



DIGITAL DIGITAL 3

WORKSHOP SERIES EPISODE

“AUDIENCE INSIGHTS”

WEDNESDAY 20 MARCH 2019



MARTIN FINN
MOVE AHEAD MEDIA



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@GLOWFISH SATHORN

AustCham's Digital Workshop Series

Episode Three: "Audience Insights"

Choosing The Right Audience

Martin Finn:

Co-Founder and Director of Move Ahead Media

a full service Digital Marketing company based in Bangkok with offices in Australia and the UK



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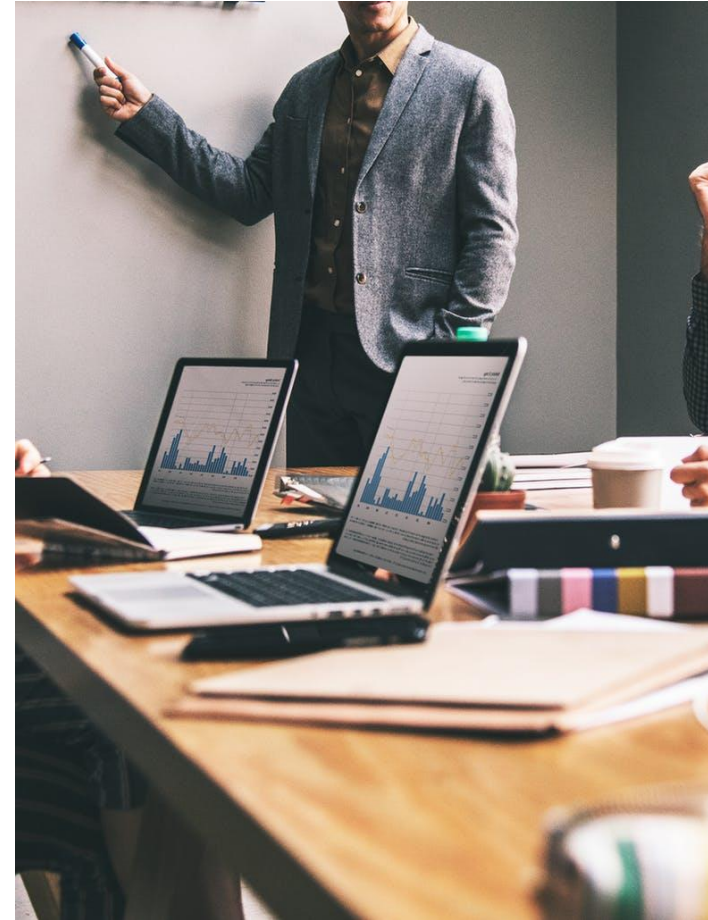
a data driven digital marketing agency based in Sathorn

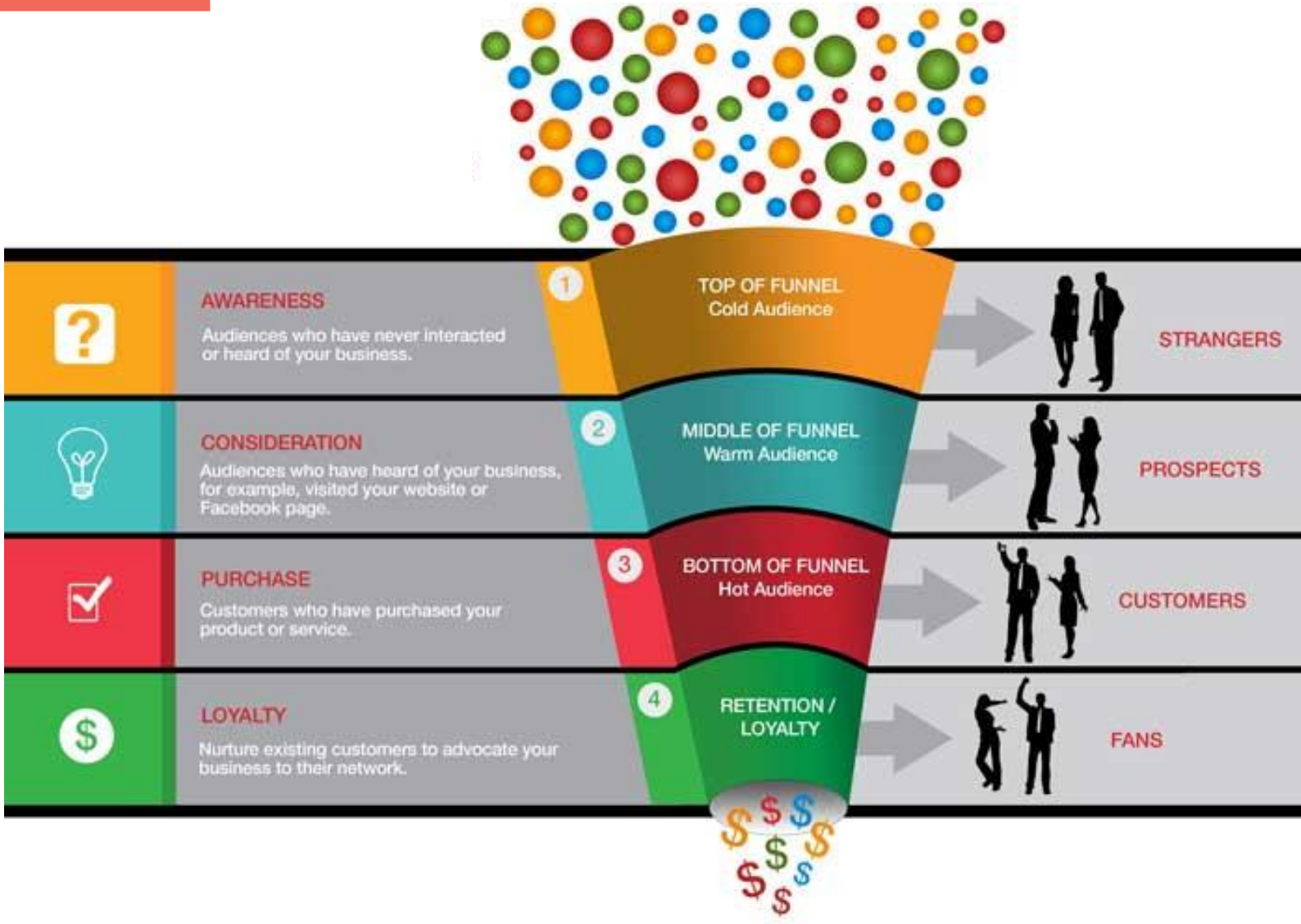


PHOENIX MEDIA
DATA DRIVEN DIGITAL EXPERTS

AGENDA

- Introduction to Audience Insights
- Kahoot Game
- Facebook Audiences
 - Move Ahead Media
- Google Audiences
 - Phenix Media
- Take Away – Create Your Own Audience
- Q&A





Pre-determined Audiences

Top of the Funnel

- Within Platform
- Identify Demographics
- Select Topics / Interests
- Revise by Reach

