

AUDIENCE SEGMENTATION

This is only a sample of many segmentations that can be done through the Facebook Business Manager. These segmentations allow us to reach audiences much more related to interacting with our content.

In addition to that the campaigns are geolocated and segmented by demographics

Result of this exercise: 2.8MM audience universe

The screenshot displays the Facebook Audience Segmentation interface. The 'Lugares' (Locations) section is set to 'Personas que viven en este lugar' (People who live in this place) with 'Estados Unidos' (United States) selected. A map shows the United States with a location pin. The 'Edad' (Age) filter is set to '30 - 64' and the 'Sexo' (Gender) filter is set to 'Todos' (All). The 'Tamaño del público' (Audience Size) section shows a gauge indicating the audience is 'bastante amplia' (quite broad) and a potential reach of 2,800,000 people. The 'Resultados diarios estimados' (Estimated daily results) section shows an estimated reach of 1.1K - 3.2K and 27 - 77 visits to the destination page.

Lugares *i* **Personas que viven en este lugar** ▼

Estados Unidos

📍 **Estados Unidos**

📍 Incluir ▼ | Escribe para agregar más lugares | Explorar

Asia, North America, Pacific Ocean, Atlantic Ocean, South America

📍 Fijar marcador

Agregar lugares de forma masiva

Edad *i* 30 ▼ - 64 ▼

Sexo *i* **Todos** Hombres Mujeres

Tamaño del público

Espeficico Amplo

Tu selección de público es bastante amplia.

Alcance potencial: 2,800,000 personas *i*

Resultados diarios estimados

Alcance *i*
1.1K - 3.2K

Visitas a la página de destino *i*
27 - 77

La precisión de las estimaciones se basa en factores como los datos de campañas anteriores, el presupuesto definido y los datos del mercado. Se proporcionan cifras para que tengas una idea del rendimiento de tu presupuesto, pero son solo estimaciones y

AUDIENCE'S INTERESTS

On this same exercise we linked 2 interests the user must have at least to see our campaign

The screenshot displays the Facebook Audience Segmentation interface. It features two main sections, each with a red circle highlighting the selected interests. The top section, titled 'Segmentación detallada' and 'Incluir personas que coinciden con', lists interests under 'Intereses > Intereses adicionales': 'Bienestar (medicina alternativa)', 'Higher consciousness', 'Meditación trascendental', and 'Self-healing'. The bottom section, titled 'y también deben coincidir con', lists interests under 'Intereses > Intereses adicionales': 'Meditación trascendental' and 'Spiritual practice'. Both sections include a breadcrumb trail, a list of interests, and buttons for 'Agregar datos demográficos, intereses o comportam', 'Sugerencias', and 'Explorar'. A link 'Excluir personas o Acotar más' is visible at the bottom.

Segmentación detallada ⓘ Incluir personas que coinciden con ⓘ

Intereses > Intereses adicionales

- Bienestar (medicina alternativa)
- Higher consciousness
- Meditación trascendental
- Self-healing

Agrega datos demográficos, intereses o comportam | Sugerencias | Explorar

y también deben coincidir con ⓘ

Datos demográficos > Empleo > Empresas

- Spirituality

Datos demográficos > Formación académica > Campo de estudio

- Spirituality

Intereses > Intereses adicionales

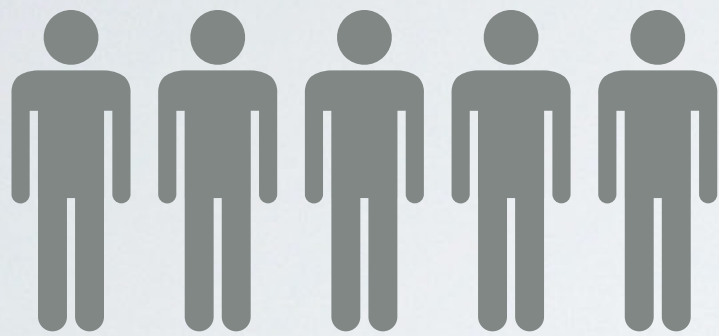
- Meditación trascendental
- Spiritual practice

Agrega datos demográficos, intereses o comportam | Sugerencias | Explorar

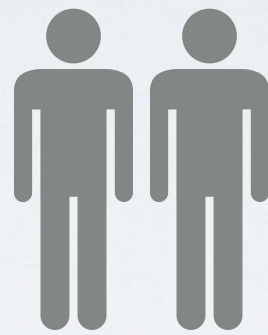
Excluir personas o Acotar más

REACH SAMPLE ON A DIGITAL CAMPAIGN

Let's suppose this campaign runs 7 days, this is an estimation what we could expect:



This is the universe we could impact 2.8MM users. That has the interests on FB & IG we want



With the correct budget & strategy we could impact the 4% of that universe: 112,000 users



A healthy campaign expects to encourage 3% of the reached people, to visit our website 3,360 users should go there!



With our segmentation & the offer of the site, we could to have the first weeks of performance, what's the % of conversions, we could expect per every ad related to sales.