

Back-to-School Guide

Facebook Retargeting



How to Use Facebook Retargeting for your Back-to-School Ads

Media buyers can use Facebook retargeting to precisely reach potential customers who have already shown interest in their brand. By displaying tailored ads to users who have engaged with their website, app, Instagram page, or Facebook videos, media buyers can effectively re-engage audiences and drive conversions.

What is Facebook Retargeting?

Advertisers should know that Facebook retargeting is a powerful tool for turning website visitors into customers.

So how does Facebook retargeting work?

- 1 Understand the Facebook Pixel**
 This feature allows you to create entirely new product scenes using AI.
- 2 Reconnect with Potential Customers**
 It allows you to show ads to people who have already visited your website, increasing the chances of converting them into paying customers.
- 3 Turn Window Shoppers into Buyers**
 By serving targeted ads to people who abandoned their carts or left your website without making a purchase, you can entice them to return and complete their transaction.

Source: Facebook Ads

Two Types of Facebook Retargeting

Media buyers can leverage two primary forms of Facebook Retargeting

List-based retargeting:

- Involves uploading a list of email addresses to target specific individuals.
- Offers high targeting precision but is time-consuming and relies on accurate email-to-Facebook profile matches.

Pixel-based retargeting:

- Targets users based on actions performed on your website or app.
- More efficient and flexible than list-based targeting.
- Enables you to reach a wider audience and tailor ads based on user behavior.

Learn how to set it up [here](#)

How to Set Up Facebook Retargeting Pixel

Installing The Pixel

Setting up a Facebook retargeting ad campaign is easier than you think. Follow these steps to get started:

Install the Facebook Pixel

01 **Log into** your Facebook account > Ads Manager > Click "**Events Manager.**"

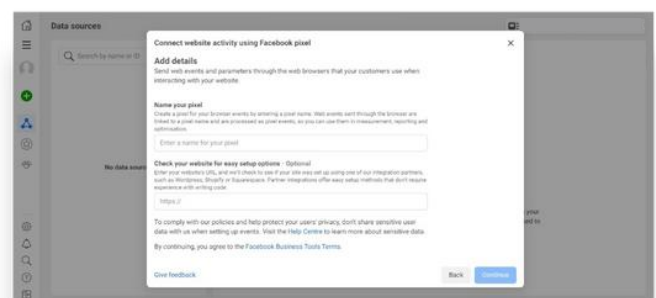
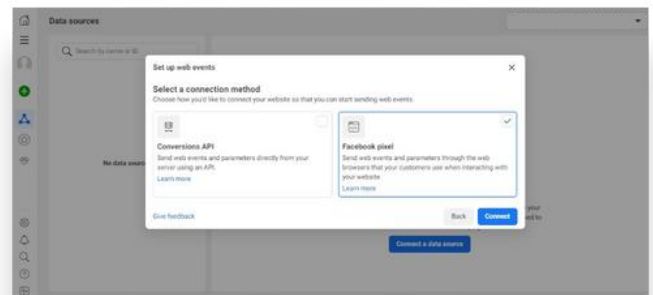
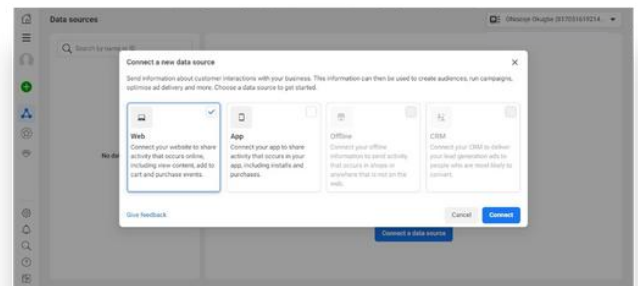
02 Click "**Connect a data source,**" choose "**Web,**" > "**Facebook Pixel.**"

03 Give your pixel a **name** and your **website's URL.**

04 Choose your installation method: **manual, partner integration, or developer**

05 If installing **manually,** copy and paste the code into your **website's header**

06 If **Automatic Advanced Matching** Install codes for events you want to track (e.g., add to cart).



How to Set Up Facebook Retargeting Pixel

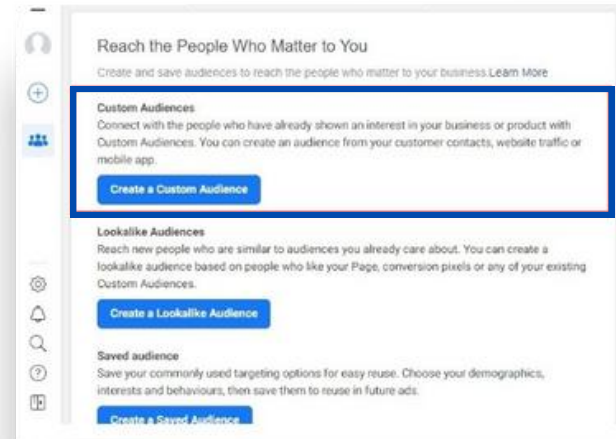
Custom Audience and Objective

Create a Custom Audience

01 **Access Audiences:** Go to Ads Manager, click the hamburger icon, and select "Audiences."

