

How To Upload Custom Audiences

May 13, 2014 By [Andrea Warner](#)

Selling to people you already have a relationship with is the easiest sale you can make.

If you are advertising on Facebook, uploading your Custom Audiences is the very first step to take.

The interface has changed a lot, so I thought it would be helpful to have an updated guide for how to upload your Custom Audiences so that you may advertise to them.

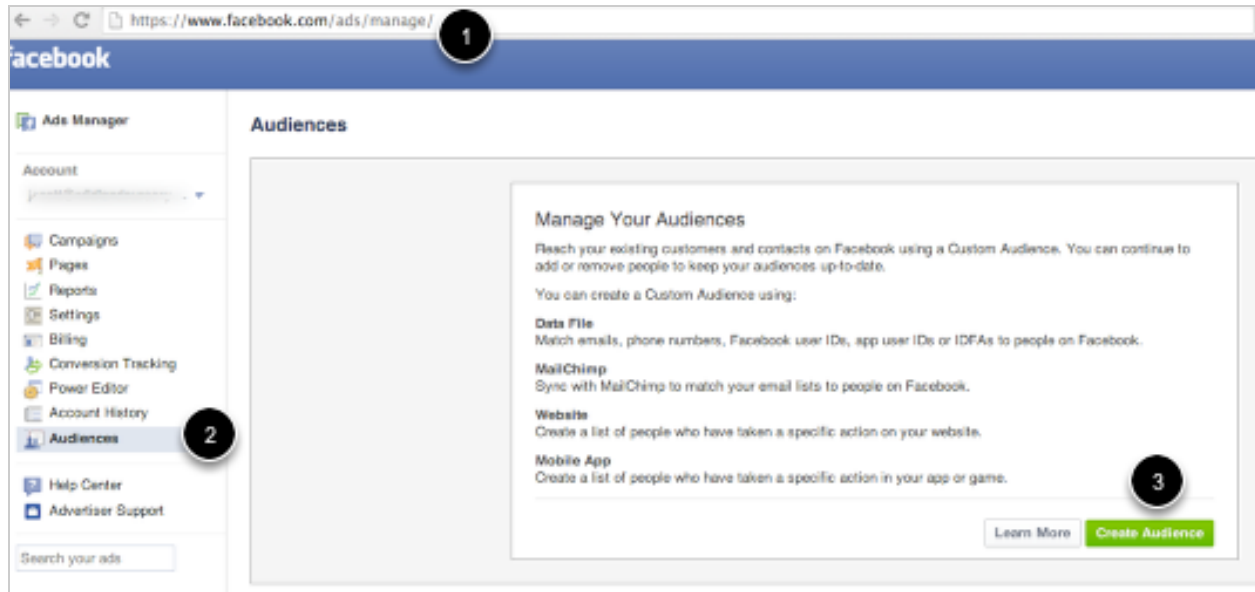
Step 1: Prepare Spreadsheet(s)

Prepare a spreadsheet with JUST email addresses. You'll need a separate spreadsheet for phone numbers and/or Facebook User IDs. Files need to be in .csv or .txt format with one record per row.

- Emails must be plain text. Ex: name@example.com
- Phone numbers must include a country code and be numeric characters only. Ex:
16505551234
- Facebook user IDs must be numeric characters only. Ex: 9876543

