How to Import an **Email List** to Facebook Ad Manager

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4 Steps to Import your Email List to Facebook Ads Manager

- Go to your Facebook <u>ads manager</u>
- Select Audiences from the left side and click Create Audience
- Choose whether you'd like to upload your Custom Audience through MailChimp or a data file
- Follow the required steps to upload your Custom Audience

From: Facebook

Step 1: Go to Your Ads Manager

- 1. Sign in to your Facebook Page.
- 2. Click on the "**Build Audience**" drop down menu in the top right hand corner.
- 3. Click on "**Use Ads Manager**" this will take you to your Facebook Ads Manager platform.



Step 2: Select Audiences



- 1. Click on "Audiences" on the left side panel
- 2. Select "Create a Custom Audience" in the main panel

Step 3: Choose a Data File or MailChimp to Import your Email Lists

- Facebook gives you choices.
- You can upload your email list from MailChimp or a Data File.
- If you have a .csv or .txt file for your email list, select "Data File Custom Audience"
- If your segmented email list is in MailChimp, select
 "MailChimp Custom Audience"



Step 4a: Import Data File

- 1. **Name** your Custom Audience Campaign.
- 2. Include a **short description** so you remember the list and campaign you are running *(a description is particularly helpful if more than person on your team is creating Facebook Ads)*
- 3. Choose "**emails**" as the Data Type.
- 4. **Choose your .csv or .txt file** with your segmented email list.
- 5. Click on Create your Audience.



Step 4a: Import Data File



"If you're uploading a file, create a .CSV file in Excel with a customer list you want to create a Custom Audience with using email addresses.

The document should have a single column of data with no heading."

- <u>Facebook</u>

Step 4b: Import Mailchimp List

Facebook will prompt you to login to your MailChimp account

- 1. Sign in.
- Choose the segmented email list from your MailChimp lists.
- 3. Click on Create your Audience.

| Select | one or more lists. A new audience will be created for each email list. | |
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| | Webinar - 5 Proven Strategies (2014-09-24) | |



You're done!

Now you can create your Facebook Ad and target it to your Custom Audience.

If you have any questions, feel free to send an email to <u>support@wishpond.com</u>. We have a fantastic support team that truly loves helping our readers.

Or, book <u>a one-on-one conversation</u> with one of our marketing success leads and they can help you out.

Thanks for reading!