

wishpond HOW-TO

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



[wishpond.com](http://wishpond.com)

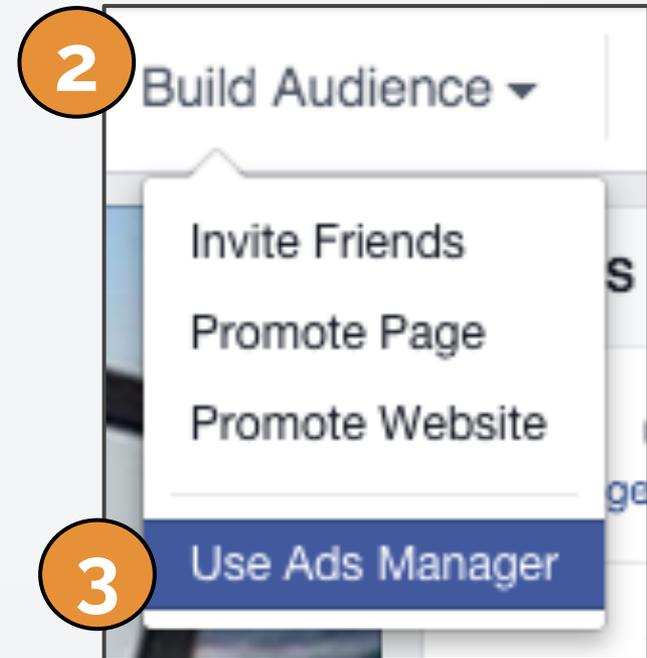
## 4 Steps to Import your Email List to Facebook Ads Manager

- Go to your Facebook [ads manager](#)
- 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

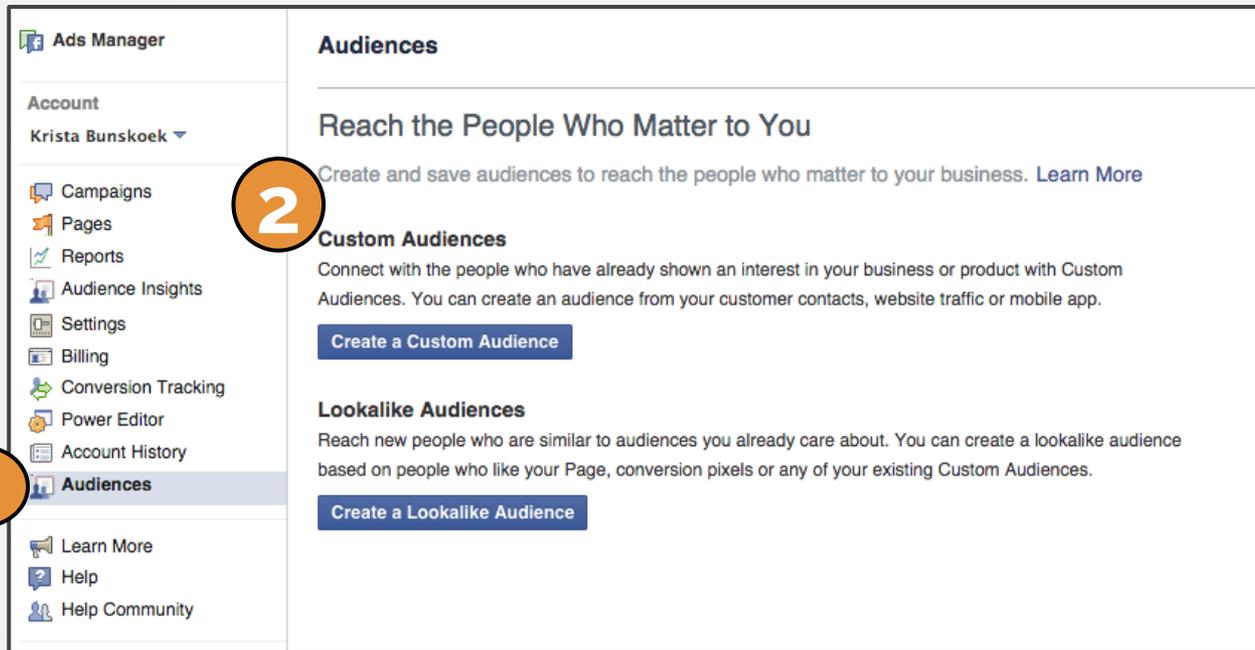
From: [Facebook](#)