02 **Create a Custom Audience:** Click "Create New Audience" > "Create a Custom Audience."

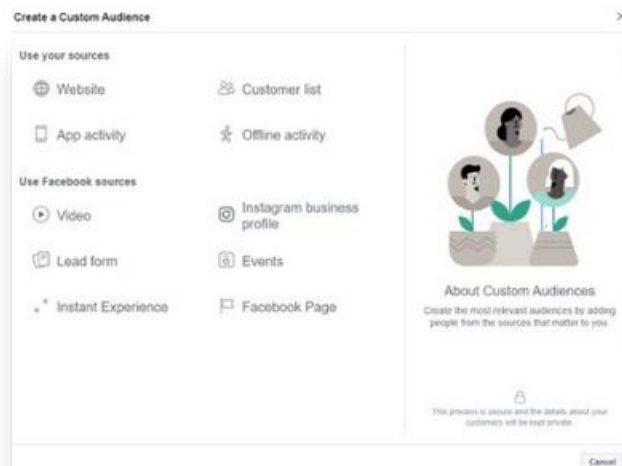
03 **Choose a Traffic Source:** Website, App Activity, Customer List, Offline Activity, Facebook Sources



Choose Your Campaign Objective

04 **Define your goal:** awareness, consideration, or conversions.

05 **Choose an objective** that aligns with your desired outcome (e.g., generate leads, increase sales).



How to Set Up Facebook Retargeting Pixel

Audience and Ad Placement

Choose Your Audience

01

Select the **custom audience** you created

02

Ensure the **audience size** is sufficient for Facebook to run your ad

Choose Your Ad Placement

03

Choose where to display your ads: Facebook feed, Instagram stories, Messenger, etc.

04

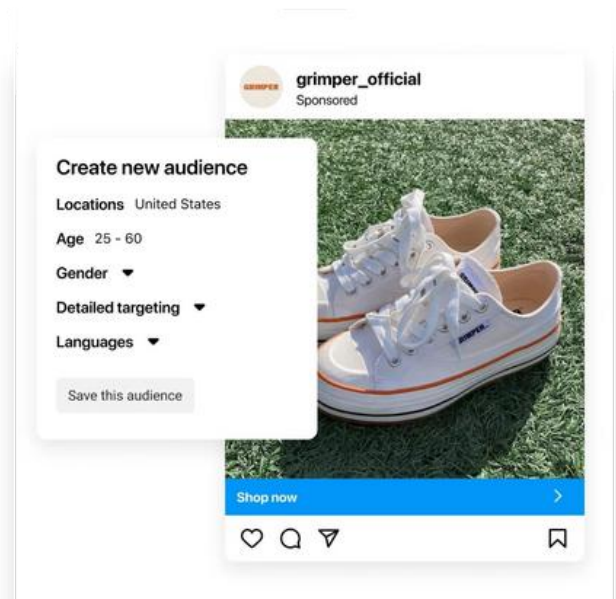
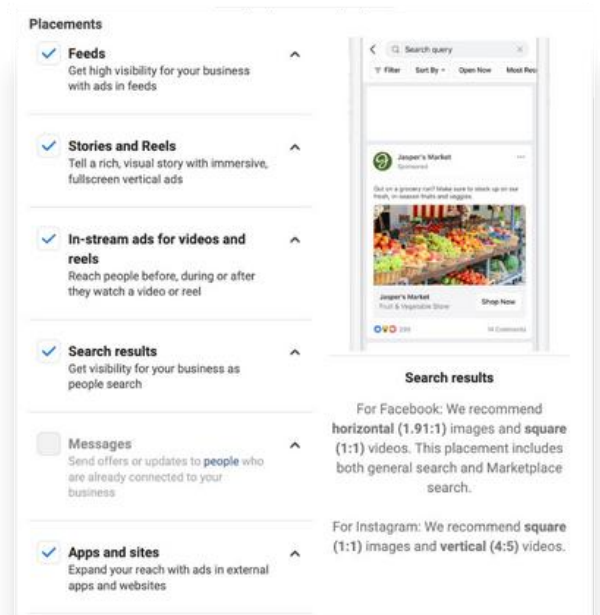
Create compelling **ad copy and visuals.**

05

Determine your daily or lifetime **budget.**

06

Use **Facebook's pixel** to track and measure campaign performance.



How to Set Up

Facebook Custom Events

How Does it Work?

The pixel monitors and records various "events" that happen on your website.

These events are actions taken by visitors and can include:

Viewing content

When someone visits a page on your site.

Content Search

When someone uses your website's search function.

Adding to cart

When someone adds a product to their shopping cart.

Adding to wishlist

When someone saves an item to their wishlist.

Initiating checkout

When someone starts the checkout process.

Payment information

When someone enters their payment details.

Making a purchase

When someone completes a purchase.

Signing up

When someone fills out a form on your site.

Completing registration

When someone registers for an event or webinar.

By tracking these events, you can create highly targeted ad campaigns to reach people who have shown interest in your products or services.

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