An Introduction to
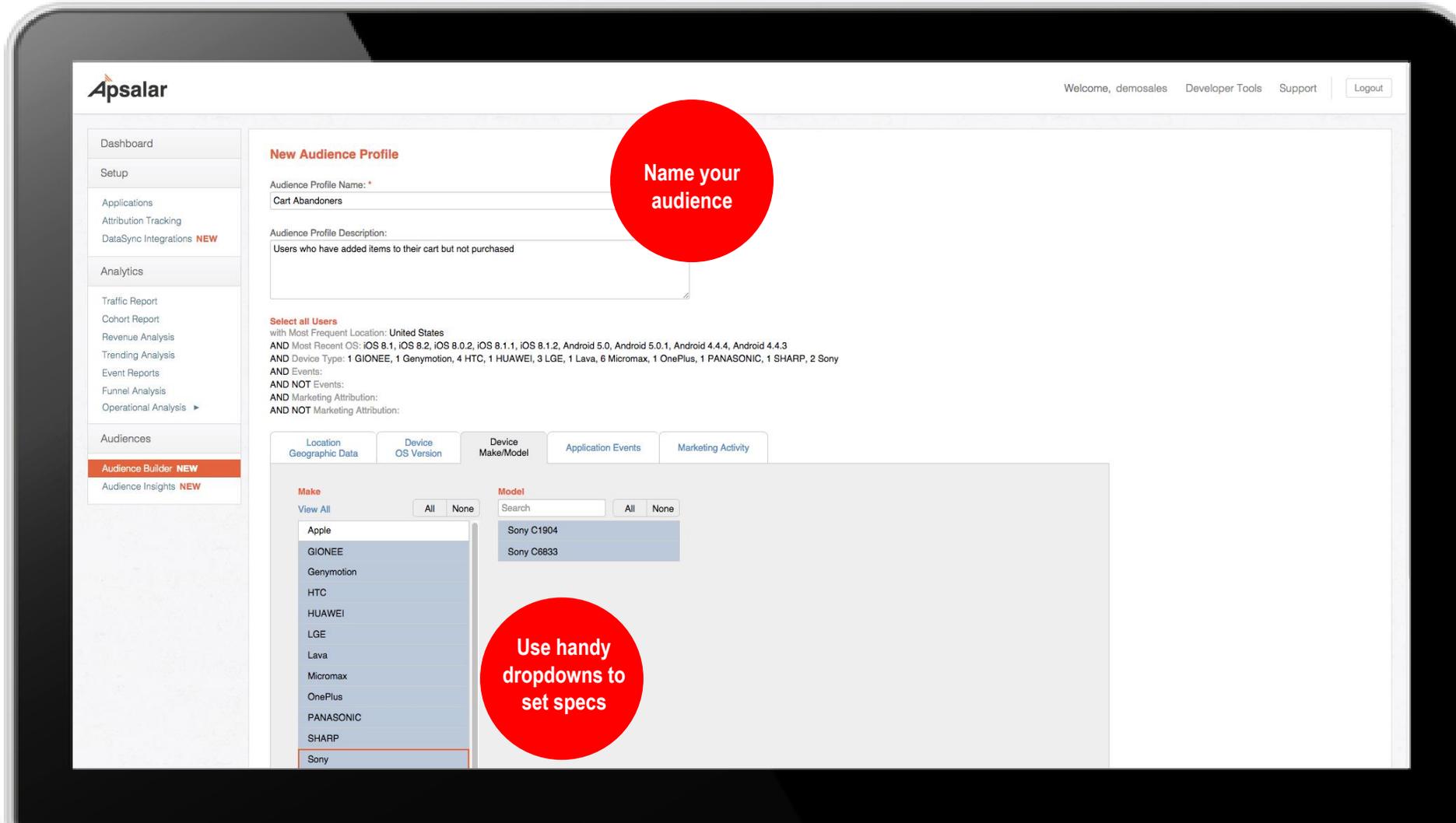**Apsalar Audiences for Facebook**

Apsalar Audiences for Facebook

- Define groups of app users (audiences) based upon any consumer action. Once the audience is created, seamlessly deliver them to Facebook Ads Manager as a Custom Audience.

- Individuals can be targeted with specific creative messages tailored to their needs. Delivering these audiences is made easy through Apsalar's platform integration with Facebook.

- Makes it easy for app marketers to focus on specific groups of app users with accuracy or scale.