Custom Audiences

Bottom of the Funnel

- Site Visitors
- Email Lists
- Purchase or Bookings
- Offline Engagement

KAHOOT GAME – INSTRUCTIONS

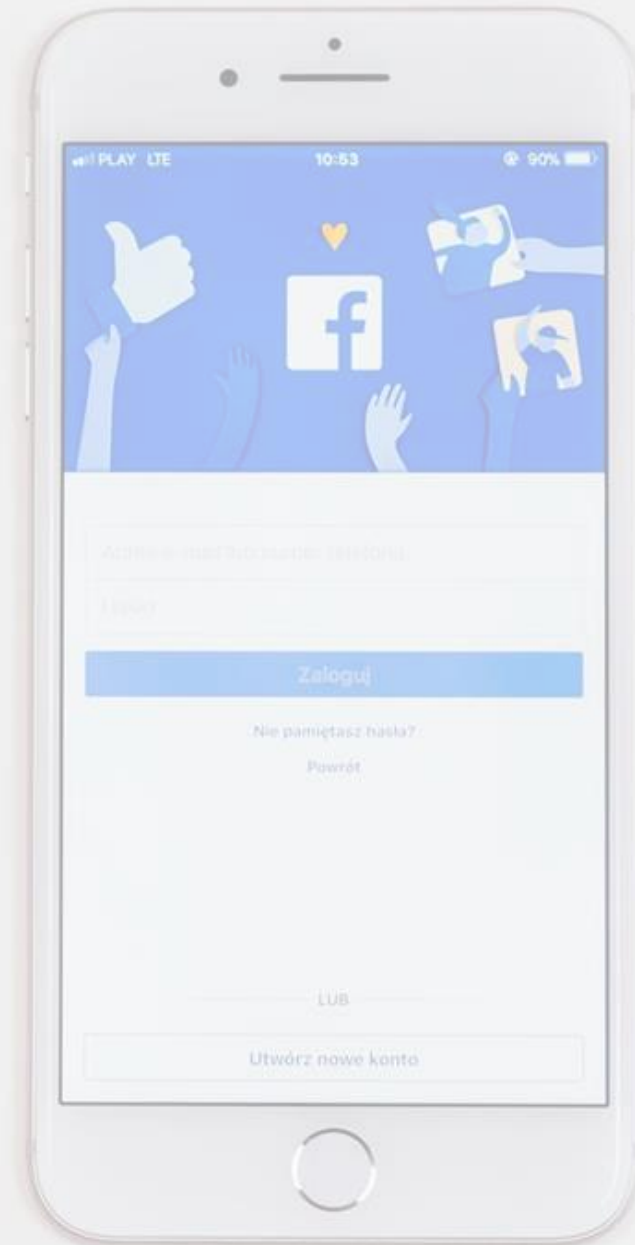
wifi – glowfish conference Hall
P: glowfish@sathorn

- Go to kahoot.it
- Enter Game Pin
- Choose a Nick Name
- [Get Ready To Play](#)

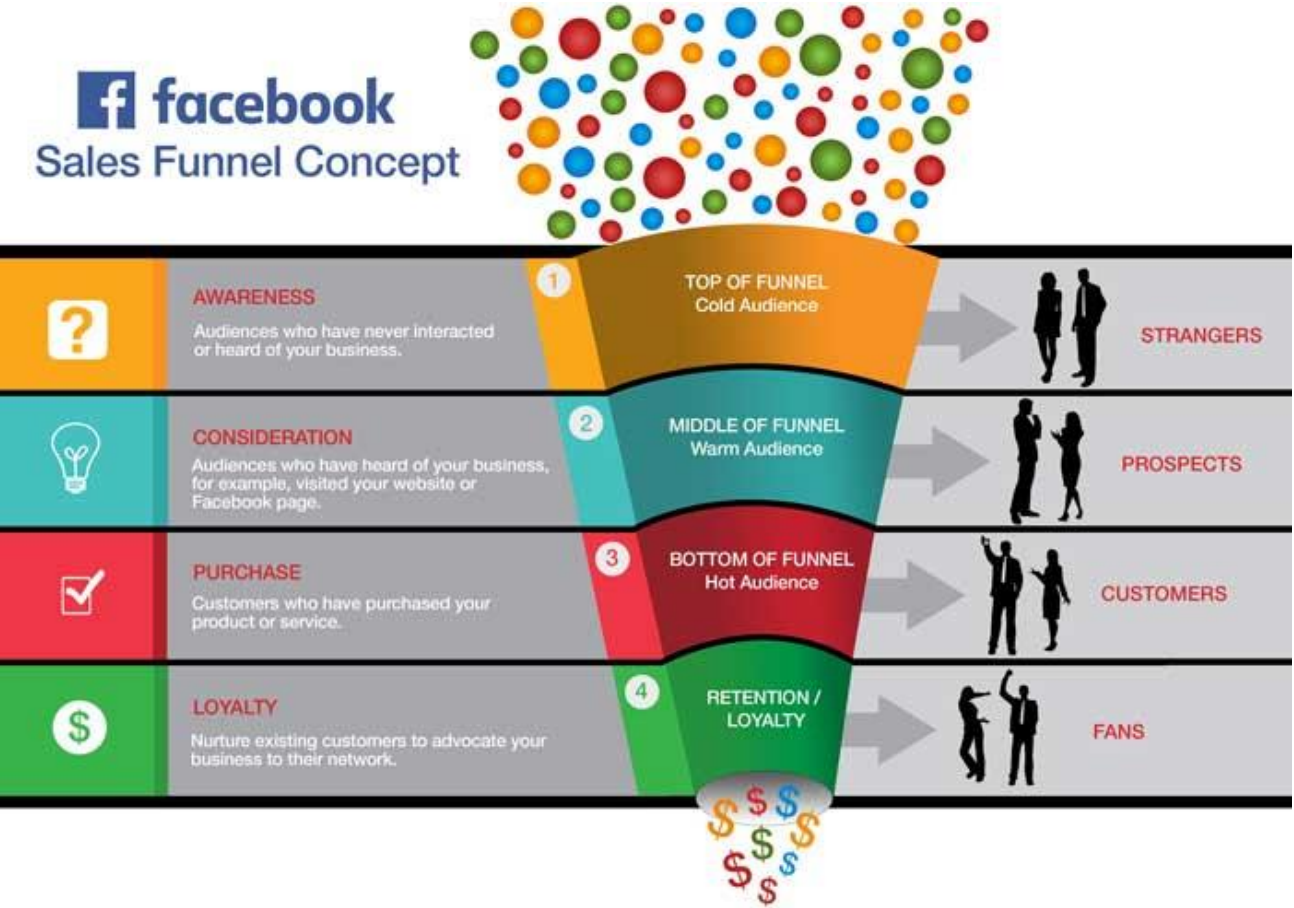


Facebook- Audiences











By
Daniel Bean



Overview of Audience Selection

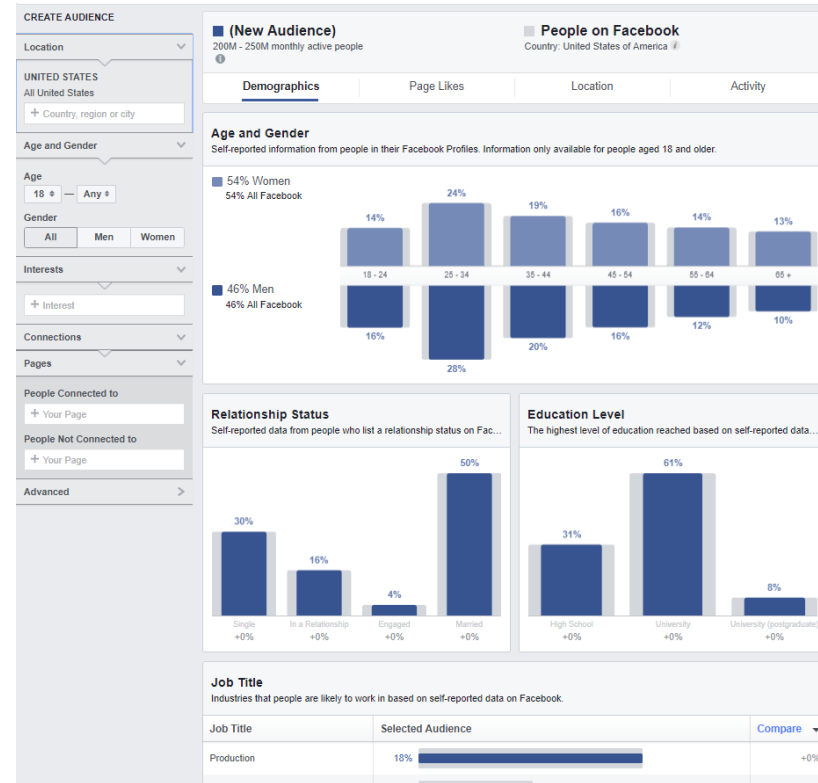


Facebooks Ads System is already a marketing funnel laid on its side. Create campaigns and content based on an Objective. The objective will also have a say in your audience. An Audience in the brand awareness stage will not necessarily be the same as the audience in the conversion stage.

Awareness	Consideration	Conversion
<input checked="" type="checkbox"/> Brand Awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalogue Sales
	 App Installs	 Store Traffic
	 Video Views	
	 Lead Generation	
	 Messages	

Using the Audience insights tools can help you take general ideas and turn them into precision Interest targeting on Facebook

- Primary Searchterm Keywords
- Use Magazines in the Industry
- Your Own Page Likers
- Other Websites Brand Names
- Top Influencers / Celebs
- Google Analytics Interests
- Piggyback Competitors



Test Test & Test some more

Don't make the mistake of thinking your “Primary” Audience of being your most important and where to invest your \$\$.

