



Facebook/Instagram Ads Manager Integration

Facebook ads have become a standard part of any marketer's promotion schedule and digital strategy, so being able to reach your own audience on Facebook in an easy to use manner became a frequently requested feature.

Overview:

This integration between Omeda and Facebook lets you push Audience Builder (OnQ) queries into Facebook Ads Manager to let you either (1) target ads directly to your audience or (2) create look-a-like audiences based on your segment. Since Instagram is owned by Facebook, you can run these ads across both platforms within the Facebook Ad Manager.

This integration removes the need to download the list from Audience Builder (OnQ) and upload into Facebook each time you want to do something. It also pulls in performance data from Facebook so you can see campaign results within the Omeda platform, and also allows you to refresh previously pulled lists so you don't need to rerun the query each time you find a segment that performs well.

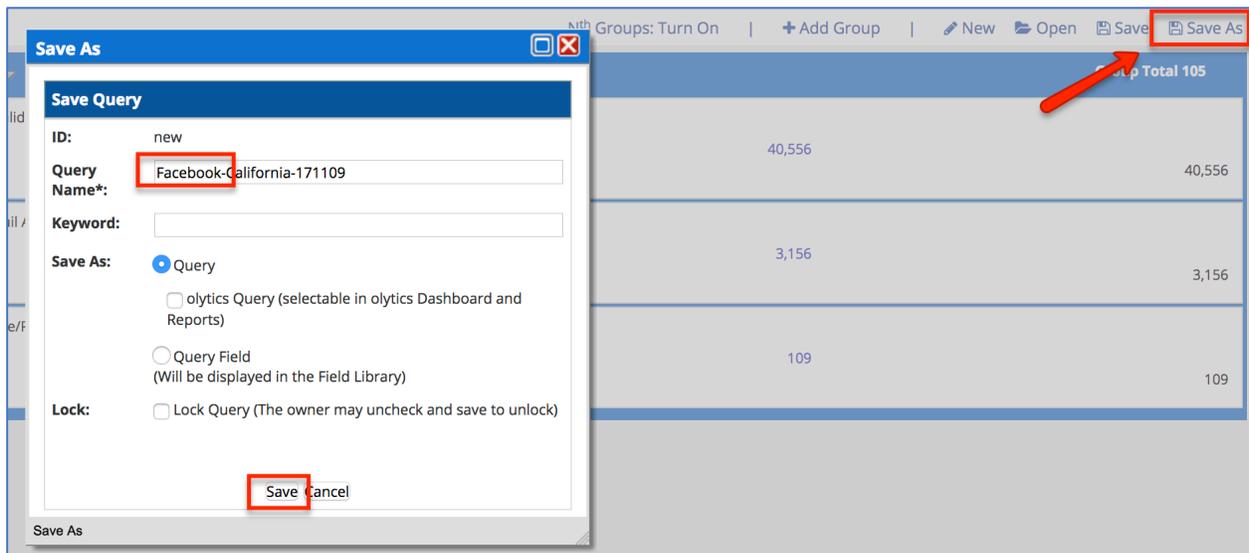
By connecting audience data and campaign results together in the same place, you can run more campaigns with better insight and analysis in less time. It also eliminates the need to download and upload excel/csv files each time you want to run something, since you can select previously used query names and refresh the query from within Audience Builder.

Instructions:

