

Module 4-5 Facebook Retargeting Pixels

September 14, 2015

We are going to look at Retargeting Pixels. This is part of creating Custom Audiences.

What are Custom Audiences?

Custom Audience is Facebook's term for an audience segment. You want to divide your customers (or visitors) into groups that make sense. For example, he showed his Shopify store Sports Giveaways. They sell licensed clothing for different sports and teams. Under NHL, there is a list of all the hockey teams and under NFL, there is a list of all the National Football League teams. The page associated with each team sells apparel that is specific to that team. You want to talk to Green Bay Packer fans talking about the Packers. They don't care about the whole league and they especially don't care about other NFL teams. In order to do this, we need to know what team a person likes. Using the retargeting Pixel we can tell which pages they visited on the websites. He is segmenting by teams. We might segment based upon the different products we are selling through our Product Pages websites.

NOTE: You can use ONE Retargeting Pixel to create Custom Audiences for any of the pages ON ANY OF YOUR WEBSITES. There is one Pixel per Facebook Account.

WHAT THIS MEANS!

We are going to show you how to put the code into your website. Once this is done you must do one more step. You must create a Customer Audience that consists of everyone who visited <http://yourwebsite.com> Until you ask Facebook to Create the Audience, the pixel does do anything for you.

We are going to look at three audiences

- 1. Everyone who visited your website**

2. Everyone who visited one of your sales page and NOT the Thank You Page (visited and did NOT buy)
3. Everyone who visited one of your sales pages and DID visit the Thank You Page (Visited and bought).

You will duplicate audiences 2 and 3 for each product you sell

NOTE: Until things change with ProductPages 2 and 3 are actually not valid since no-one ever arrives at the Thank You Pages. The vast majority of buyers purchase – go to PayPal and complete the purchase and are stuck there. They never reach the Thank You Page (unless they specifically ask to be returned to the website and very few do). The result is that you are going to have a useful list of the following:

- All visitors to a specific Website – You can target new ads to this audience. They have shown that they are interested in products in your niche (assuming the web site is specific to one niche)
- All visitors who were interested in a specific product (they arrived on the Sales Page.) We aren't sure if they bought or not, but they were interested enough to look. These may be worth retargeting even though you will be sending some of your ads to people who have already purchased your product.

AN ANALOGY TO CLARIFY

The Retargeting/Custom Audience Pixel concept is difficult to get a handle on since more teachers dive into the HOW-TO details without clarifying the underlying concepts. Even when they do SAY the concepts they are slippery enough that it is hard to grab hold of them. Here is an analogy that might help.

You are in charge of a large toll road system. All vehicles travelling on this road system must be equipped with little device that is automatically triggered when the visitors pass a Toll Booth. (In Florida these are called SunPass.)

You have contracted with a company to build a number of toll booths on the roads. The company only builds one type of Toll Booth so all of the Toll Booths are identical for your entire toll road system. (These toll booths are the copies of the Custom Audience JavaScript (called pixels since they display a 1x1 pixel image) that you place on every website you own. There is only one set of JavaScript for each Facebook Ad Account.)

When you contract your Toll Booth Company to put in a toll booth machine for one road, they automatically build one at every exit on that road. (You have a counter on every webpage on a website.)

Once you have a Toll Booth built on one of your roads it starts sending information to your main office every time a vehicle passes a toll booth. Nothing happens with this data until you tell it how much to charge for each kind of vehicle at each booth and decide to start charging.

At this point you are collecting tolls from vehicles passing at least some of the booths. If you want you can activate charging at all of the booths. (Going back to Facebook this is where you create a Custom Audience.) You might have one that just counts all the vehicles that go past any Toll Booth on one of your roads (all visits to your website). You might have another one that counts how many vehicles enter a certain town (all visits to a specific web page).

The bottom line is that if you do not start the process of determine who passed each booth (tell Facebook which Custom Audiences you are interested in) the data doesn't do anything for you.

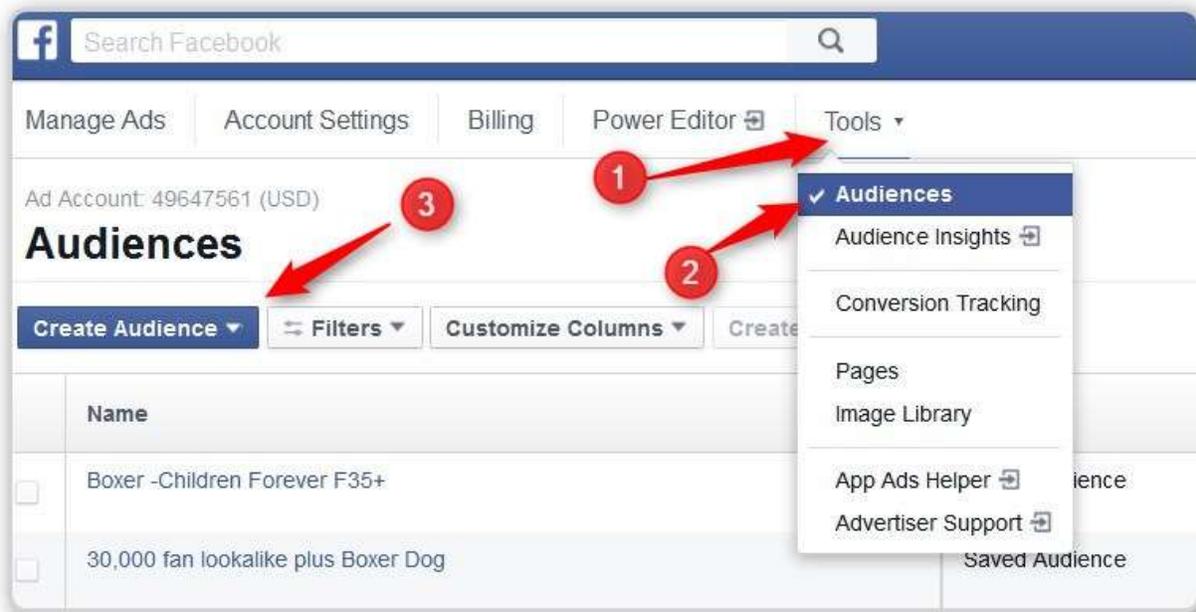
In our Toll Road example we would start billing the owners of vehicles based on where they travelled. IN our Facebook situation we would start creating posts and promoting them to specific audiences.