Choose as many audiences you have time to manage and that are relevant to your business and research. Then TEST TEST TEST!

Let the data speak for itself. Find the Gold and mine it!



Conversions

Get people to take valuable actions on your website, in your app or in Messenger, such as adding payment information or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

Campaign name ⓘ

Conversions

Create split test ⓘ



A/B test your creative, placement, audience and delivery optimisation strategies

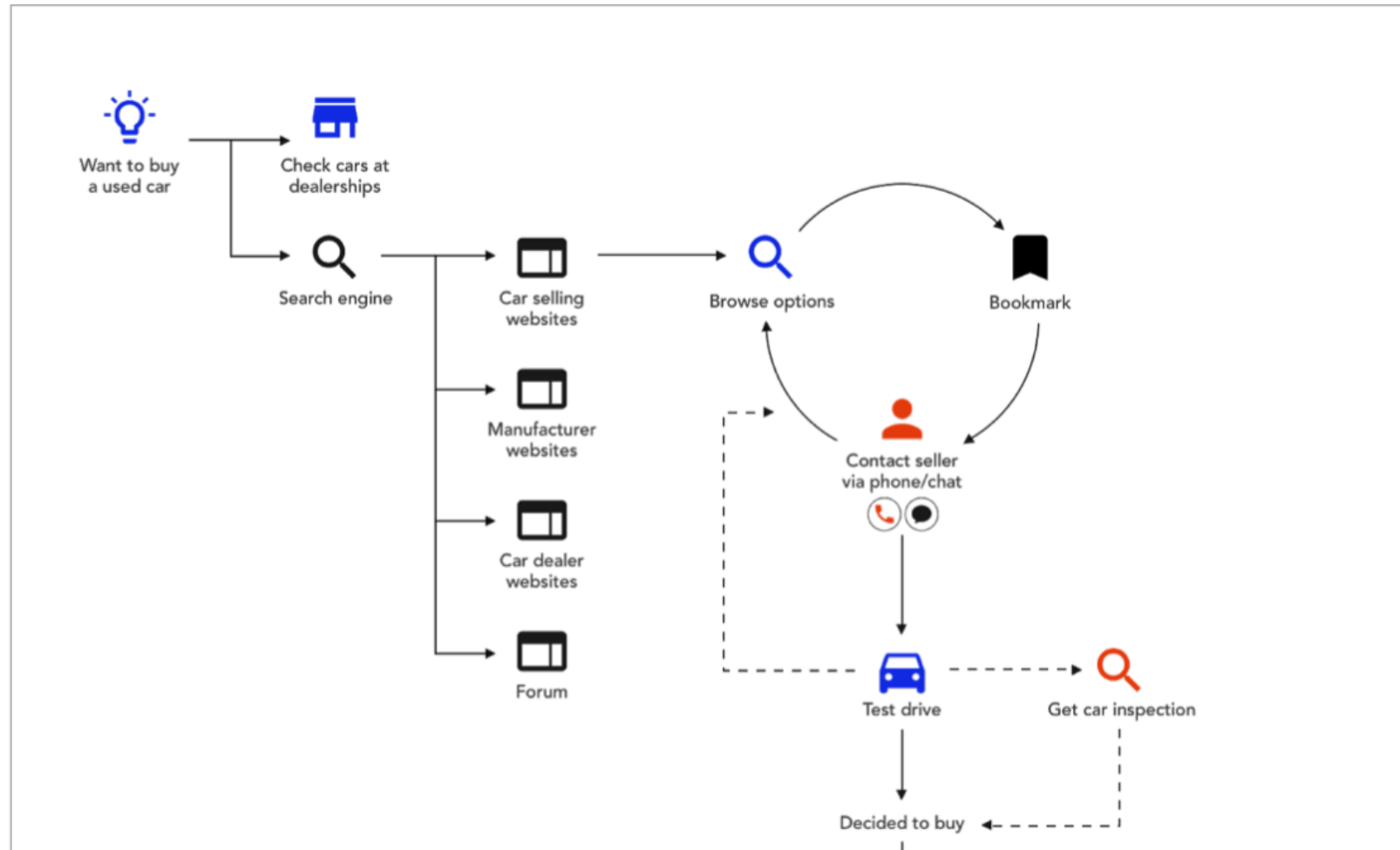
Campaign budget optimisation ⓘ



Optimise budget across ad sets

Continue

Dot 360 - Follow On



Dot 360 - Follow On

As a **Used Car Dealer** that offers **Finance & Insurance**

Researching the audience:

- Facebook Audience Insights Tool focusing on Primary Search Terms

“Used Car” Primary Search term Keywords into Interests

MAM Thailand (198506837... Create New Open Save More Create Ad

CREATE AUDIENCE

Location: THAILAND (All Thailand)

Age and Gender: Age 21, Gender All

Interests: **INTERESTS > ADDITIONAL INTERESTS**
Used car

(New Audience) 5M - 6M monthly active people

People on Facebook Country: Thailand

Demographics | **Page Likes** | Location | Activity

Top Categories

1	Vehicle service	รถสวยพิพิด • ONE2CAR
2	Vehicle customisation shop	Siam-motorsport • K-Speed
3	Tools/Equipment	Racingexample
4	Vehicle shop	Nawamin auto tyre นวมินทร์ งามอินทรา ยางรถยนต์ ล้อแม็กซ์ โช๊ค สปริง
5	Tyre dealer and repair shop	AA Automax Racing wheel สาขากาดลอง2 ล้อแม็กซ์ ยาง ช่วงล่าง ปลีกส่ง
6	Vehicle parts shop	Star Like อะไหล่ซิ่ง
7	Motor vehicle company	Nitto Tire Thailand
8	Motorbike dealership	บริส โมโต ซ็อบ • ดีเจ็ดยอนด์ • Triumph Motorcycles • Best-Superbike
9	Local service	Lenso Wheels (เลนโซ่ วัล)
10	Local business	ไทยเรซซิ่ง-ThaiRacing
11	Automotive, aircraft and boat	BoxzaRacing
12	Cars	Raiden Tires by Lenso • S9 • Benz NK ศูนย์รวมแบรนด์คุณภาพมาตรฐานอันดับ 1 ของไทย
13	Media	น่ารถ

Page Likes
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance	Audience	Facebook	Affinity
รถสวยพิพิด	1	278K	338.8K	312x
ONE2CAR	2	235.9K	357K	251x
Siam-motorsport	3	266.3K	411.3K	246x
Racingexample	4	367.3K	570.6K	245x
Star Like อะไหล่ซิ่ง	5	301.2K	469.1K	244x
Nawamin auto tyre นวมินทร์ งามอินทรา ยางรถยนต์ ล้อแม็กซ์ โช๊ค สปริง	6	283.9K	452.8K	238x
AA Automax Racing wheel สาขากาดลอง2 ล้อแม็กซ์ ยาง ช่วงล่าง ปลีกส่ง	7	236.6K	387.1K	232x
Raiden Tires by Lenso	8	246.9K	408.9K	230x
แกะกล่อง - Diesel Autoparts เครื่องยนต์มือสอง อะไหล่รถยนต์ใหม่เก่า ทุกชนิด	9	265.3K	441.3K	229x
S9	10	250.5K	433.1K	220x

[See More](#)

Other Websites Brand Names - ONE2CAR

Top Categories		
1	Vehicle service	ONE2CAR • รถสวยพีพีเค
2	Motor vehicle company	สินชัย รถมือสองราคาถูก ฬริตาวาน กรุงเทพ ขอนแก่น โคราช ชลบุรี • Nitto Tire Thailand
3	Tyre dealer and repair shop	ล้อแม็กติดรถป้ายแดง ยางเปอร์เซนต์
4	Car Dealership	ศูนย์รถราคาถูก Chobrod.com • BENZ MOTOR MALL ศูนย์รวมเบนซ์
5	Vehicle repair shop	Gurutaiya จ้าหนายปลั๊ก-ส่ง แม็กซ์ ยางรถยนต์ ทุกยี่ห้อ ราคาถูกสุดๆ
6	News and media website	Car GURU Thailand by CheckRaka.com • Autospinn.Fans • homenayoo.fc • Feed
7	Home security company	Numpun
8	Credit counselling service	Krungsri Auto
9	Electronics	Aston Thailand
10	Cars	ดีย์รถสวย รถมือสอง • Cario Group • รถมือสอง • รถยนต์ การ์ตันดี โดย ดีมี พีพีเค
See All		