Step 2: Go to Facebook Ads Manager

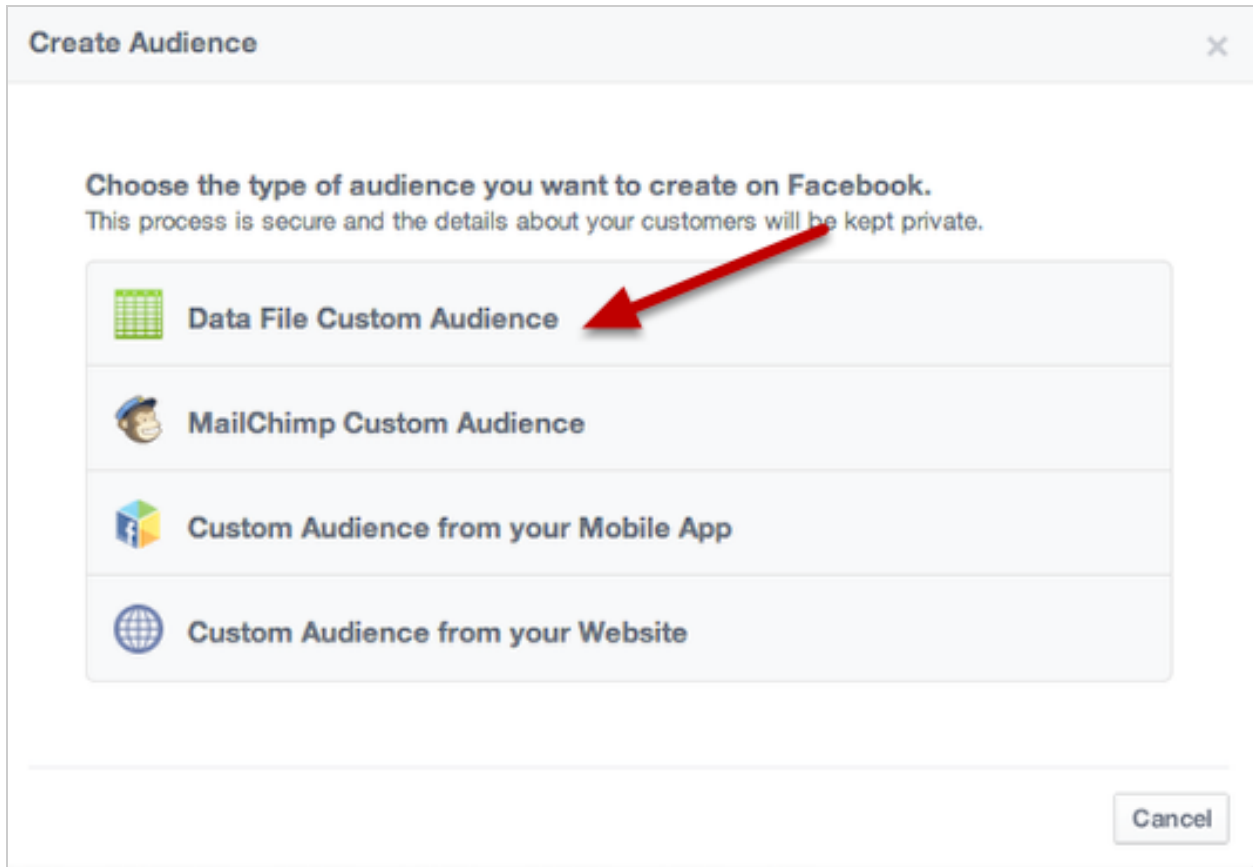
1. Go to www.facebook.com/ads/manage
2. Click on "Audiences"
3. Click on "Create Audience"



Step 3: Select File Type

Select "Data File Custom Audience"

**If you use MailChimp, you can upload directly from there.



Step 4: Name & Describe Your Audience

1. Name the Custom Audience.
2. Describe the Custom Audience.
3. Select the upload type: Either emails, phone numbers OR User IDs.

Create Audience ✕

Information in your file will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience and we'll never contact them without your permission.

1 Name

2 Description

Data Type

- 3 Emails
- User IDs
- Phone Numbers
- Mobile Advertiser IDs

I agree to the [Facebook Custom Audiences Terms](#)

Step 5: Choose A File, Click Create

1. Choose a file to upload.
2. Read & agree to the Facebook Custom Audiences Terms.
3. Click "Create Audience".

Create Audience ✕

Information in your file will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience and we'll never contact them without your permission.

Name

Description

Data Type

Files need to be in .csv or .txt format with one record per row.

i Emails must be plain text. Ex: name@example.com

1 No File Chosen

2 I agree to the [Facebook Custom Audiences Terms](#) **3**

Once your Custom Audience is uploaded, give it up to 24 hours to populate.

Facebook will NOT find a match for all of the people on your list. The match percentage will vary greatly depending on your niche, as well as how you obtained the email addresses & phone numbers. A rough range to expect is between 20-75%, but your mileage will definitely vary.

Have more Facebook Ads questions? I'd love to hear them. [andrea \(at\) marketersbraintrust.com](mailto:andrea@marketersbraintrust.com)