BTW One more thing. How would you tell which vehicles stopped in a certain town. You would identify all those who entered and all those who exited. Those who entered and didn't exit are still in the town. In our Facebook example we want to know who purchased an item. That one is easy. We just look at the Thank You page. The only way to get there is to have bought the

item. Now who was interested in the item and did NOT buy. We can determine who landed on the sales page for the item and subtract those who landed on the Thank You page. These visitors who were interested enough to look at the sales page but not motivated enough to buy are those you usually retargeted.

Let's Create a Retargeting Pixel

Go to Ads Manager → Tools



#1 – Click on Tools

#2 – Click on Audiences

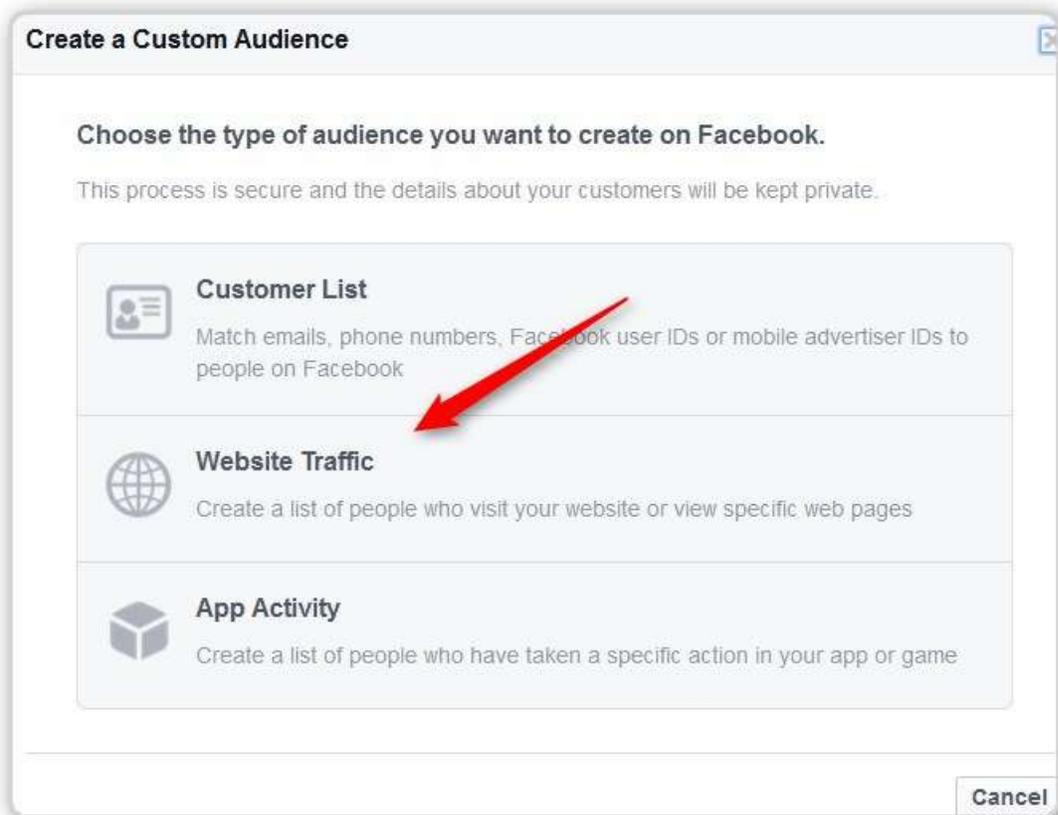
#3 – We will create an Audience with this button



#1 – Click on Create Audience

#2 – Click on Custom Audience

We are interested in Website Traffic



Click on Website Traffic

Here is one option. In this case he is collecting everyone who visits a page related to the Penguin Hockey team. He makes sure that the URL for each page that offers products for this team has the word “Penguin” in it. He also makes sure that pages for other team do NOT have the word “Penguin”.

The screenshot shows the 'Create Audience' dialog box in Facebook. It has a title bar with a close button. The main content area includes a 'Website Traffic' dropdown menu set to 'People who visit specific web pages'. Below this is a section titled 'Include people who visit any web page that meets the following rules.' with a 'URL contains' dropdown set to 'Penguin'. The 'In the Last' field is set to '180' days, and the 'Include past website traffic' checkbox is checked. At the bottom, there is an 'Audience Name' input field with a placeholder 'Enter a name for your audience' and a 'Create Audience' button. Five red callouts with numbers 1 through 5 point to these specific elements.

#1 – Pick the kind of website traffic

#2 – In this case include the string you want Facebook to look for

#3 – Change this to 180 (the max that Facebook allows)

#4 – Name your Custom Audience

#5 – Click on Create Audience.