Page Likes				
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance <small>i</small> ▾	Audience	Facebook <small>i</small>	Affinity <small>i</small>
ONE2CAR	1	247.5K	357.7K	5629x
สินชัย รถมือสองราคาถูก ฬริตาวาน กรุงเทพ ขอนแก่น โคราช ชลบุรี	2	27.7K	176.2K	1278x
ดีย์รถสวย รถมือสอง	3	24.6K	165.9K	1208x
Cario Group	4	26.4K	180.8K	1187x
รถมือสอง	5	37.4K	260.9K	1166x
ศูนย์รถราคาถูก Chobrod.com	6	34.1K	271.9K	1020x
ล้อแม็กติดรถป้ายแดง ยางเปอร์เซนต์	7	23.7K	194.6K	992x
BENZ MOTOR MALL ศูนย์รวมเบนซ์	8	24.1K	202.8K	965x
Car GURU Thailand by CheckRaka.com	9	36K	309.9K	946x
รถสวยพีพีเค	10	38.3K	339.4K	918x














Car Finance Interest

Top Categories

1	Vehicle leasing service	สินเชื่อรถยนต์ธนชาต Thanachart Auto
2	Car Dealership	รถบ้านมือ2. รถบ้านสร้างตัว
3	Vehicle service	รถสวยพีพีเค • ONE2CAR
4	Vehicle shop	Nawamin auto tyre นวมินทร์ รามอินทรา ยางรถยนต์ ล้อแม็กซ์ โช๊ค สปริง
5	Motorbike dealership	ดีเจริญยนต์ • Best-Superbike • บรีส ไบค์ ซ็อบ • BKKspeed หมวกกันน็อค
6	Tools/Equipment	Racingexample
7	Credit counselling service	Krungsri Auto
8	Media	บ้ารถ
9	Local service	Lenso Wheels (เลนโซ่ วีล)
10	Vehicle parts shop	Star Like อะไหล่ซิ่ง • Prinze Auto LED • Monster Over Racing Club
See All		

Page Likes

Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance 	Audience	Facebook 	Affinity 
สินเชื่อรถยนต์ธนชาต Thanachart Auto	1	41.5K	160.1K	488x 
รถบ้านมือ2. รถบ้านสร้างตัว	2	49.9K	276.8K	339x 
รถสวยพีพีเค	3	56.5K	339.2K	314x 
ONE2CAR	4	42.7K	357.8K	225x 
Mitsubishi Motors	5	48.9K	457.9K	201x 
Raiden Tires by Lenso	6	42.3K	408.9K	195x 
Nawamin auto tyre นวมินทร์ รามอินทรา ยางรถยนต์ ล้อแม็กซ์ โช๊ค สปริง	7	46.6K	453.1K	194x 
ดีเจริญยนต์	8	74.9K	731.7K	193x 
Best-Superbike	9	71.7K	702.2K	192x 
Racingexample	10	58K	571.3K	191x 

Car Insurance Interest

Top Categories		
1	Tools/Equipment	Racingexample
2	Vehicle shop	Nawamin auto tyre นวมินทร์ รามอินทรา ยางรถยนต์ ล้อแม็กซ์ โช๊ค สปริง
3	Vehicle parts shop	Star Like อะไหล่ซิ่ง • Prinze Auto LED • Monster Over Racing Club
4	Motorbike dealership	บรีส ไบค์ ซ็อบ • ดีเจริญยนต์ • Best-Superbike
5	Local service	Lenso Wheels (เลนโซ่ วัล)
6	Local business	ไทยเรซซิ่ง-ThaiRacing
7	Automotive, aircraft and boat	BoxzaRacing
8	Cars	XO Autosport • Chevrolet • สมาคมรถแต่ง • MG Thailand • 9carthai.fc • Nissan
9	Interest	สมาคมนิยมรถแต่งสวยโหด • บอย ท่าพระจันทร์ FC
10	Insurance Broker	SILKSPAN
See All		

Page	Relevance ⁱ ▼	Audience	Facebook ⁱ	Affinity ⁱ
Star Like อะไหล่ซิ่ง	1	273.3K	470.1K	173x
Racingexample	2	324.7K	571.1K	169x
Nawamin auto tyre นวมินทร์ รามอินทรา ยางรถยนต์ ล้อแม็กซ์ โช๊ค สปริง	3	249.2K	453.3K	164x
Prinze Auto LED	4	340.5K	658K	154x
บรีส ไบค์ ซ็อบ	5	261.9K	540.9K	144x
ดีเจริญยนต์	6	350.1K	732.4K	142x
Autospinn.Fans	7	275.7K	602.5K	136x
Lenso Wheels (เลนโซ่ วัล)	8	496.6K	1.1m	136x
ไทยเรซซิ่ง-ThaiRacing	9	421.2K	939.1K	134x
XO Autosport	10	309.3K	699.9K	132x

Building Your Audiences

Here is the broadest audience possible using your main business key term.

Targeting the whole of Thailand you will reach 5.5M people.

It will be very hard to optimise this moving forward..

The screenshot shows the Facebook Audience Builder interface for an audience named "Used Car Audience". The interface is divided into several sections:

- Audience Name:** "Used Car Audience"
- Custom Audiences:** "Add a previously created Custom or Lookalike Audience" with options for "Exclude" and "Create new".
- Locations:** "People who live in this location" with a dropdown menu showing "Thailand" selected. Below the dropdown are options for "Include" and "Browse".
- Age:** "21" - "65+"
- Gender:** "All", "Men", "Women" (with "All" selected)
- Languages:** "Enter a language..."
- Potential audience:** "Potential reach: 5,500,000 people" with an information icon.
- Audience details:** A list of details:
 - Location – Living in:
 - Thailand
 - Age:
 - 21-65+
 - People who match:
 - Interests: Used car
- Detailed targeting:** "INCLUDE people who match at least ONE of the following" with a list of interests:
 - Interests > Additional interests
 - Used car

Red arrows point to the "Used car" interest in the detailed targeting section and the "Audience details" section.

Building Your Audiences

Wants to buy a car...

- Using the Information provided by Facebook Audience Insights and Your Customer Avatar Research.
- Save all your audiences into your asset library so that you have them for future campaigns and to save time in setting them up again.

ONE2CAR

Here is a much more specific audience that uses audience derived from the broadest audience we just looked at.

Targeting the whole of Thailand you will reach 250k people.

Much more targeted and easier to determine success.



Audience Name: Used Car Audience

Potential audience: Potential reach: 250,000 people

Custom Audiences: Add a previously created Custom or Lookalike Audience

Locations: People who live in this location

Thailand

Age: 21 - 65+

Gender: All Men Women

Languages: Enter a language...

Audience details:

- Location – Living in:
 - Thailand
- Age:
 - 21-65+
- People who match:
 - Interests: ONE2CAR

Detailed targeting: INCLUDE people who match at least ONE of the following

Interests > Additional interests

ONE2CAR

Add demographics, interests or behaviours | Suggestions | Browse

Exclude people or Narrow audience

Krungsri Auto

Here is a much more specific audience that uses audience derived from the broadest audience we just looked at.

Targeting the whole of Thailand you will reach 260k people.

Much more targeted and easier to determine success.

This Audience is also further down the funnel of a purchase process.

The screenshot shows the Facebook Audience Targeting interface for an audience named "Krungsri Auto Finance Audience".

- Audience Name:** Krungsri Auto Finance Audience
- Potential audience:** Potential reach: 260,000 people
- Custom Audiences:** Add a previously created Custom or Lookalike Audience. Includes "Exclude" and "Create new" options.
- Locations:** People who live in this location. A dropdown menu shows "Thailand" selected. Below it, there are "Include" and "Browse" options, and a link to "Add locations in bulk".
- Age:** 21 - 65+
- Gender:** All (selected), Men, Women
- Languages:** Enter a language...
- Detailed targeting:** INCLUDE people who match at least ONE of the following. A box contains "Interests > Additional interests" with "Krungsri Auto" selected. Below this box are "Add demographics, interests or behaviours", "Suggestions", and "Browse" options. A link "Exclude people or Narrow audience" is also present.

