

Retarget Your Audiences with Personalized Ads

Custom Audiences Integration

Unite your entire marketing funnel by leveraging insights from your engagement campaigns in your retargeting and new user acquisition efforts. Custom Audiences enables you to sync Iterable user lists into your Facebook Ads account to retarget current customers or build lookalike audiences of your most valuable users.

In conjunction with Iterable's segmentation engine and journey builder, incorporate Facebook Ads alongside owned marketing campaigns such as email, SMS, push, and in-app messaging.

Audience > Segmentation
Documentation

Segmentation

Find users that meet **any** of the following criteria

MUST HAVE
Find users that meet **any** of the following criteria

MUST HAVE

Contact Property

where
days_since_purchase
Greater Than Or Equal
30
Cast Type

and
Add Contact Property field

OR

Custom Event

where
added to wishlist
Is Set

and
Add Custom Event field

Add Requirement

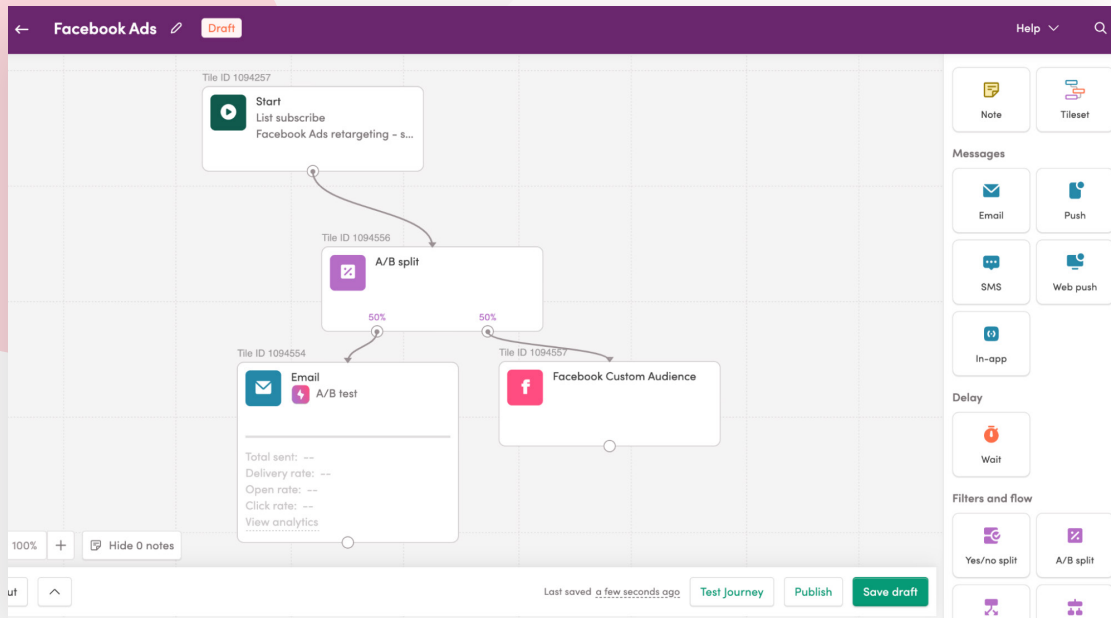
Add A New Group

82,492
Users

Refresh Results

Save List...

Export As...



Use Cases

Unlock the value of this integration by turning your marketing funnel into an engagement loop. Combine the personalization of owned channels with the accessibility of paid channels to drive growth.

- Easily retarget users with timely ads at specific points within the customer lifecycle
 - Using the power of Iterable's real-time journeys, push users to Custom Audiences when retargeting ads are most relevant for driving conversions.
- Build powerful lookalike audiences to acquire new users that truly matter to your business
 - You know which users are driving value for your business. Use them as the blueprint for finding new, similar users to continue accelerating your growth.
- Leverage existing lists to exclude users from future targeting
 - Maximize your efficiency and ensure you're strategic with your ad budget by excluding users who recently converted or aren't ready to convert.

About Iterable

Iterable is the powerful communication platform that helps brands like Evernote, Cinemark, Imperfect Foods, and MeUndies activate customers with joyful interactions at scale. Transforming real-time data into individualized, harmonized, and dynamic communications, Iterable empowers more than 1000 brands to build long-lasting relationships with their customers and meet their goals.

About Meta

Meta's mission is to give people the power to build community and bring the world closer together. Our products empower more than 3 billion people around the world to share ideas, offer support and make a difference. Meta's family of apps and services include Facebook, Instagram, WhatsApp, Meta Quest 2, Workplace, and Messenger.

Check out our [integration page](#) or reach out to your Iterable or Meta representatives for pricing and support questions.