- By creating a Facebook Custom Audience using device advertising ids, brands can now deliver the right message to the right individuals with remarkable precision and accuracy.
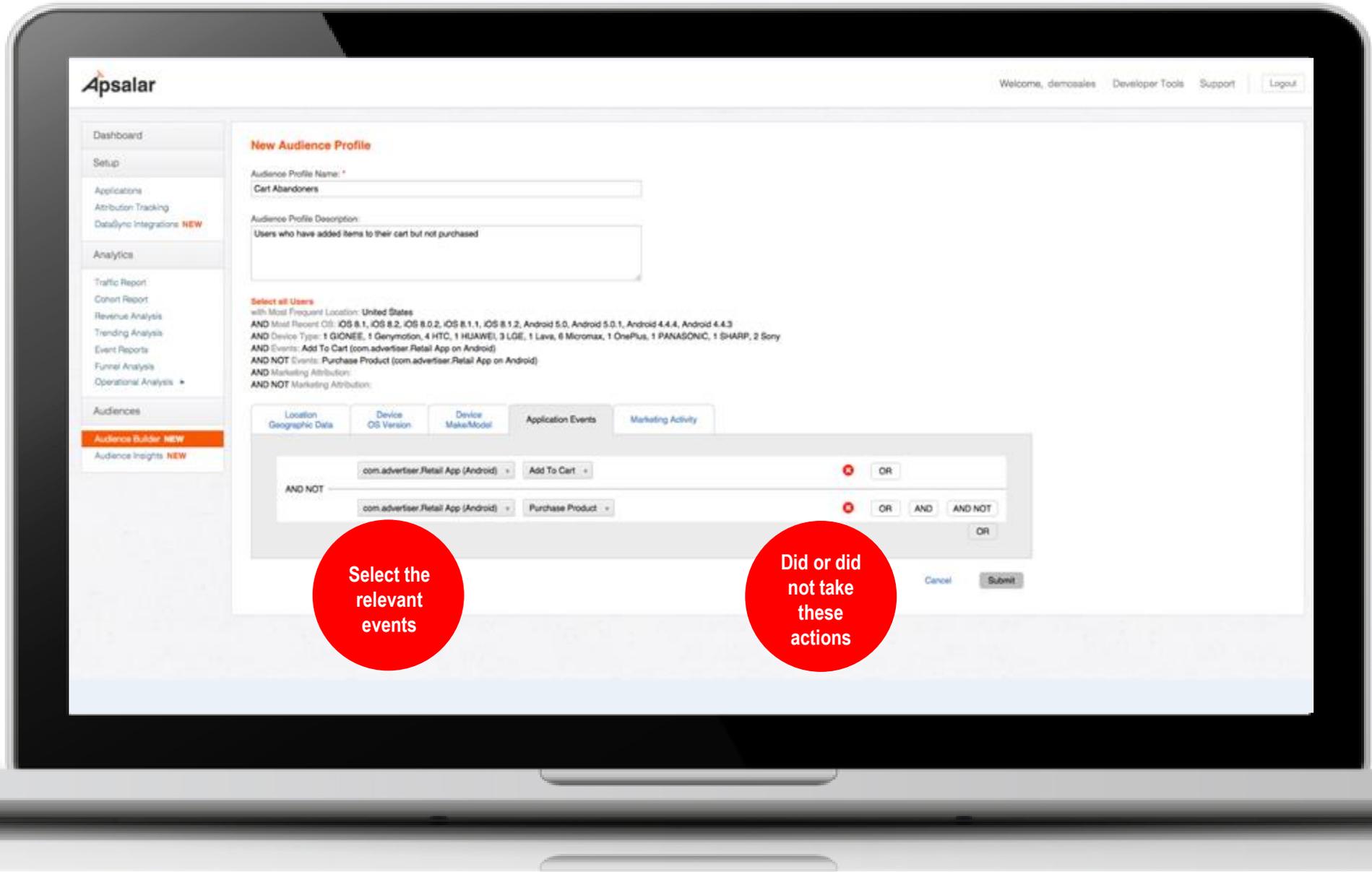
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Example Use Cases

- **To cost effectively drive incremental revenue,** identify existing customers and use Facebook to drive incremental purchases.

- **To address cart abandons,** create a segment of recent cart abandoners and use it as a Custom Audience

- **To drive first purchases,** app marketers can identify app users that have not yet transacted and leverage the power of the Facebook as a marketing platform to reach these specific individuals

- **To drive incremental purchases,** identify all people who have purchased items in a single category and then market related items to them across Facebook.

