



An Introduction to
Apsalar Audiences for Facebook

Apsalar Audiences for Facebook

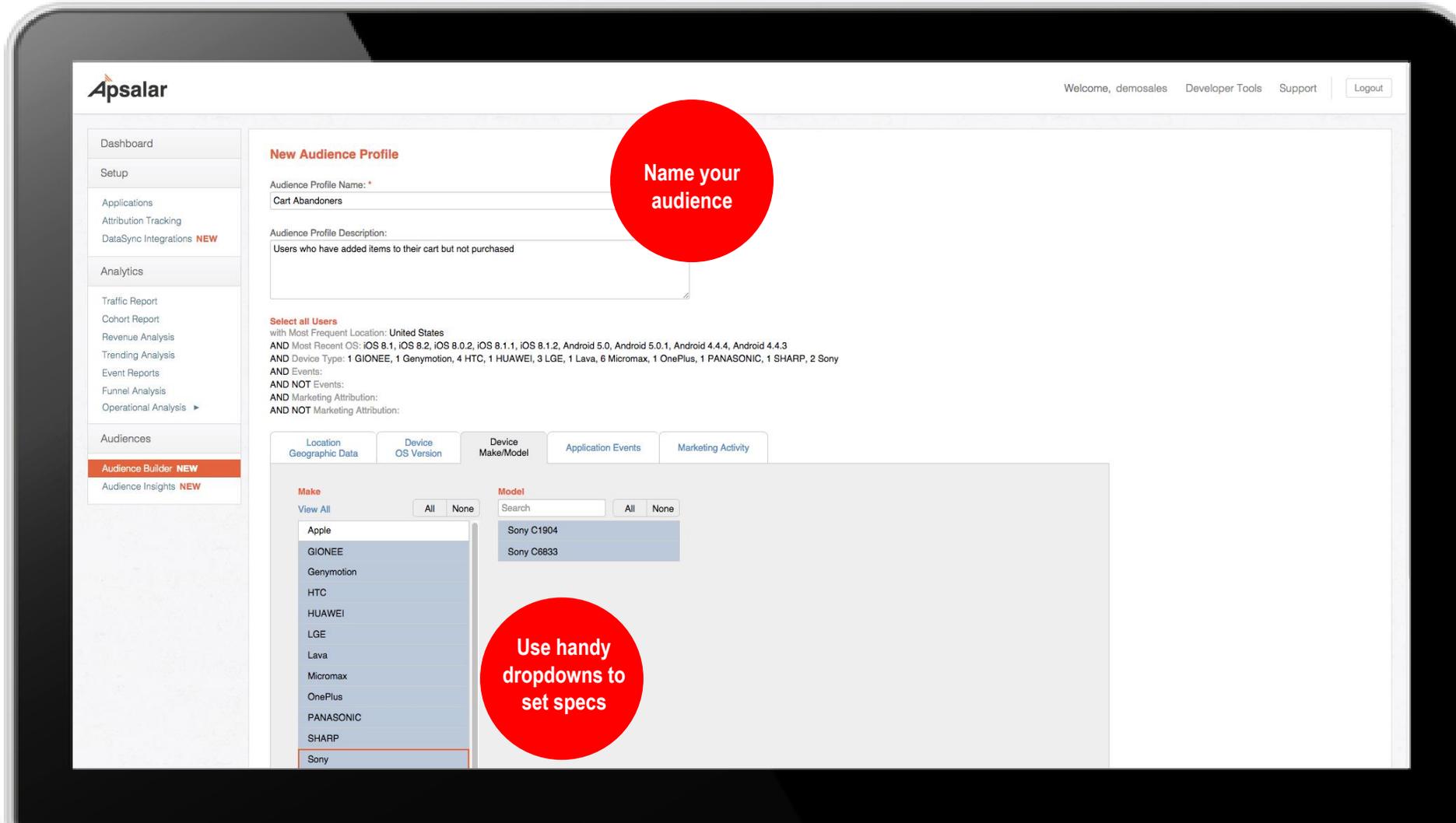
- Define groups of app users (audiences) based upon any consumer action. Once the audience is created, seamlessly deliver them to Facebook Ads Manager as a Custom Audience.
- Individuals can be targeted with specific creative messages tailored to their needs. Delivering these audiences is made easy through 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.