## 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.



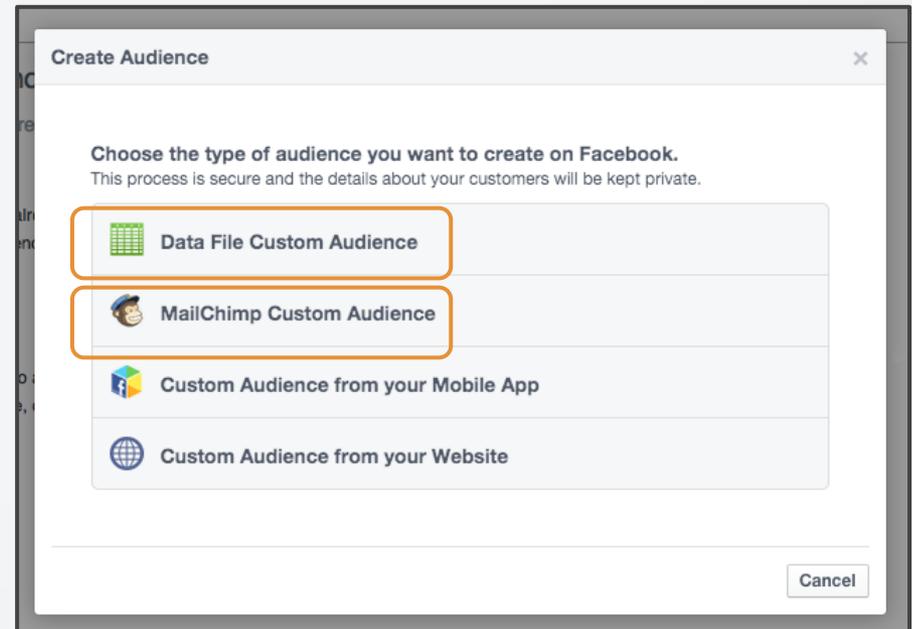
## Step 2: Select Audiences



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



**Pro Tip**

“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.

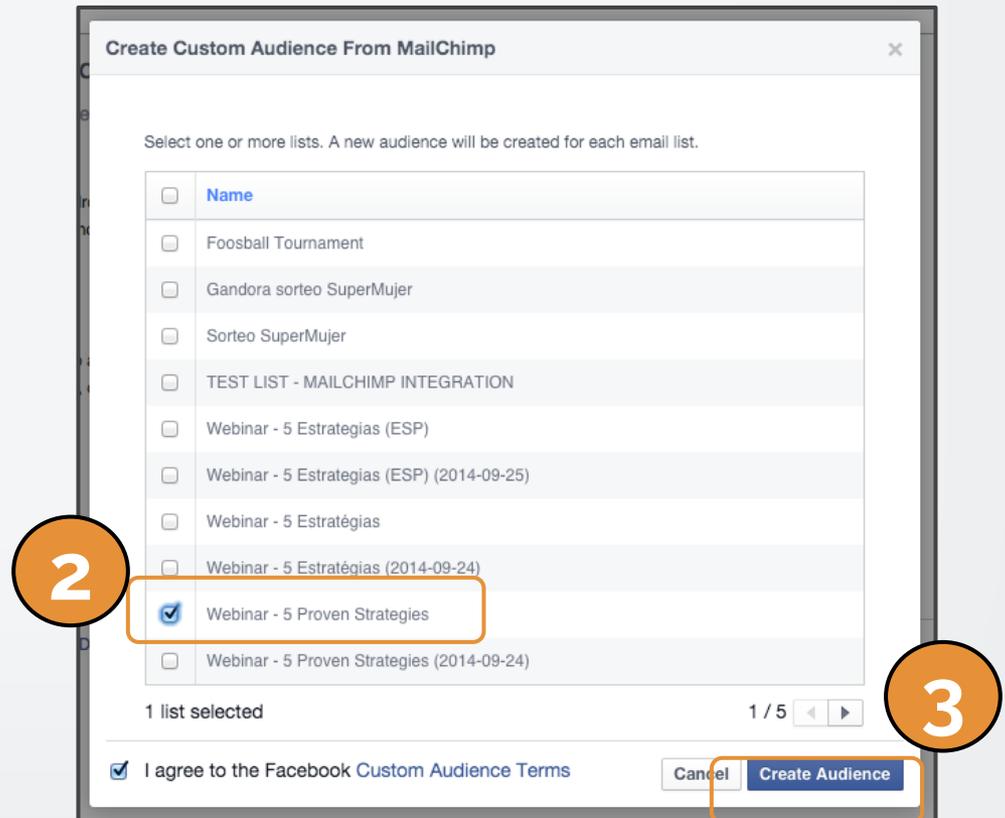
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- [Facebook](#)

# Step 4b: Import Mailchimp List

Facebook will prompt you to **login to your MailChimp account**

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



## **You're done!**

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

## wishpond HOW-TO

If you have any questions, feel free to send an email to [support@wishpond.com](mailto:support@wishpond.com). We have a fantastic support team that truly loves helping our readers.

Or, book [a one-on-one conversation](#) with one of our marketing success leads and they can help you out.

Thanks for reading!