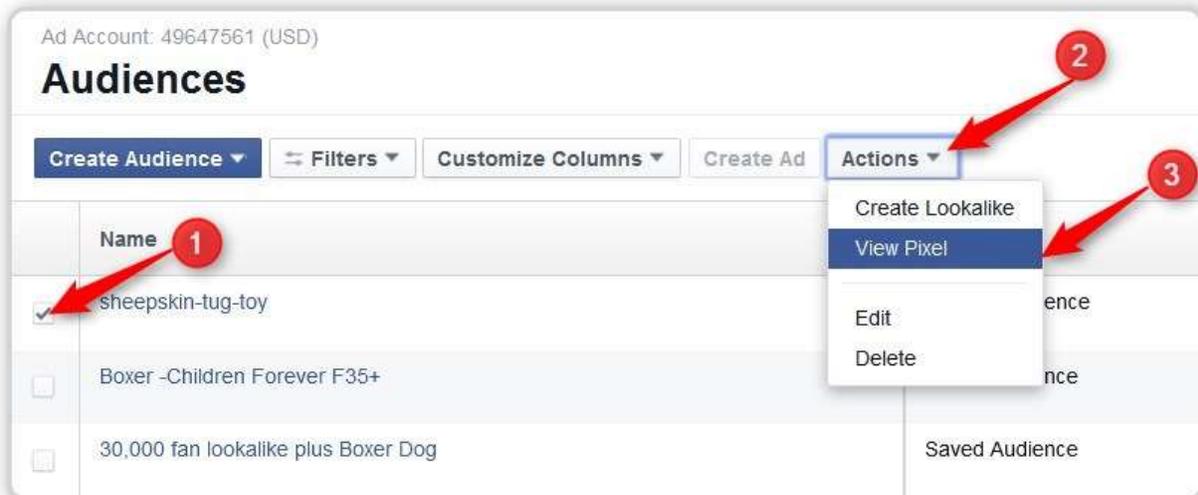
NOTE: The video in the main training area is for Shopify. There is a video in the Resources which is for the ProductPages Theme we are using. I’m going to follow that track first.

<http://support.onehourecomformula.com/article/99-7->

facebook-pixels-part-2-installing-pixel-to-track-all-visitors-to-website

GET THE PIXEL CODE

Go to your list of Custom audiences.



#1 – Click on the check box beside one of your audiences

#2 – This will activate the Actions button – Click the drop down

#3 – Click View Pixel

NOTE: I'll cover the WordPress ProductPages sites below

This screen pops up

SHOPIFY STORE

View Pixel Code

Add Pixel Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)

```
<script>=<https://www.facebook.com/tr?id=1438054789777985&amp;ev=PixelInitialized' /></noscript>
```

Add Conversion Tracking

You can also add events to track specific actions. Copy the code for the event you want to track, and paste it after the pixel code on the web pages where you want to track the action. [Learn about conversion tracking.](#)

Name	Description	Event Code
ViewContent	Track key page views (ex. product page, landing page or article)	fbq('track', 'ViewContent');
Search	Track searches on your website (ex. product searches)	fbq('track', 'Search');
AddToCart	Track when items are added to a shopping cart (ex. click/landing page on Add to Cart button)	fbq('track', 'AddToCart');

[See More](#)

[Email Pixel Code](#) [Done](#)

#1 – Copy the Javascript line (As noted before, you can paste this into a TEXT editor like NotePad. Do NOT paste it into Word or an HTML editor (like Evernotes). You are very likely to get hidden and strange codes

inserted in the middle of the Javascript. When you copy/paste it into your website it will not work.

#2 – This talks about modifying the pixel to show that the customer did a search or added something to his cart, etc.

#3 – Click Done

NOTE: The video went on to show how to Edit the Header Code in a Shopify Story and add this JavaScript code. I'll come back to that later.

BEFORE WE START – LETS ADD FB Pixel Helper to your Chrome Browser

One of the video in the Resources section goes over installing this helper. It tells you how many pixels it finds in the code when Chrome displays a page.



#1 – Go to Google and search for Facebook Pixel Helper

#2 – This is what you find.



Click the download button (You must be using the Chrome Browser). The Pixel Helper will be installed and you will have a small icon at the top of your screen. After you browse a page, the icon will contain a count of the JavaScript code it found that look like Pixel Code.)

Browse to the home page of your website. The little icon should show a zero. If you click on it, a small window will appear and tell you that.



#1 – this is the icon (greyed out since it didn't find anything)

#2 – If you click the icon you get the small window with more detail.

Now that we have seen that our Website has no pixels firing on the home page, lets install one.

Adding Retargeting Pixel to ProductPages Theme

View Pixel Code

Add Pixel Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)

```
!DOCTYPE html"><script src="https://www.facebook.com/tr?id=1438054789777985&ev=PixelInitialized" /></noscript>
```

Add Conversion Tracking

You can also add events to track specific actions. Copy the code for the event you want to track and paste it after the pixel code on the web pages where you want to track the action. [Learn about conversion tracking.](#)

Name	Description	Event Code
ViewContent	Track key page views (ex: product page, landing page or article)	fbq('track', 'ViewContent');
Search	Track searches on your website (ex. product searches)	fbq('track', 'Search');
AddToCart	Track when items are added to a shopping cart (ex. click/landing page on Add to Cart button)	fbq('track', 'AddToCart');

[See More](#)

[Email Pixel Code](#) [Done](#)

This is the same screen we saw before. We are just going to handle it a little differently.