Audience Overlap

Buttons: Create Audience, Filters, Edit, Share, Delete, ...

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created
<input checked="" type="checkbox"/>	Krungsri Auto Finance Audience	Saved Audience	260,000	Ready	Not available
<input type="checkbox"/>	Used Car Audience	Saved Audience	5,000,000	Ready	Not available
<input checked="" type="checkbox"/>	ONE2CAR Audience	Saved Audience	250,000	Ready	Not available

Context Menu (from '...'):

- Create Lookalike
- View Pixel
- Add Labels
- Show audience overlap
- Create Ad

One of the biggest mistakes of the common advertiser is Audience Overlap.

As you can see here we have used the 2 audiences we created and there is a 9% Overlap.

Audience overlap of 100% means that you are bidding against yourself for the same audience.



The screenshot shows the Facebook Audience Overlap tool interface. At the top, there is a table of saved audiences with columns for Name, Type, Size, Availability, and Date Created. A red arrow points to the three-dot menu icon in the top right of the table. Another red arrow points to the 'Show audience overlap' option in the dropdown menu.

Name	Type	Size	Availability	Date Created
<input checked="" type="checkbox"/> Krungsri Auto Finance Audience	Saved Audience	260,000	Ready	Not available
<input type="checkbox"/> Used Car Audience	Saved Audience	200,000	Ready	Not available
<input checked="" type="checkbox"/> ONE2CAR Audience	Saved Audience	250,000	Ready	Not available

Audience Overlap

Choose an audience and compare the number of people and the overlap with up to four other audiences.

Selected audience: Krungsri Auto Finance Audience

Krungsri Auto Finance Audience
260,000 people

Comparison audiences	Overlap	% overlap of selected audience
ONE2CAR Audience 250,000 people	23,000 people	9%

Buttons: Add another audience

Here you can see that there is an audience overlap of 72% People. This means you will be bidding against yourself 72% of the times in the smaller ONE2CAR Audience.

The easiest way to avoid this is to either use the audience overlap tool to check your audience.

Alternatively if you want to get more technical, then you can EXCLUDE audiences within your campaign set up.



Name	Type	Size	Availability
Krungsri Auto Finance Audience	Saved Audience	260,000	Ready
Used Car Audience	Saved Audience	5,500,000	Ready
ONE2CAR Audience	Saved Audience	250,000	Ready

Comparison audiences	Overlap	% overlap of selected audience
Used Car Audience 5,500,000 people	180,000 people	72%

Honing In Tip

Hone in on your audience by “narrowing further”. Most advertisers miss a trick on this and it is a very useful tool for getting more specific with your targeting.

This has now taken an Audience from 250k. Down to a more specific 23k.



Create a saved audience ✕

Add locations in bulk

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional interests

ONE2CAR


Add demographics, interests or behaviours | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ ✕

Interests > Additional interests

Krungsri Auto

Add demographics, interests or behaviours | Suggestions | Browse

Exclude people or Narrow further 

Connections ⓘ Add a connection type ▾

Cancel Create Audience

Build Custom Audiences

These Audiences will be further down the funnel. Which more than likely means they will be your strongest Audiences. Some key Audiences we use at MAM.

Customer Emails

Link to your CRM or Mailchimp

Facebook Page Engagers

Website Visitors

Offline Activity



Create a Custom Audience



Use your sources

 Website traffic


 Customer file

 App activity

 Offline activity

Use Facebook sources

 Video

 Instagram business profile

 Lead form

 Events

 Instant Experience

 Facebook Page

About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.



This process is secure and the details about your customers will be kept private.



