

# FB Lookalike Audience

## A STEP-BY-STEP GUIDE

### STEP ONE

In the Audience section, below Custom Audiences, select Create New.

### STEP TWO

Choose Lookalike Audience from the dropdown.

### STEP THREE

Choose your source. \*\*

### STEP FOUR

Choose the country or countries where you'd like to find a similar set of people.

### STEP FIVE

Choose your desired audience size using the slider.

### STEP SIX

Select Create Audience & Done

\*\*A source can be a Custom Audience that was not created using your pixel data, mobile app data or fans of your Page. Consider using a group of 1,000 to 50,000 of your best customers based on lifetime value, transaction value, total order size or engagement.