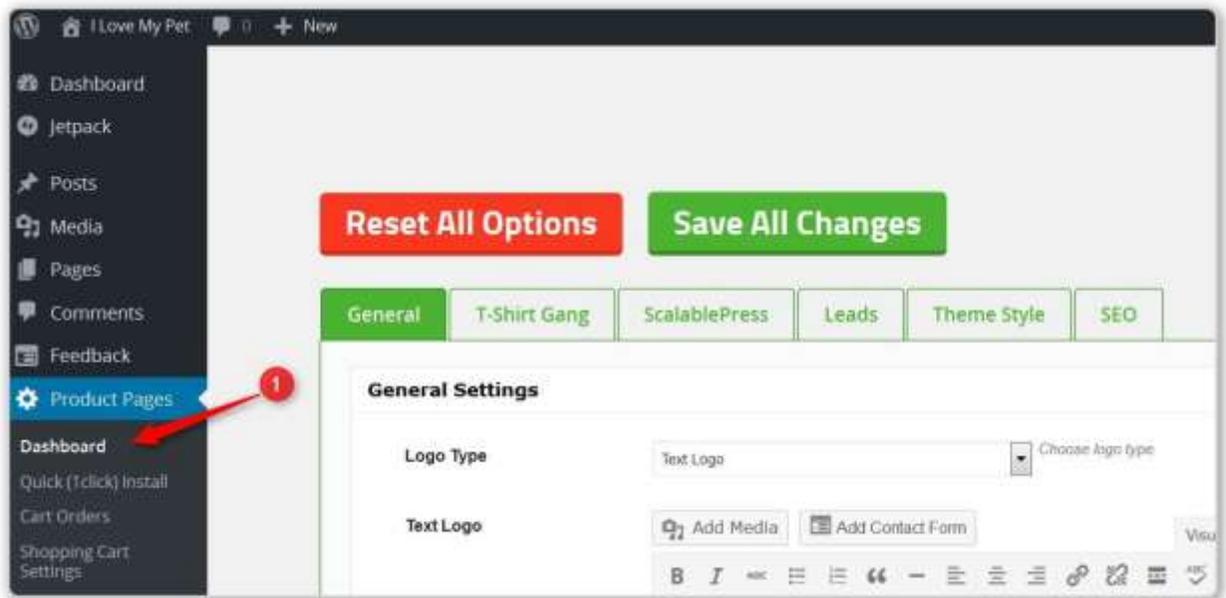
#1 – Highlight the JavaScript Code and Copy (as in Copy/Paste) the code.

#2 – we are coming back to get this code.

#3 – Don't press DONE yet, we need to come back.

Open the WordPress website where you installed the Product Pages Theme.

Click on the Product Pages Dashboard



#1 – Click on Dashboard (or the Product Pages Menu Option)

Scroll Down the page until you see “Tracking code” (It says this is for Google, but we are going to use it)



#1 – This is the Tracking Code section we are looking for

#2 – It says the box is for Google Analytics, but it can be used for several pixels

#3 – Paste the JavaScript code you get from Facebook

Now go back to the Facebook page that we didn't click DONE on before and copy one small piece of code.

Add Conversion Tracking

You can also add events to track specific actions. Copy the code for the event you want to track, and paste it after the pixel code on the web pages where you want to track the action. [Learn about conversion tracking.](#)

Name	Description	Event Code
ViewContent	Track key page views (ex: product page, landing page or article)	<code>fbq('track', 'ViewContent');</code>
Search	Track searches on your website (ex: product searches)	<code>fbq('track', 'Search');</code>

You want the ViewContent code. Copy what is in the box.

Now go back to your Website. Find the line that is in the box here

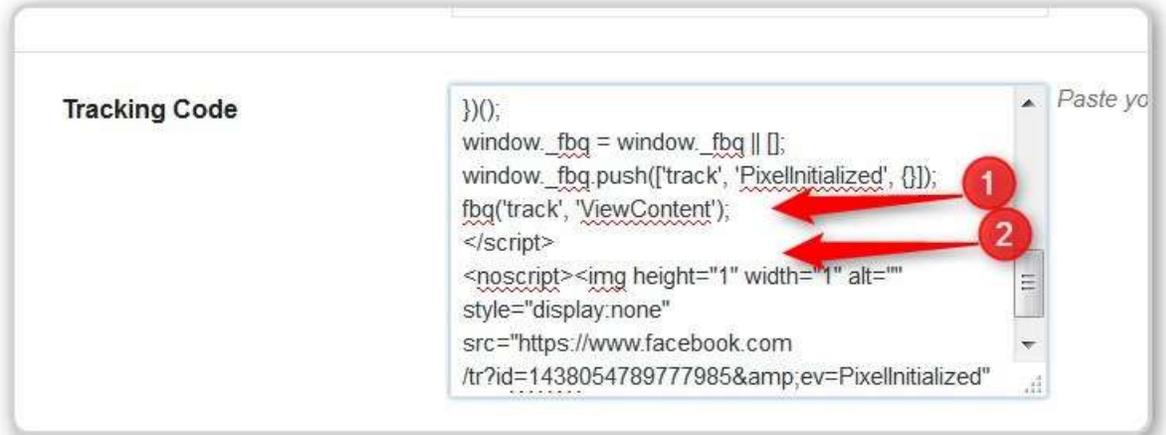
Tracking Code

```
  _fbq_loaded = true;
  }
  _fbq.push(['addPixelId', '1438054789777985']);
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', 'PixelInitialized', {}]);
</script>
<noscript><img height="1" width="1" alt=""
style="display:none"
```

Paste your Google Analytics Tracking Code here.

#1 - Find this line in the JavaScript you pasted into the Tracking Code Box. (Note: NO NOT get confused with the </noscript> line at the very bottom of the JavaScript. You want the </script> line)

Paste the ViewContent code right ABOVE it.