- **To reactivate former customers,** create an audience of people who have not used the app in N days, and then use it as a Facebook Custom Audience to deliver ads that foster app relaunches.
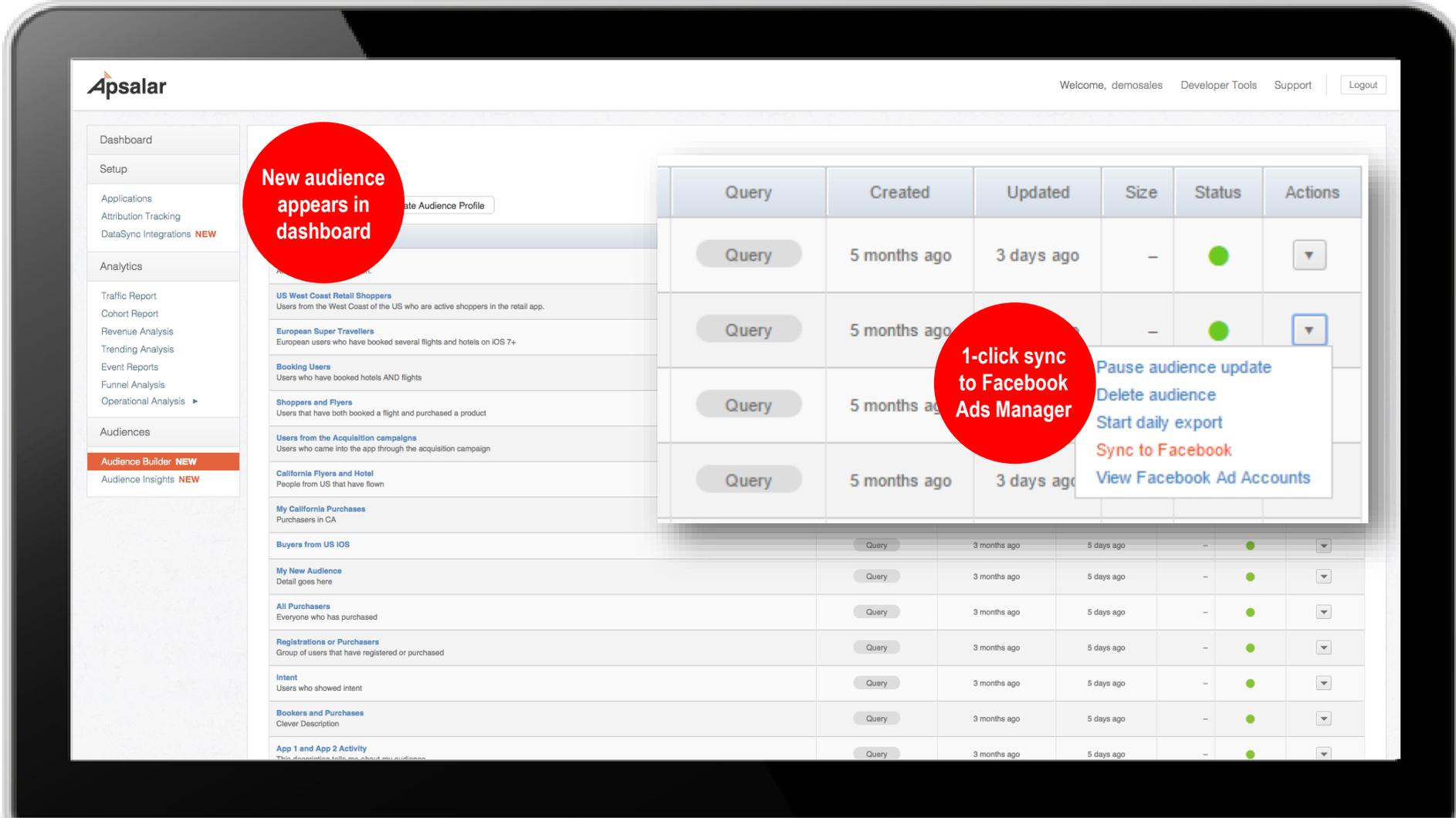
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- **Begin creating an Apsalar Audience for Facebook with a simple menu**

- **Use dropdowns to select and configure your audience specs**

- **Set each event criterion via intuitive chooser tool**

- **Select events that users have or have NOT taken**

Apsalar Audiences identifies and assembles all device advertising IDs that fit the specs.

Audience immediately appears in the dashboard

- **Complete Facebook Integration**

- **Apsalar Audience instantly available as a Facebook Custom Audience**

- **Daily Export of New IDs that meet specifications**

Get More Information

- Email: info@Apsalar

- Call: 877-590-1854

- Visit: https://Apsalar.com

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