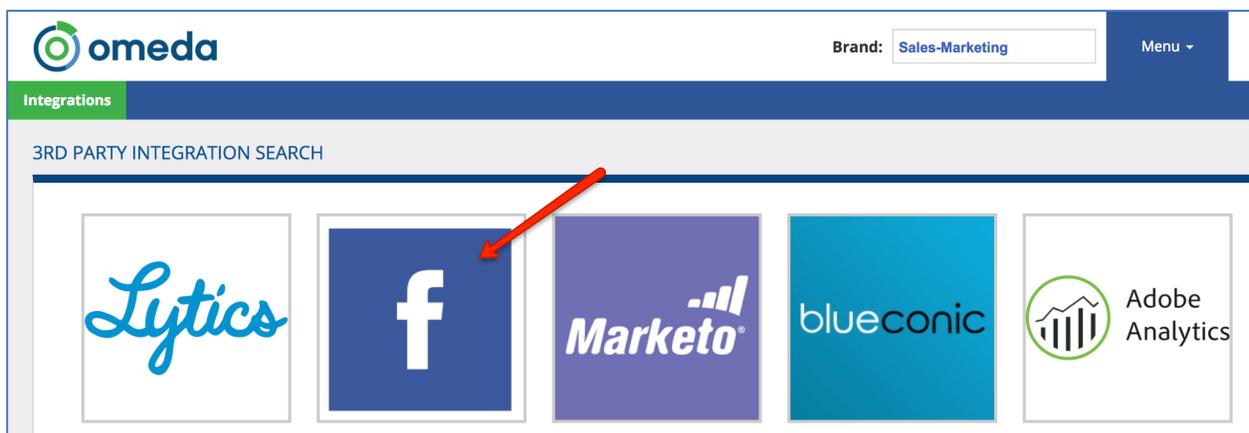
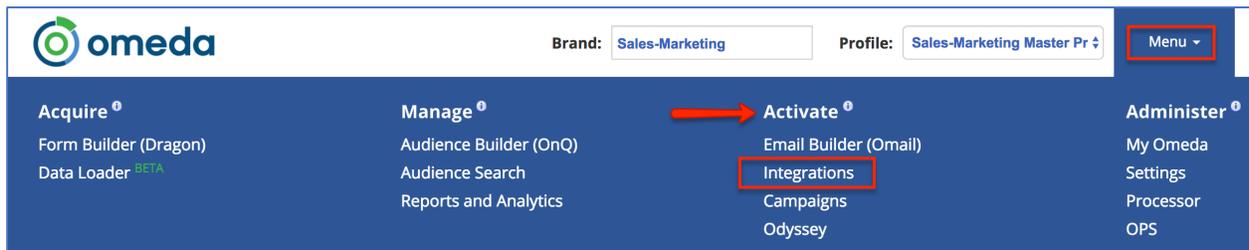
There are two parts to the process – creating the query in Audience Builder and pushing to Facebook, and creating the ad and targeting the list in Facebook. You will need to have a Facebook ads account for this integration to work, so sign up or make sure you have access to your brand's Facebook ad account before you get started.

Part One – Audience Builder (OnQ):

1. Create your Audience Builder (OnQ) query and save it. Since you'll likely have lots of different segments over time where you'll want to compare performance, we recommend using a consistent naming convention throughout your team for easier analysis and access.



2. Get to integrations screen: Menu - Activate – Integrations, and click on the Facebook logo. Everyone has access by default, but please contact your account manager if you can't access it or run into any trouble.



3. Authorize Facebook ad account access, which will require your FB username and password

You must first login into your Facebook AD Account and authorize the requested permissions.

 [Login to an Authorized Facebook Ad Account Profile](#)



In order to integrate your OnQ Audience with Facebook Omeda will need Email, Ads Management, Insights, and Business Management permissions.

[View Past Audience Performance](#)

[Read the Tutorial](#)

 Facebook

Log in to use your Facebook account with **Omeda**.

Email or Phone:

Password:

[Log In](#)

[Forgot account?](#)

[Create New Account](#)

4. Click on “Select Audience”, search for your saved query name and click “Open” then name the list and add a description. You can also choose whether or not to refresh the query (good for reusing saved lists) and choose which fields to push to Facebook. We are mostly limited to only the six fields listed which is a Facebook restriction.

Push Your Audience To Facebook

[Select Audience \(OnQ\)](#)

Open Saved Queries

Query Name: Keyword Contains: Created By: Last Updated:

[Clear Search Criteria](#)

Maximum number of results to display:

Matching queries found: 1 - please see below

ID	Query Name	Keyword	Created By	Last Updated	List Count	
284695	Facebook-California-171109		t_napoleone	11/10/17 03:42 PM CST	105	open

Facebook Audience Name	Facebook Audience Description	Selected Onq Query	Customer Count	Action	Fields Facebook will use
<input type="text" value="OnQ-FB-California-171109"/>	<input type="text" value="OnQ Facebook Names"/>	Facebook-California-171109	105	<input type="button" value="Send Audience to Facebook"/> <input type="checkbox"/> Refresh Query Before Sending	<input type="checkbox"/> Email Address <input type="checkbox"/> First Name <input type="checkbox"/> Last Name <input type="checkbox"/> Country <input type="checkbox"/> U.S. State <input type="checkbox"/> Zip Code

Facebook may take up to 1 hour to populate the new audience in Ad Manager after sending from Omeda is complete.

5. Click on "Send Audience to Facebook"!

Bonus – Since this is a Facebook approve integration, your ad performance metrics (impressions, clicks, etc) all push back into OnQ so everything can be analyzed without leaving the Omeda system!

Part Two – Facebook:

1. Login to Facebook Ad Manager
2. Go into the Assets section and select Audiences

Once you have pushed your OnQ Audience to Facebook you can find your audiences under Assets > Audiences section.

The screenshot shows the Facebook Ads interface with the following structure:

- Header: Facebook Ads (with search bar)
- Navigation: Frequently Used, Plan, Create & Manage, Measure & Report, **Assets** (highlighted with a red box)
- Assets List:
 - Audiences** (highlighted with a red arrow)
 - Images
 - Pixels
 - Offline Events
 - Product Catalogs

3. Check that your audience has been brought in (can take up to one hour to fully populate). It will say "audience too small" until it has fully loaded

Verify your audience

In the Audience section you can see your available audiences. Please note that it takes up to 1 hour for an audience to fully populate - until that time you will likely see "Audience Too Small".