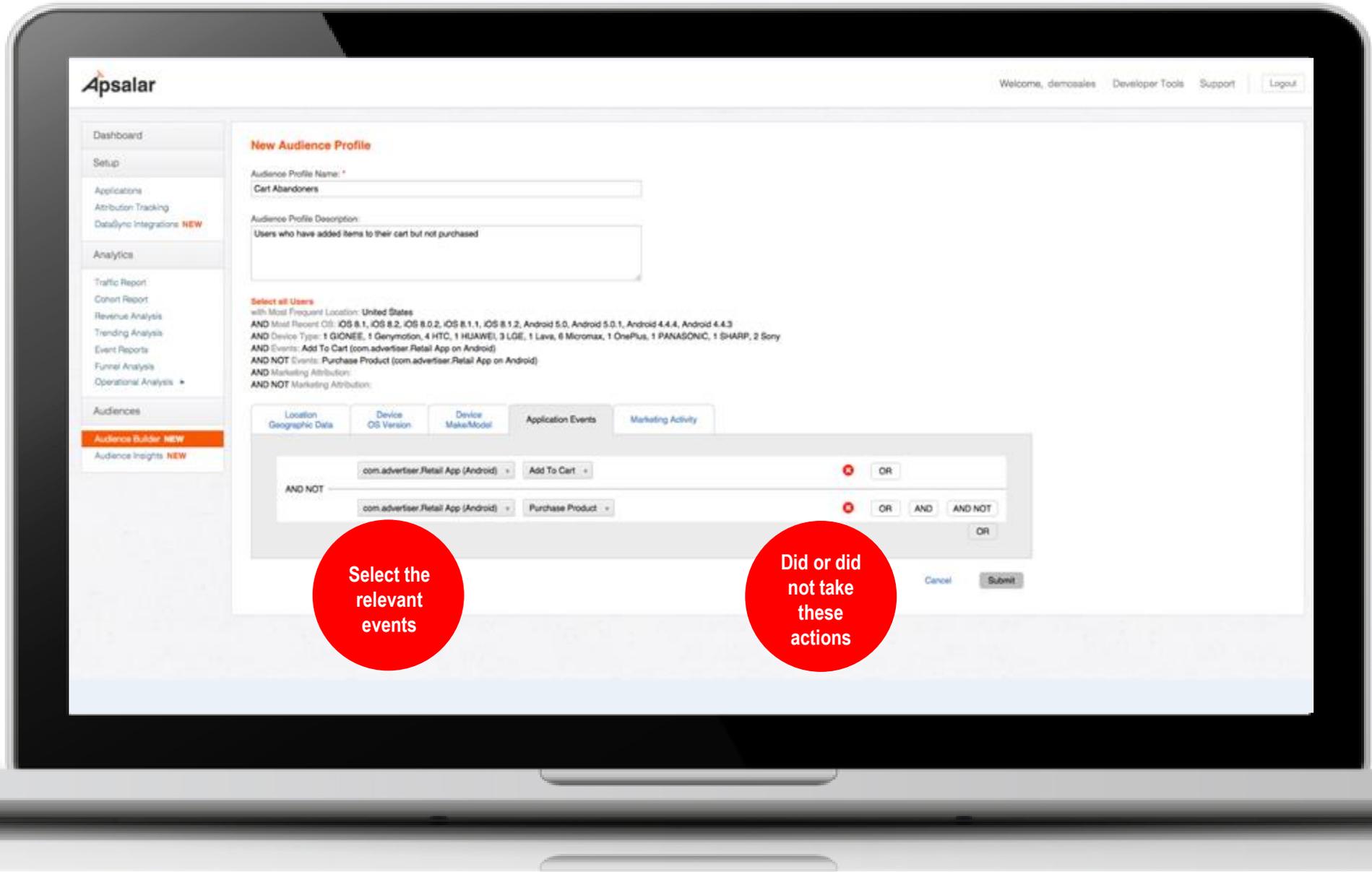
Example Use Cases

- **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.





