AUDIENCE SEGMENTATION

This is only a sample of many segmentations that can be done trough 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

AUDIENCE'S INTERESTS

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

REACH SAMPLE ON A DIGITAL CAMPAIGN

Let's suppose this campaign runs 7 days, this is an estimation what we could expect:
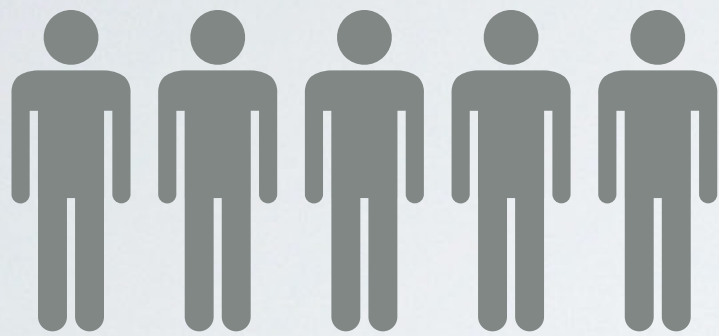
This is the universe we could impact 2.8MM users. That has the interests on FB & IG we want

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

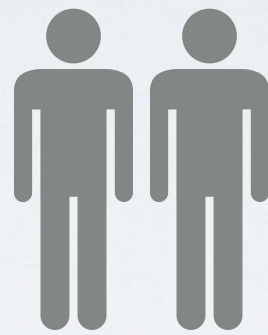A healthy campaign expects to encourage 3% of the reached people, to visit our website 3,360 users should goes there!

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.