



Retarget with audiences

FEATURE GUIDE • AUDIENCES

Step by step, with real screenshots of every screen

PPCMATE.COM/GUIDES

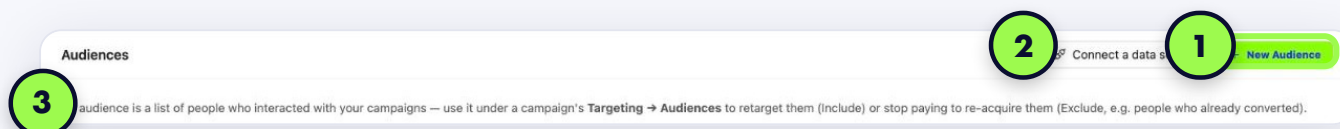
1

STEP 1 OF 3

Open Audiences

PPCmateX

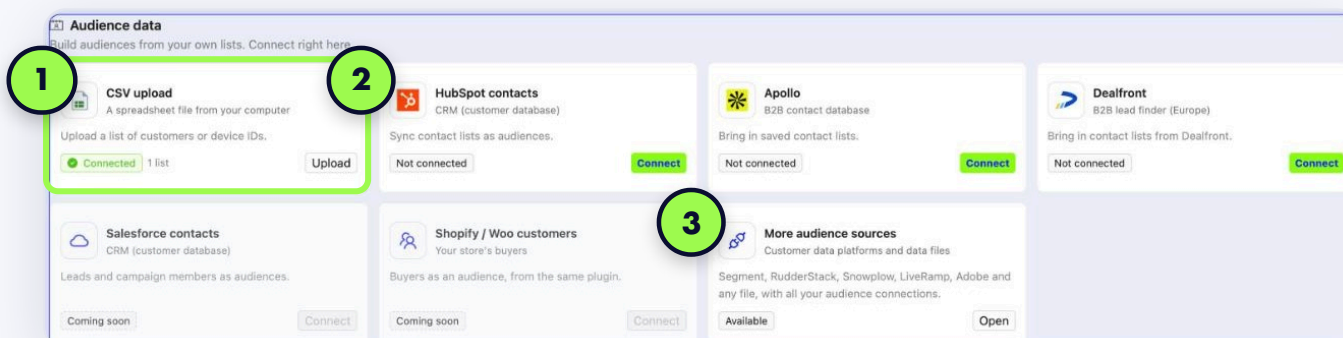
An audience is a list of people who interacted with your campaigns or your business. Open Audiences from the menu.



- 1 New Audience**
Build one from people who clicked your ads, visited your site or converted, over a time window you pick.
- 2 Connect a data source**
Bring in your own lists. See the next step.
- 3 How to use it**
In a campaign, go to Targeting → Audiences to Include (retarget) or Exclude (stop paying for people who already converted).

Tip: Each audience shows an estimated size, so you can see if it's big enough to run on.

Connect a data source to build audiences from your own customers.



1 CSV upload

A spreadsheet of customers or device IDs from your computer.

2 CRM & B2B tools

HubSpot, Apollo and Dealfront sync their contact lists. Salesforce and Shopify/Woo are coming soon.

3 More audience sources

Segment, RudderStack, Snowplow, LiveRamp, Adobe and any file.

Tip: An uploaded list can also be sent to Google, Meta and Microsoft, so one list works on every channel.

In your campaign form, open Targeting → Audiences and pick the lists to include or exclude.

The screenshot shows the targeting options in a campaign form. The options are listed vertically, each with a right-pointing chevron and a brief description. The 'Audiences' option is highlighted with a green border and a green circle with the number 1 next to it.

- > **Location** 2.2M impressions
Countries, regions, cities, postal codes and map radius
- > **Devices** 1 rule
Device type, make and model, browser and environment
- > **Network & Carrier**
Connection type, mobile generation, carrier, ISP, ASN and IPs
- > **Audiences**
Retarget people who clicked, converted or saw your ads - or exclude them
- > **Content Features**
Choose language, content categories and where your ads may appear
- > **Viewability**
Only buy placements where your ads are actually seen

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Audiences

Retarget people who clicked, converted or saw your ads, or exclude them.

Tip: Excluding people who already converted is the quickest way to stop paying twice for the same customer.

YOU'RE READY

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