<input type="checkbox"/>	Name	Type	Size	Availability
<input type="checkbox"/>	Saved Audience Tutorial	Saved Audience	30 ?	● Ready Last updated 10/09/2017
<input type="checkbox"/>	Omeda Internal Audience 2017-10-09 10:01:48.803 Omeda Internal Audience 2017-10-09 10:01:48.803	Custom Audience Customer List	--	● Audience too small ?
<input type="checkbox"/>	Omeda Internal Audience 2017-10-09 09:58:42.923 Omeda Internal Audience 2017-10-09 09:58:42.923	Custom Audience Customer List	40	● Ready Last updated 10/09/2017
<input type="checkbox"/>	Omeda Internal Audience 2017-10-09 09:19:16.961 Omeda Internal Audience 2017-10-09 09:19:16.961	Custom Audience Customer List	40	● Ready Last updated 10/09/2017
<input type="checkbox"/>	10201309774765173 audience 2017-10-09 07:53:26.411 10201309774765173 audience 2017-10-09 07:53:26.411	Custom Audience Customer List	40	● Ready Last updated 10/09/2017

4. There are two options on how to use your audience:
 - a. As-Is: Target just the people on your list

Using your audience in a Facebook Ad (as-is)

When you have verified your audience and counts, you can use your audience in a Facebook Ad. One option is to use the audience as-is in your Ad. This will only target Facebook users that have matched your audience.

The screenshot shows the Facebook Ad creation interface. On the left, the 'Audience' section is active, with 'Create New' selected. A search bar contains 'om', and a dropdown menu shows 'Custom Audience' selected. Below the search bar, three 'Omeda Internal Audience' entries are listed under the 'Locations' section. On the right, the 'Estimated Daily Results' panel is visible, showing 'Potential Reach: 224,000,000 people', 'Reach: 5,700 - 33,000 (of 160,000,000)', and 'Link Clicks: 120 - 720 (of 48,000)'. A tooltip for the selected audience shows '40 people' and details: 'Name: Omeda Internal Audience 2017-10-09 09:58:42.923', 'Type: Customer List', and 'Description: Omeda Internal Audience 2017-10-09 09:58:42.923'.

- b. Lookalike: Target people who look like your current customers ([resource](#))

Using your audience in a Facebook look-alike audience

You can also use your custom audience as a seed audience for a Facebook look-alike audience. ([Read More](#)).

Create Audience		Filters	Customize Columns	Create Ad	Actions		Size	Availability	Date Created
<input type="checkbox"/>	Name			Type	Create Lookalike				
<input type="checkbox"/>	Saved Audience Tutorial			Sav	View Pixel		30	● Ready Last updated 10/09/2017	10/09/2017 10:04am
<input type="checkbox"/>	Omeda Interat Audience 2017-10-09 10:01:48.803			Cus	Edit		--	● Audience too small	10/09/2017 10:01am
<input type="checkbox"/>	Omeda Interat Audience 2017-10-09 10:01:48.803			Cus	Delete				
<input checked="" type="checkbox"/>	Omeda Interat Audience 2017-10-09 09:58:42.923			Cus	Share		40	● Ready Last updated 10/09/2017	10/09/2017 9:58am
<input type="checkbox"/>	Omeda Interat Audience 2017-10-09 09:58:42.923			Cus	Show Audience Overlap				
<input type="checkbox"/>	Omeda Interat Audience 2017-10-09 09:19:16.961			Custom Audience			40	● Ready Last updated 10/09/2017	10/09/2017 9:19am
<input type="checkbox"/>	Omeda Interat Audience 2017-10-09 09:19:16.961			Customer List					
<input type="checkbox"/>	10201309774765173 audience 2017-10-09 07:53:26.411			Custom Audience			40	● Ready Last updated 10/09/2017	10/09/2017 7:53am
<input type="checkbox"/>	10201309774765173 audience 2017-10-09 07:53:26.411			Customer List					

Create a Lookalike Audience

Find new people on Facebook who are similar to your existing audiences. [Learn More](#)

Source

Location

Audience Size 2.1M
0 1 2 3 4 5 6 7 8 9 10 % of countries

Resulting audiences	Estimated reach
Lookalike (US, 1%) - Omeda Interat Audience 2017-10-09 09:58:42.923	2,110,000 people

Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

[Show Advanced Options](#)

5. Confirm the ad creative, budget, schedule, etc and you are ready to go!

For additional questions and screenshots, please contact your account manager.