The screenshot shows a code editor window titled "Tracking Code". The code is as follows:

```
})();  
window._fbq = window._fbq || [];  
window._fbq.push(['track', 'PixelInitialized', {}]);  
fbq('track', 'ViewContent');  
</script>  
<noscript>`.

This is what your code will look like.

#1 –This is the line you just pasted in (The code you got from Facebook.)

#2 – This is the </script> code we looked for.

Scroll down and click on the green SAVE ALL CHANGES Button at the bottom of the screen. You will see an “All Changes Saved” message in the middle of the screen for a second or so. (You can also go back to your Facebook page and click the DONE button now.)

Now let’s refresh the home page of our website using the Chrome Browser and you should see this.



#1 – this shows a small one.

#2 – If you click the icon, you get this window that tells you that you have one.

You now have a website that can create a Custom Audience. You do NOT have a custom audience being collected by Facebook.

### **USING THE PIXEL TO CREATE A CUSTOM AUDIENCE**

With the Custom Audience/Retargeting pixel in place, we need to create a custom audience. You can do this by targeting everyone who visited your sales page.

Targeting those who visited a page is a good target for ads about similar products. When you want to do ads to those who almost bought (visited the sales page and did not reach the Thank You page), you usually target the visitor and remove those who reached the Thank You Page. If the conversion tracking pixel is working (which I'm not sure about yet. Most visitors do NOT make it to the Thank You page. They end up in PayPal, so we don't know if they actually completed the payment process.) this would be easy.

As it is, I think we have to just target everyone who got to the sales page. We will be targeting some who bought, but I can live with that.

We went over this in another section, but it makes sense to include it here.

Assuming we are still in the TOOLS → Audiences Screen

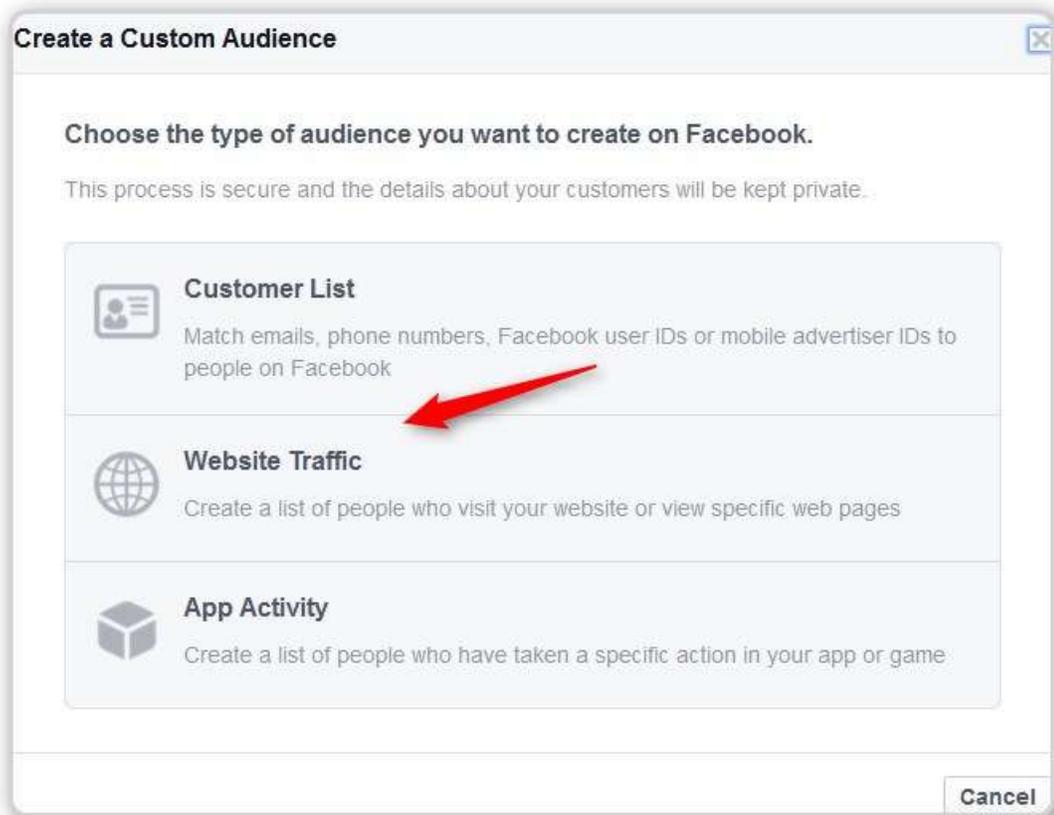
Let's Create A Custom Audience of Everyone you visited your Website

Start Here



#1 – Click Create Audience

#2 – Click Custom Audience



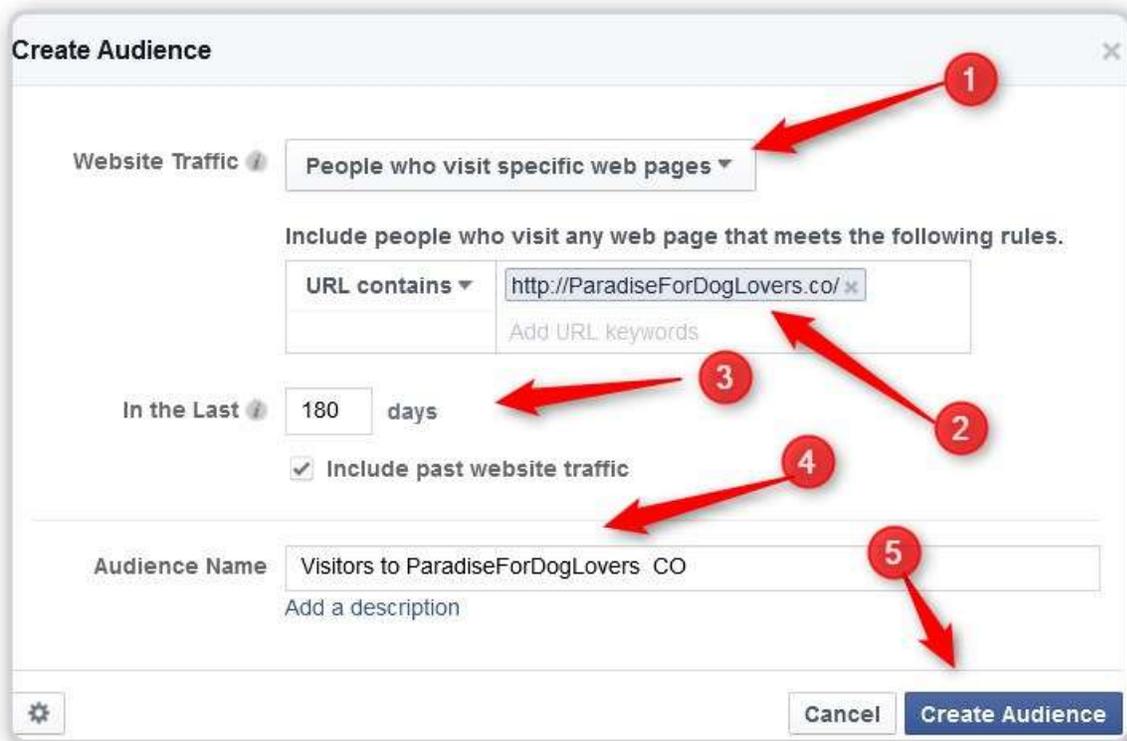
## #1 - Click Website Traffic



#1- Click on Create Audience

#2 – Click on Custom Audience

This screen appears



- #1 – Choose the Visited Specific Pages Option
- #2 – Fill in the basic Domain Name for you Website
- #3 – Change to 100 days – the max Facebook allows
- #4 – Give it a title you understand
- #5 – Click the Create Audience button

You will see the Custom Audience you just created show up in the list of Custom Audiences. The count will be too small since you just put the pixel on the Website.



- #1 – Name of Audience (you just filled that out a few seconds ago)
- #2 – This is a Custom Audience – Website
- #3 – The dot is red and it tells you that there are too few people to target. This will turn to green when you have a certain number (I believe it is 20). Most people advise not to advertise until you have several hundred visitors. NOTE: It takes Facebook a while to update the numbers. If you go visit your site, don't expect to see the count bump by one immediately.

## CREATE AN AUDIENCE OF THOSE INTERESTED IN A PRODUCT

This would be anyone who visited the Product Sales Page.

You would do this exactly the same as you did above, except by the #2 arrow, where we entered the basic URL for the Site, now we would put the full URL for the Product Sales Page (usually I hear to remove the <http://> from the beginning.

The line might look like “URL Contains: ParadiseForDogLovers.co/dog-carrier-soft-sided-pink-travel-approved/”

You would also make the Name for this Audience (#4 above) more descriptive of a “Visited the Dog Carrier Sales Page”

Now Let’s Create A Custom Audience for Those Who Purchased an Item.

It is all the same except for the Create Audience Screen.

The screenshot shows the 'Create Audience' dialog box. It features a 'Website Traffic' dropdown set to 'Custom Combination'. Below this, the 'Include' section is set to 'Traffic that meets the following conditions:'. Two conditions are listed: 'URL' containing 'SALES' or 'PAGE' or 'URL', and 'URL' containing 'THANK' or 'YOU' or 'PAGE' or 'URL'. The conditions are connected by 'and' operators. The 'In the Last' field is set to '180 days' and 'Include past website traffic' is checked. The 'Audience Name' field contains 'Purchased XYZ Product'. At the bottom, there are 'Cancel' and 'Create Audience' buttons. Red arrows with numbers 1 through 7 point to the following elements: 1. 'Custom Combination' dropdown; 2. 'URL' dropdown; 3. 'and' operator; 4. 'Add New Condition' button; 5. '180 days' field; 6. 'Purchased XYZ Product' text; 7. 'Create Audience' button.

#1 – Choose Custom Combinations

#2 – Enter an actual URL for the Sales Page

#3 – Click on the AND to get a second line

#4 – Enter the URL for the Thank You page

#5 – Change to 180

#6 – Enter a Title for this Custom Audience

#7 – Click on Create Audience.

### **Create Custom Audience Of Those Who Looked But DID NOT Buy**

**The is exactly the same as the previous screen with one exception.**

**If you look right above the #5 above you will see “Add Exclusions”**

**Instead of entering the Sales Page AND the Thank You Page, you would do the SALES PAGE and EXCLUDE the Thank You Page**

**Create Audience**

Website Traffic *?* Custom Combination ▾

**Include** *?* Traffic that meets the following conditions:

URL ▾

Contains ▾ SALES x or PAGE x or URL x and x

Contains ▾ THANK x or YOU x or PAGE x or URL x and x

Add URL keywords

Add New Condition

**Exclude** *?* Traffic that meets the following conditions:

URL ▾