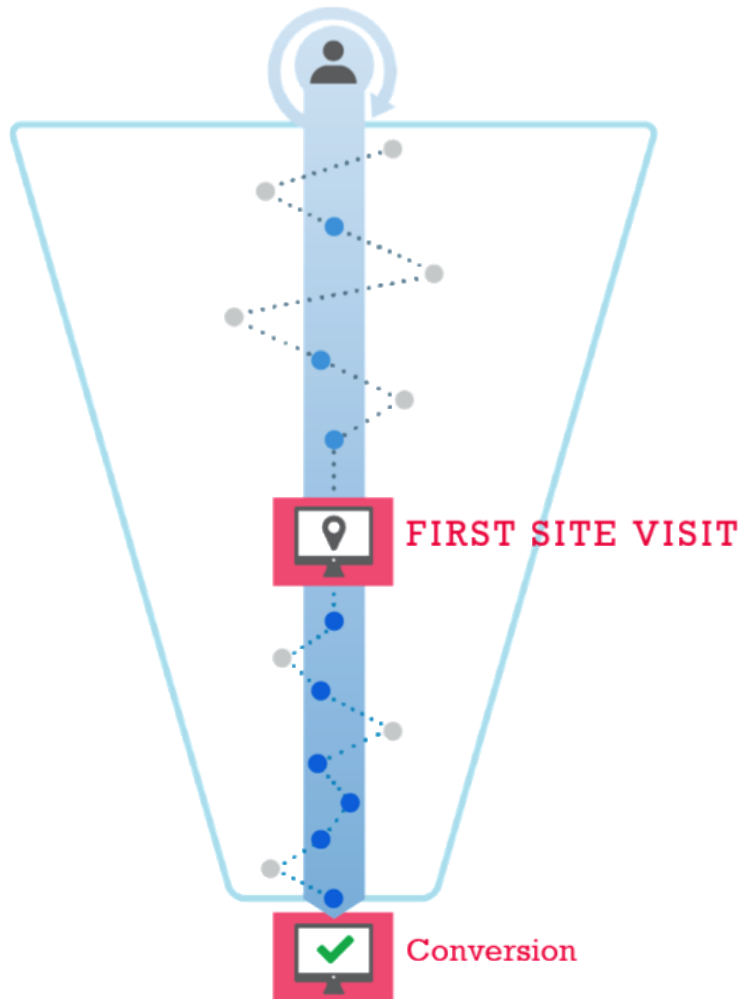


Google AdWords - Audiences

By

Rob Wee

Google Ads



Prospecting

Prospecting brings qualified and incremental leads to your site

Retargeting

Retargeting pushes site visitors down to the conversion event

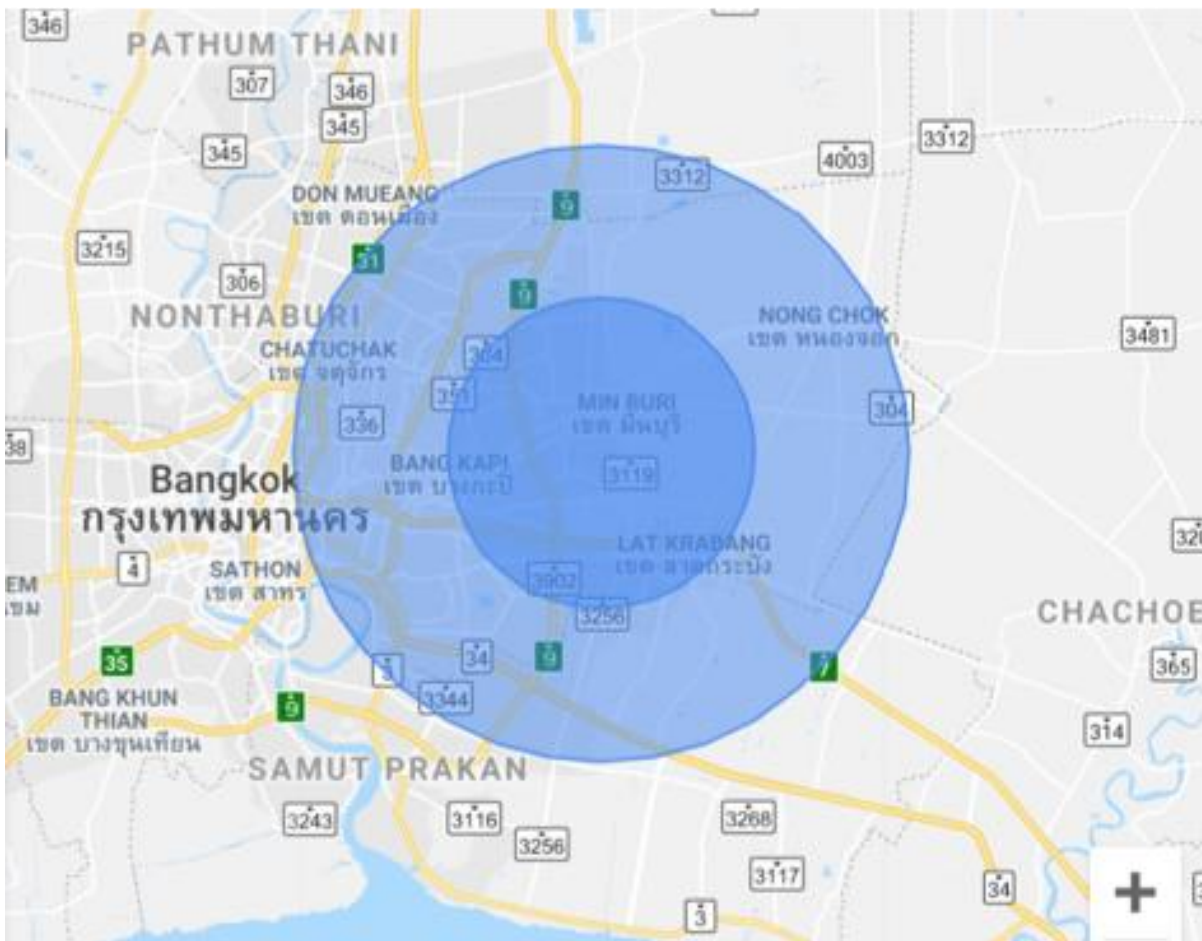
Standard Targeting available to all campaigns, Search, Display, Shopping, Video.

- Location
- Parental Status
- Gender
- Age
- Household Income

Option to Exclude or Adjust our Bid (Bid Modifier)



Google



Location

<input type="checkbox"/>	Targeted location	Campaign	Bid adj.
<input type="checkbox"/>	40.0 km around 13.694430,100.542378	D7] Remarketing Display	-30%
<input type="checkbox"/>	20.0 km around (13.694430, 100.542378) (custom)	D7] Remarketing Display	-

Parental Status

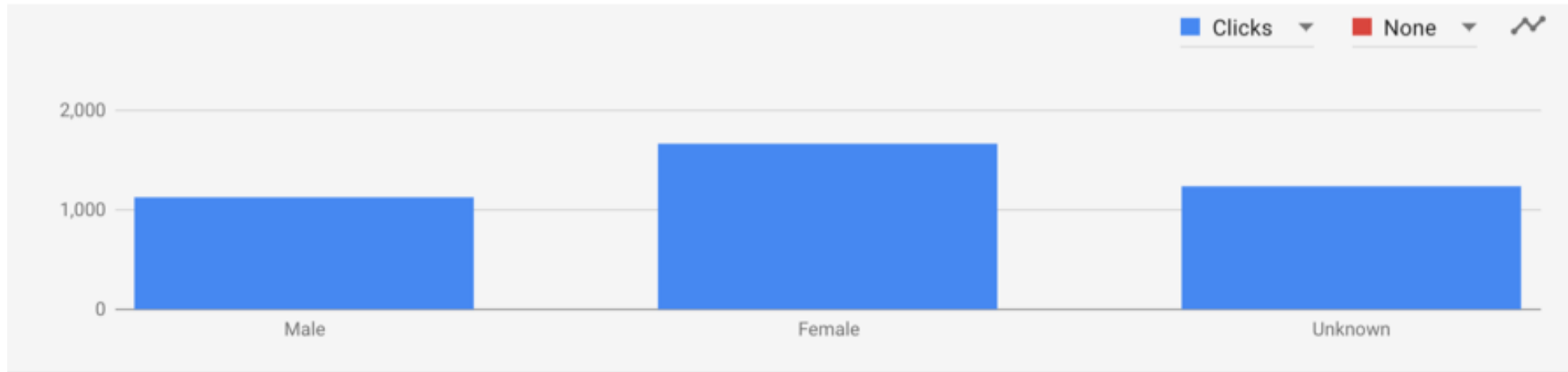


ADD FILTER | Ad group view | SEGMENT | COLUMNS | DOWNLOAD | EXPAND

<input type="checkbox"/>	<input type="radio"/>	Parental status	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	Not a parent	Excluded from ad group	0	0	0.00%	THB0.00	THB0.00	0.00	THB0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	Parent	Eligible	2,494	343,320	0.73%	THB2.22	THB5,547.28	28.00	THB198.12	1.12%
<input type="checkbox"/>	<input checked="" type="radio"/>	Unknown	Eligible	1,524	286,527	0.53%	THB2.53	THB3,860.73	18.00	THB214.48	1.18%



Gender

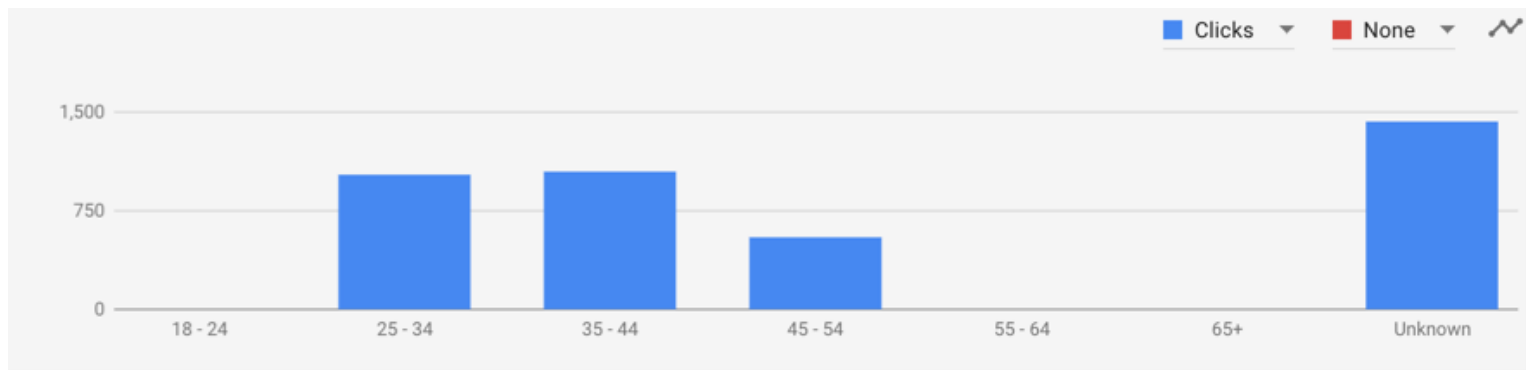


Ad group view

<input type="checkbox"/>	<input checked="" type="radio"/>	Gender ↑	Status	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	Female	Eligible	—	1,660	225,963	0.73%	THB2.19	THB3,628.57	17.00	THB213.45
<input type="checkbox"/>	<input checked="" type="radio"/>	Male	Eligible	+25%	1,126	141,110	0.80%	THB2.02	THB2,272.41	17.00	THB133.67
<input type="checkbox"/>	<input checked="" type="radio"/>	Unknown	Eligible	—	1,232	262,834	0.47%	THB2.85	THB3,507.03	12.00	THB292.25