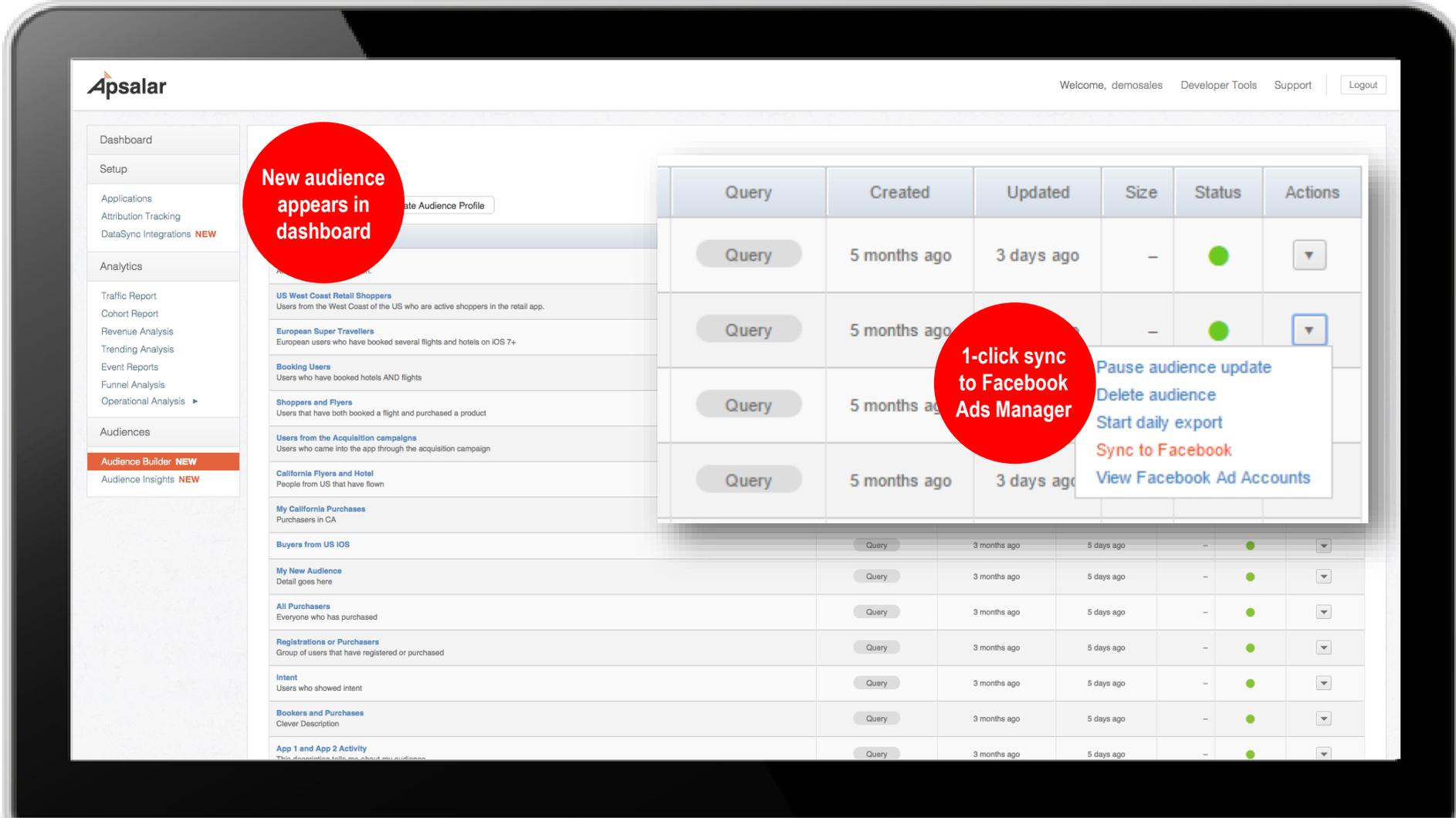
- Begin creating an Apsalar Audience for Facebook with a simple menu
- Use dropdowns to select and configure your audience specs



- Set each event criterion via intuitive chooser tool
- Select events that users have or have NOT taken

Select the relevant events

Did or did not take these actions



- Apsalar Audiences identifies and assembles all device advertising IDs that fit the specs.
- Audience immediately appears in the dashboard

Search Facebook

Ads Manager > Audiences Create Audience

Ad Account: \$3810 (USD)

Search by name

	Type	Size	Availability	Date Created
<input type="checkbox"/> [Apsalar Audiences] HEAVY BUYERS Facebook Audience	Custom Audience Customer List	--	● Audience too small Get Help	06/10/2015 11:18am
<input type="checkbox"/> [Apsalar Audiences] CART ABANDONERS Individuals who added at least one item to cart, but did not transact	Custom Audience Website	5,700	● Ready Last updated 07/15/2015	05/06/2015 4:14pm
<input type="checkbox"/> App launch	Custom Audience App	--	● Audience too small Get Help	04/07/2015 1:57pm
<input type="checkbox"/> Apsalar Mktg Medium	Saved Audience	11,000	● Ready Last updated 07/02/2015	07/02/2015 9:45am
<input type="checkbox"/> Apsalar_TM Taxi Magic Office Test	Custom Audience Customer List	--	● Audience too small Get Help	10/30/2013 12:33pm
<input type="checkbox"/> ApsalarSDKTest ANDIs for Apsalar SDK Test	Custom Audience Customer List	--	● Audience too small Get Help	07/02/2014 3:07pm
<input type="checkbox"/> blah	Custom Audience App	--	● Audience too small Get Help	04/23/2015 10:41am
<input type="checkbox"/> device_ids	Custom Audience Customer List	100	● Ready Last updated 03/02/2015	03/02/2015 2:01pm
<input type="checkbox"/> idfa_list idfa-list	Custom Audience Customer List	81,300	● Ready Last updated 05/13/2014	05/13/2014 1:51pm
<input type="checkbox"/> IDFA_Retargeting	Custom Audience Customer List	30	● Ready Last updated 09/17/2014	09/17/2014 6:58pm
<input type="checkbox"/> IDFAs	Custom Audience Customer List	--	● Audience too small Get Help	05/12/2014 5:22pm
<input type="checkbox"/> Mattslist List of 20 idfas	Custom Audience Customer List	--	● Audience too small Get Help	05/13/2014 1:48pm
<input type="checkbox"/> new audience asdad	Custom Audience App	--	● Audience too small Get Help	07/09/2015 1:34pm
<input type="checkbox"/> Office	Custom Audience Customer List	--	● Audience too small Get Help	05/12/2014 5:35pm
<input type="checkbox"/> Office ANDIs Custom Audience with the office ANDIs	Custom Audience Customer List	500	● Ready Last updated 07/03/2014	07/03/2014 3:27pm

New Facebook Custom Audience is ready

- 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>

