to organize and test Meta Custom Audiences for advertising campaigns.

What this guide covers

- Develop audience segments from available customer and engagement data.
- Plan tailored messages and lookalike audiences.
- Track results and refine audience tests.

Who this is for

For marketers managing Meta advertising.

Putting the ideas to use

Start with one audience segment and check current platform and privacy requirements.

Book details

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Download availability: After payment, download the complete ZIP package or the included PDF separately.