Age

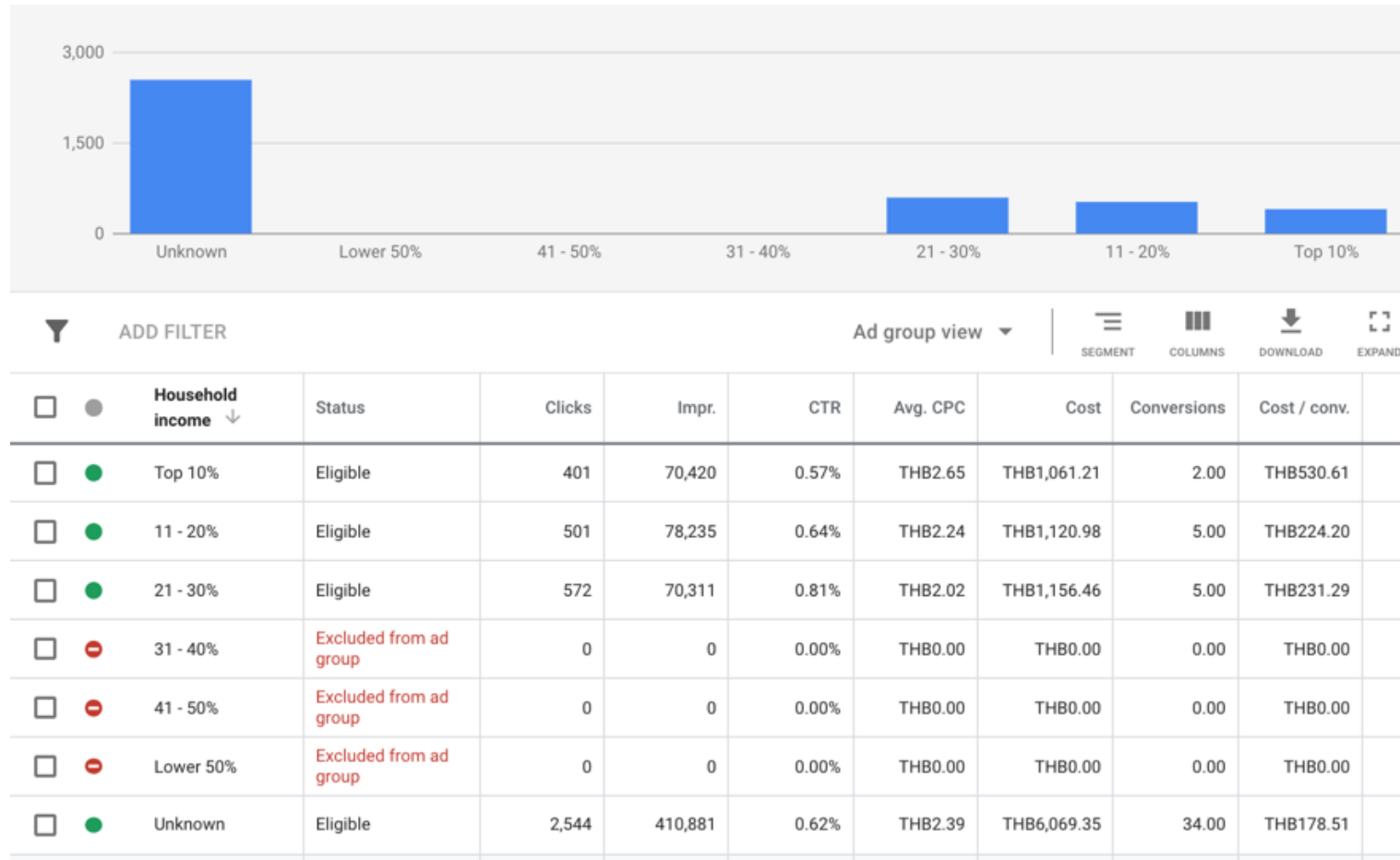


ADD FILTER Ad group view

<input type="checkbox"/>	<input checked="" type="radio"/>	Age ↑	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	18 - 24	Excluded from ad group	0	0	0.00%	THB0.00	THB0.00	0.00	THB0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	25 - 34	Eligible	1,014	93,548	1.08%	THB1.68	THB1,706.44	9.00	THB189.60
<input type="checkbox"/>	<input checked="" type="radio"/>	35 - 44	Eligible	1,042	151,308	0.69%	THB2.36	THB2,454.05	17.00	THB144.36
<input type="checkbox"/>	<input checked="" type="radio"/>	45 - 54	Eligible	540	115,132	0.47%	THB2.97	THB1,606.20	1.00	THB1,606.20
<input type="checkbox"/>	<input checked="" type="radio"/>	55 - 64	Excluded from ad group	0	0	0.00%	THB0.00	THB0.00	0.00	THB0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	65+	Excluded from ad group	0	0	0.00%	THB0.00	THB0.00	0.00	THB0.00



Household Income



Google Display Network – Targeting Options


Advertisement

Microsoft 365

เมื่ออาชีพด้านไอทีเปลี่ยนมาใช้งาน Modern Desktop แล้ว ชมเคล็ดลับสั้นๆ

Ad ▾

อ่าน ebook



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Football Rugby union Cricket Tennis Cycling F1 Golf US sports

Sport

● **Live / Fulham v Liverpool: Premier League**

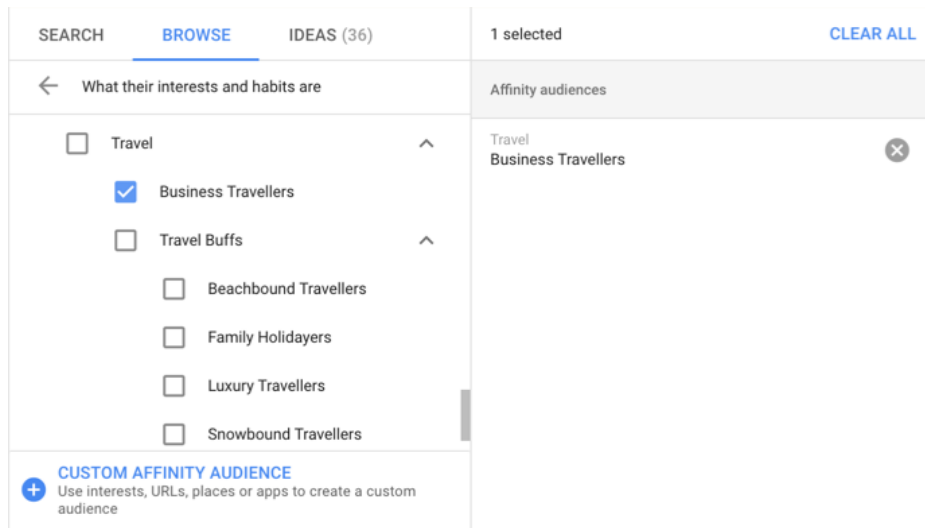
Minute-by-minute report: Will Liverpool be able to go back to the top of the league against lowly Fulham? Join Rob Smyth to find out



● **Live / Millwall v Brighton: FA Cup quarter-final**

European roundup / Genoa condemn Juve to first Serie A defeat of season

Waiting for ad.360yield.com...



Affinity Audiences

Long term interests and habits.

*Example – Hotels targeting direct bookings for **Business Travellers***

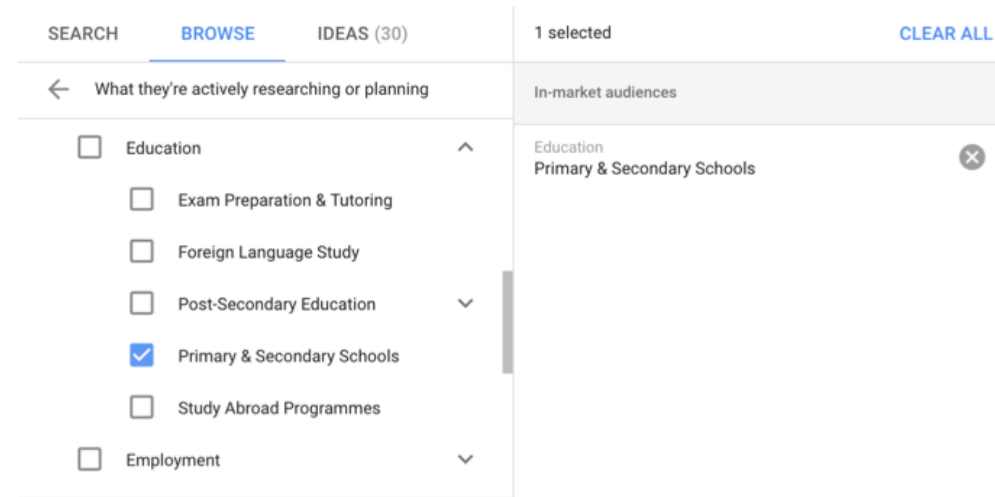
*Finance Company's targeting **Avid Investors***