Contains ▾ Add URL keywords and x

Add New Condition

**In the Last** *?* 180 days

Include past website traffic

**Audience Name** Purchased XYZ Product

Add a description

Cancel Create Audience

You would enter the Thank You Page into the Excluded box instead of the “AND” box.

This would give you people who reached the Sale Page and DID NOT reach the Thank You Page.

**NOTE: Until ProductPages fixes the PayPal Issue, these last two will not work.**

**They are working on that by trying to replace PayPal with Stripe. (Stripe works inside out own page instead of exiting off to an external page (like PayPal)).**

Here is one more.

This will could everyone to look at any products that fall into a group. For example any of the different Products that refer to the Pittsburg Penguins.

Choose the Website Traffic option

The screenshot shows the 'Create Audience' dialog box with the following fields and annotations:

- #1:** Points to the 'Website Traffic' dropdown menu, which is currently set to 'People who visit specific web pages'.
- #2:** Points to the 'URL contains' field, which has 'penguin' entered.
- #3:** Points to the 'Include past website traffic' checkbox, which is checked.
- #4:** Points to the 'Audience Name' field, which has 'Example for Word Doc' entered.
- #5:** Points to the 'Create Audience' button.

#1 – Choose People who visit specific Web Pages

#2 – Enter something that will be unique to the pages displaying a certain product

#3 – Change to 180 days (the max Facebook allows)

#4 – Name it (and maybe add a description)

#5 – Click on Create Audience (You will see a thank you screen pop up)

It will take a while for the data to appear in Facebook. I believe the minimum is 20 before you are allowed to target ads to a Custom Audience.

NOTE: Once you have several hundred visits to your page, you can also create a LOOKALIKE Audience based on the people who visited your page. You will get 2,000,000 US Facebook users who look like the people who were interested in your Ad and landed on your sales page.

## USING THE CUSTOM AUDIENCE

Go to create an Ad. You can use this for any type of ad.

### Facebook Retargeting Pixel

E-Commerce Arbitrage :: Module 4 :: Video 5

The screenshot shows the Facebook Ads interface for creating an ad set. The main heading is "Who do you want your ads to reach?". Below this, there are several sections for defining the audience:

- Custom Audiences:** A dropdown menu is set to "Include". A red arrow points to this dropdown. Below it, there is a "Choose a Custom Audience" section with a list of options: "washington-wizards", "49ers Car Plate", "alabama-crimson-tide", "ALL SG Traffic", "arizona-cardinals", "arkansas-razorbacks", and "auburn-tigers". Each option has a "Website" label and a "Potential Reach" of "< 20 people".
- Locations:** A dropdown menu is set to "United States".
- Age:** A dropdown menu is set to "18".
- Gender:** A dropdown menu is set to "All".
- Languages:** A text input field with the placeholder "Enter a language...".
- More Demographics:** A dropdown menu.
- Interests:** A text input field with the placeholder "Search interests".

At the bottom right, it says "Potential Reach: 175,000,000 people".

When you get down to the section where you target who you want to show the ad to, you will see a drop down with all of your custom audiences. You can choose one.

NOTE: With the possible exception of Country, you don't need to do any further identification of the audience. You don't need age, gender, interests or anything. These people are already known to be interested in whatever your page(s) was about.

You can set this ad up and let it run. New people will automatically be shown your ad as they visit the pages you have identified.

After a while you may want to check the ROI and if some images aren't performing well etc. Basically this is a set and forget.

# Transcript

## Facebook Retargeting Pixel

All right and welcome to the next video which is all about retargeting pixels.

So what is retargeting pixel

and how to use it? So let's actually jump in on to the Internet and i

n order to get started with the

retargeting pixel we need to go instead of the conversion tracking which

we've done last time we need

to go into the audiences. And inside the audience screen we will be able to

create something called a

custom audience p

ixel or excuse me list and then we can have a screen like this and the only

thing that

concerns us right now is website traffic because we are only trying to

create custom audiences for website

traffic. Now before I go on what is a custom audience, what is

a retargeting pixel, how are they connected

and what am I talking about? Well a custom audience is really something

that Facebook kind of created,

that's their term, but what it really means is a segment of all the people who

are coming to your website

t

hat happen to fit a certain criteria. So for example in our case as I

mentioned we are in the sports niche

and more specifically in the sports licensed sports apparel niche right. This

is our website Sports

Giveaways. As I said we're fully transparent in s

howing you what we're doing and how we're doing it and

in our case we have a ton of leagues or at least a bunch of leagues and a

ton of teams inside each of these

leagues; the football, the hockey, the basketball, the baseball, the college.

So basically a

ll these visitors that are coming to our website are interested in all kinds of

different