In Market Audiences

Actively Researching in last 7 days

*Example – Parents Looking at **Primary & Secondary Schools***

*Car Dealers targeting people looking at **New and Used Cars***



Audience name
Custom Intent - International Schools

Enter keywords and URLs related to products and services that this audience is actively researching. [Learn more](#)

Related keywords and URLs

- international schools in bangkok
- international school bangkok thailand
- best international schools in bangkok
- www.thethailandlife.com/international-schools-bangkok (URL)
- www.isat.or.th/schools (URL)
- www.thailandstarterkit.com/education/international-schools-in-bangkok/ (URL)
- www.international-schools-database.com/in/bangkok (URL)



Topic

Websites which fall under a certain Topic

Example – Advertising a Plant Based supplement to help with Digestion

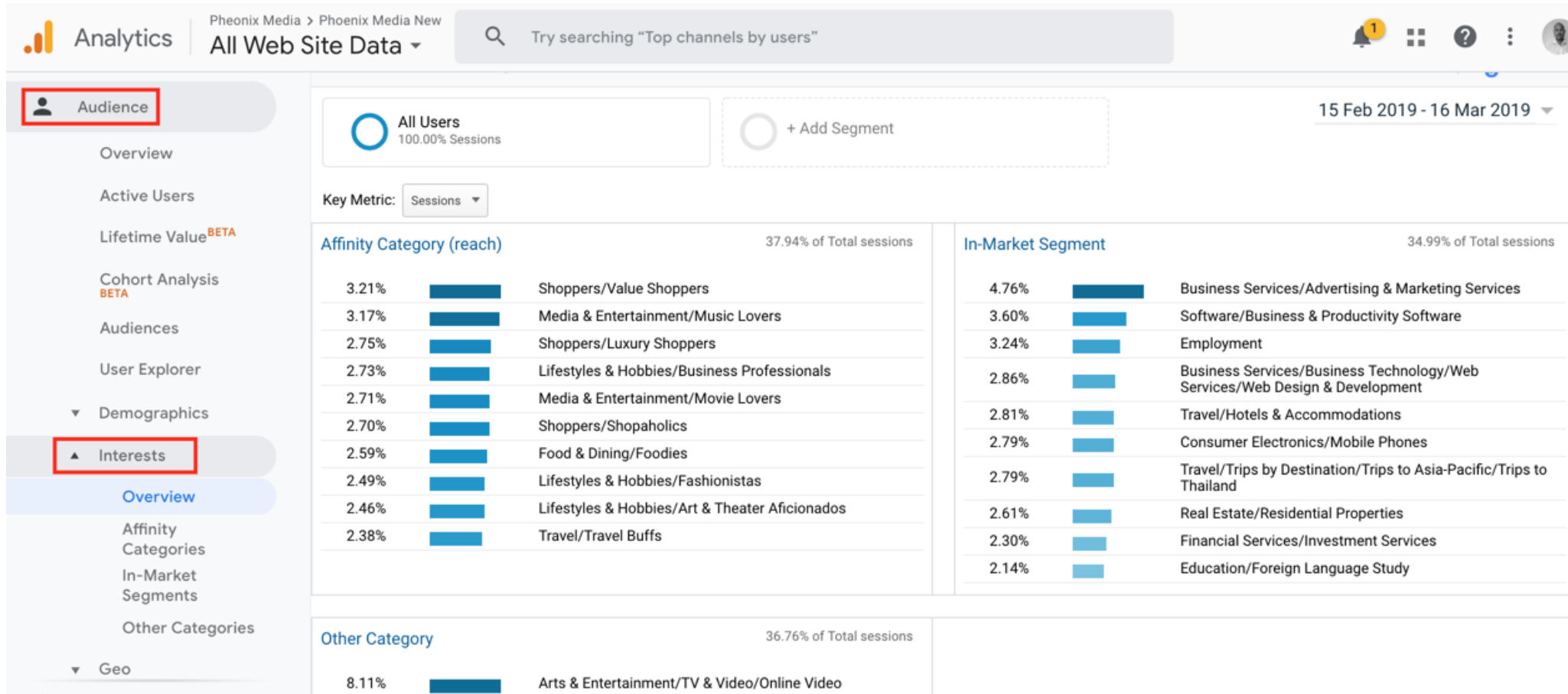
Custom Intent

Actively researching based on Keywords and URLs

Search by word, phrase or URL	1 selected	CLEAR ALL
<input type="checkbox"/> Games		
<input type="checkbox"/> Health		
<input type="checkbox"/> Ageing & Geriatrics		
<input type="checkbox"/> Alternative & Natural Medicine		
<input type="checkbox"/> Acupuncture & Chinese Medicine		
<input checked="" type="checkbox"/> Cleansing & Detoxification		
<input type="checkbox"/> Health Conditions		
<input type="checkbox"/> Health Education & Medical Training		
<input type="checkbox"/> Health Foundations & Medical Research		

Health > Alternative & Natural Medicine
Cleansing & Detoxification

Example of analytics audience



Remarketing



Build Audiences by creating Goals for specific pages or actions on your website

Property [+ Create Property](#)

Phoenix Media New

- Property Settings
- User Management
- Tracking Info
- PRODUCT LINKING
 - Google Ads Linking
 - AdSense Linking
 - Ad Exchange Linking
- All Products
- Postbacks
- Audience Definitions
 - Audiences**
 - Dynamic Attributes
 - Custom Definitions
 - Data Import

Audiences

Create audiences to engage with your users through Google's Audience marketing integrations, like Remarketing Lists for Search Ads and Remarketing on the Google Display Network, or with users who return to your site with Google Optimize 360. [Learn More](#)

[+ NEW AUDIENCE](#) | [Import from Gallery](#) | Status: **All** | **Open** | Search

<input type="checkbox"/>	Name	Description	Date created	Last modified	Membership	Type
<input type="checkbox"/>	/blog/	Page: contains "/blog/"	15 Feb 2018	16 Feb 2018	Open	Google Ads Analytics
<input type="checkbox"/>	All Users	All Users	12 Feb 2018	8 Apr 2018	Open	Google Ads Analytics
<input type="checkbox"/>	Blog Outreach List EN	Page: contains "/blogger-outreach-services/"	12 Feb 2018	12 Feb 2018	Open	Google Ads Analytics
<input type="checkbox"/>	Blogger Outreach TH	Page: contains "/th/content-outreach-services/"	12 Feb 2018	12 Feb 2018	Open	Google Ads Analytics
<input type="checkbox"/>	Google Shopping	Page: contains "/google-shopping-finally-coming-thailand/" Page: contains "/google-shopping-จะมาในเมืองไทยหรือไม่/" Page: contains "/what-we-do/google-shopping-ads/" Page: contains "/th/google-shopping-ads/"	9 Aug 2018	13 Mar 2019	Open	Google Ads Analytics
<input type="checkbox"/>	New Users	User Type: "New Visitor"	24 Jul 2018	24 Jul 2018	Open	Google Ads Analytics
<input type="checkbox"/>	Remarketing Thai	Page: contains "/th"	8 Apr 2018	8 Apr 2018	Open	Google Ads Analytics



Create Your Own Audience

CUSTOMER AVATAR

AVATAR NAME

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status

#/Age of Children

Location:



CHALLENGES & PAIN POINTS

Challenges:

Pain points:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:



THE COMPLETE GUIDE TO FACEBOOK AD TARGETING

DEMOGRAPHICS

LOCATION

- Physical Location
 - Region
 - Country
 - City
 - Zip/Postal Code
 - Address
 - Market Area
- Relation to Location
 - Everyone in this location
 - People who live in this location
 - People recently in this location
 - People traveling in

HOME

- Homeownership
 - First Time Homebuyer
 - Homeowners
 - Renters
- Household Composition:
 - Family-based Households
- Home Type
 - Apartment
 - Condo
 - Home Value [\$50k - \$2M+]
 - MultiFamily Size
 - Property Size

WORK

- Office Type
 - Home Office
 - Small Business
 - Small Office
- Industries
 - Administrative
- Employers
 - Job Title
 - IT & Technical

Q & A

Thank You



DIGITAL DIGITAL 3

WORKSHOP SERIES EPISODE

“AUDIENCE INSIGHTS”

WEDNESDAY 20 MARCH 2019



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MOVE AHEAD MEDIA



ROB WEE
PHOENIX MEDIA



@GLOWFISH SATHORN