merchandise of course depending on which team they're a fan of. So if we end up going to let's say hockey and looking for I don't know, Pittsburgh Penguins, we're going to see apparel for Pittsburgh Penguins. But how does that really relate to this whole custom audience and all that stuff? Well when the website traffic comes to our website we want to be able to segment the people who are coming to our website and speak to them in their own language if you will. So I want to speak to Pittsburgh Penguins fans about Pittsburgh Penguin apparel. I don't want to speak to them about in the New York Giants or any other team for that matter in any other league because they simply don't care. So what we want to do is create custom audience lists. These lists will contain people that belong to a certain criteria. In our case we are segmenting them by teams. In your case you may be segmenting them by different products that you sell

Whatever it is that you decide to do it's definitely available to you through the Facebook custom audience lists okay. And why do we create these lists in the first place? Well that way we could retarget, means to market to them again, retarget or remarket whatever the word or phrase that you want to use and we can go and speak to them directly in the language that they understand. So when that first time visitor comes to our website and they are now pixelated or cookie'd or tracked as a Pittsburgh Penguin fan, we now know that we can create a lot of ads that go out to Pittsburgh Penguins fans only showing them Pittsburgh Penguin apparel and we don't need to worry about showing them anything else or wasting our time or money to show them let's say any other team. They are primarily interested in that particular team so that's what they should be seeing and we will get of course bigger and better results if we use that technique, strategy and concept.

So that's why these custom audience and retargeting is also very powerful. So in order to create this custom audience we click a website traffic and then we have a list of website traffic that anyone who visits your website, people who visit specific web pages, people who visit specific web pages but not others

, people who haven't visited in a certain amount of time or custom combination of thereof. You can say something like people who visit specific web pages and then you can say I want to segment people who are visiting a certain page which the U.R.L. or the address right, this is the U.R.L. this address contains the word Penguins in it for example. And you want to obviously make sure that this word Penguins is a part of your U.R.L. And I want to go back as far as I can which is a hundred and eighty days as Facebook says right here in this informational box and I want you to basically put all those people who are visiting in the last one hundred and eighty days and ongoing. This particular page of my website I want you to put them in the list called Pittsburgh Penguins right and you can name it anything you want. And I want you to basically you put create audience and that's it and it starts and obviously it's pixels not installed and we'll get to that in a moment but as soon as everything is installed, it starts collecting and segmenting all the people who are visiting your website or different parts of your website into different list.

So now you can click this box choose actions click view pixel, take this code and go to your Shopify store online store which is right here and then from the online store choose themes and you're going to end up on a page like this and then from this section of this page you would click on these three dots then you would select an H.T.M.L. or C.S.S. and you would see this. Now don't worry about if you're not a coder or

not a programmer or have no idea what H.T.M.L. is or how to spell H.T.M.L. and you're the furthest thing from any of this because what I'm trying to show you here is exactly where to go and exactly what to put into that place where we're going to go in a moment. It is when you don't know where to go, when you don't know what to do and when you don't know where to get the information to put into a certain place, that's when it gets anxious and confusing and all that stuff. But because I'm telling you exactly what to do, this whole process becomes a copy and paste process which is very simple and you can do this a hundred times a day right. So you've come to this page, you click on this theme liquid file and you look for the line called head and then there's another line called head with a forward slash basically in front of that. You need to take this code that Facebook gave you, copy it, come to this page where basically I just led you to which is the online store themes then you would click on the three little dots choose edit H.T.M.L. or C.S.S. then click on theme liquid and paste that code somewhere above this forward slash head. In our case we have a little bit of a customized code but you shouldn't worry about that. Simply paste this code right over here above the forward slash head. Then click save and I'm not going to do that because we already have a special code here. Then click simply save and what you'll end up doing is being able to track everybody and I'll show you an example. So for example let's take here the New York Rangers we're doing exactly that with the New York Rangers people who are visiting our website. We're collecting audiences that are interested in New York Rangers apparel and so far we've gotten let's say thirteen hundred people and we've just started this recently and this allows us to essentially create ads

that will go after people who are in the list of whatever it is the New York Rangers or the Pittsburgh Penguins or in your case it could be any other product and that way your marketing becomes that much more powerful, more personalized and much more effective. And that is why the retargeting pixel is so powerful. Let's actually head over to the Facebook advertising and see how we can utilize this retargeting pixel if you will. So once you've set it up, and it takes a little time for Facebook to collect this data and to populate this list if you will. Now keep in mind this is a dynamic list. People always come to your website and they get added to all these lists as you can see we have a ton of lists because we have a ton of teams and they keep coming and they keep getting segmented and re-shuffled into different lists. If you want to create an ad for a specific list let's say I don't know Pittsburgh Penguins, you would again come to the website conversions and the reason why you would come here is because you can track those conversion pixels that we spoke of before and again. By the way just so you know you don't necessarily need to come to the website conversions type of ad. You utilize this retargeting using either clicks to website or convergence to website or boost your posts or video. You can use this in any of these types of ads, it's up to you which one you choose and the reason why you change it. But basically once you have chosen the Facebook type of ad, you'll come here inside this ad and normally if you don't have any custom audiences set up as we do not in this specific account, you're going to see something like this, create a custom first and if you click that you're going to end up in the same place we were just a few minutes ago. But if you do have a custom audience list then you would simply

be able to choose that custom audience and if you give me a moment I'll show you an example. So here I am in our business manager side of Facebook ads and here we have a ton of custom audiences as we've just seen with all these teams. So I now have this box to show you as an example which will if I start saying let's say you know custom one is choose so if I want the Pittsburgh Penguins, I can just click on the Pittsburgh Penguins and not bother with any additional targeting whether it's the only thing that I would consider changing is possibly the country. So it's Pittsburgh Penguin's if I know people from the Pittsburgh Penguins teams are possibly in United States and Canada I would just add Canada as the country here and simply use the country as my kind of guide as to where the people are coming from. However I'm not touching the age, I'm not touching the gender, I'm not touching the interest that's already done with. I don't care about any of that because the pixel has already collected the people who are interested in the Pittsburgh Penguins team. So now I don't touch any of this, the only thing I suggest is playing with the amount of money you're going to be spending and how many images again the multiple image add is always better because it allows you to showcase more product and see and use in your reports which products are actually working better and then that's it. You know just set up this, the images, the headline, the text, place the order and you're good to go. And now think about it you have a dynamic system that's basically running every time somebody gets added to the Pittsburgh Penguins custom audience because they visited that page, they are going to be shown this ad that you just set up because they've now been added to this list dynamically. So this ad is always going to be shown to new people as well as the older people

ple who are on this list because people keep getting added to that list. So you set it up once and forget it and it keeps running and showing it to the new people automatically. The only thing that I would suggest tracking is how effective it is, what's the conversion like which is why you can use the again the conversion pixel inside this as well. If it's converting and giving you a positive ROI, return on investment or if it's giving you an ROI or if it's actually, if the images that you use are certain images that are good, certain images that are not so good so you may want to change those aspects. But as far as the actual ad being run and shown to new people as they're added to the list that happens automatically. That's the power of the retargeting pixel, that's the power of custom audience and of course that's the power of personal advertising and marketing because now you're able to segment people and speak to them individually and offer them something that they're interested in in the first place so the conversion by default is going to be higher and stronger and better. And that is what retargeting pixel is. I hope you have now a better understanding about the difference of what the conversion pixel and the retargeting pixels. I hope you can see how you can use them together and I hope you could see how they're each very powerful separate and obviously that much more powerful when they're used together for example as we're doing here. So that is what is going to take your business to a very very different level. Now in the next video what I would like to show you is something that's very cutting edge, something that's very powerful that has been on you know just literally been baking so to speak, as we speak it is being tested as we speak but it's

incredibly powerful and that's very reminiscent of what took place back in the late 1990's when Internet boom if you will was just beginning and it's sort of coming back to that point. Not sort of, it's literally coming back. You just need to understand what it's all about how to use it and that's exactly what we're going to do discuss that in the next video. So hang on to your hat, this is going to get pretty cool, see you there.