




# How to

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**Build Facebook  
Custom Audience  
from Blink**

## Log in to Blink Merchant Portal



Welcome to Blink! 🍌

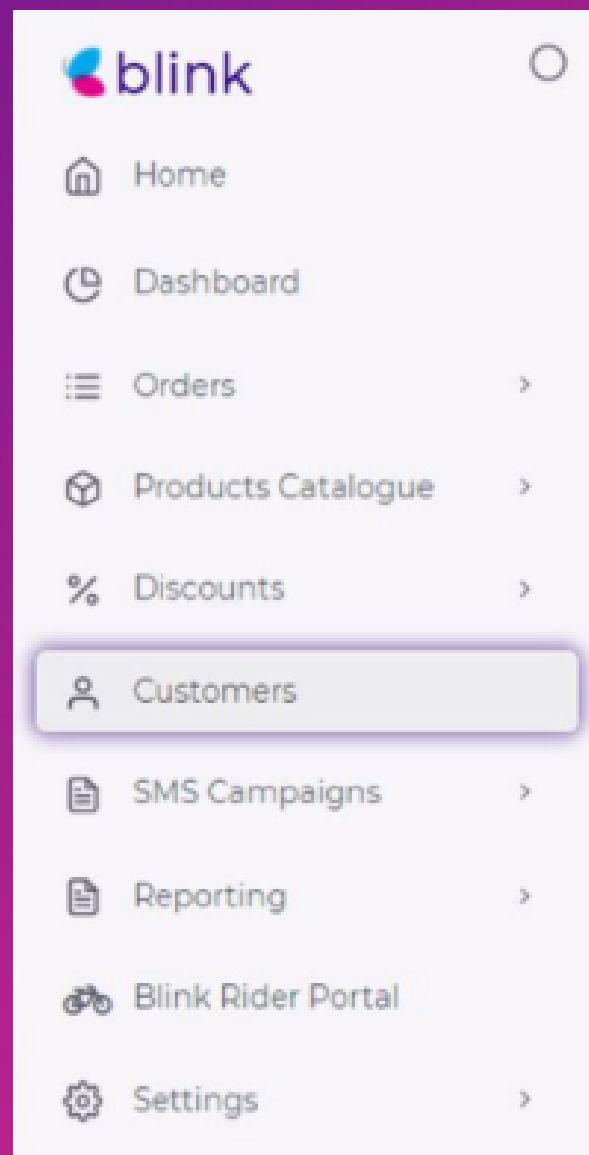
Please sign-in to your account and start the adventure

Username

Password

**Sign in**

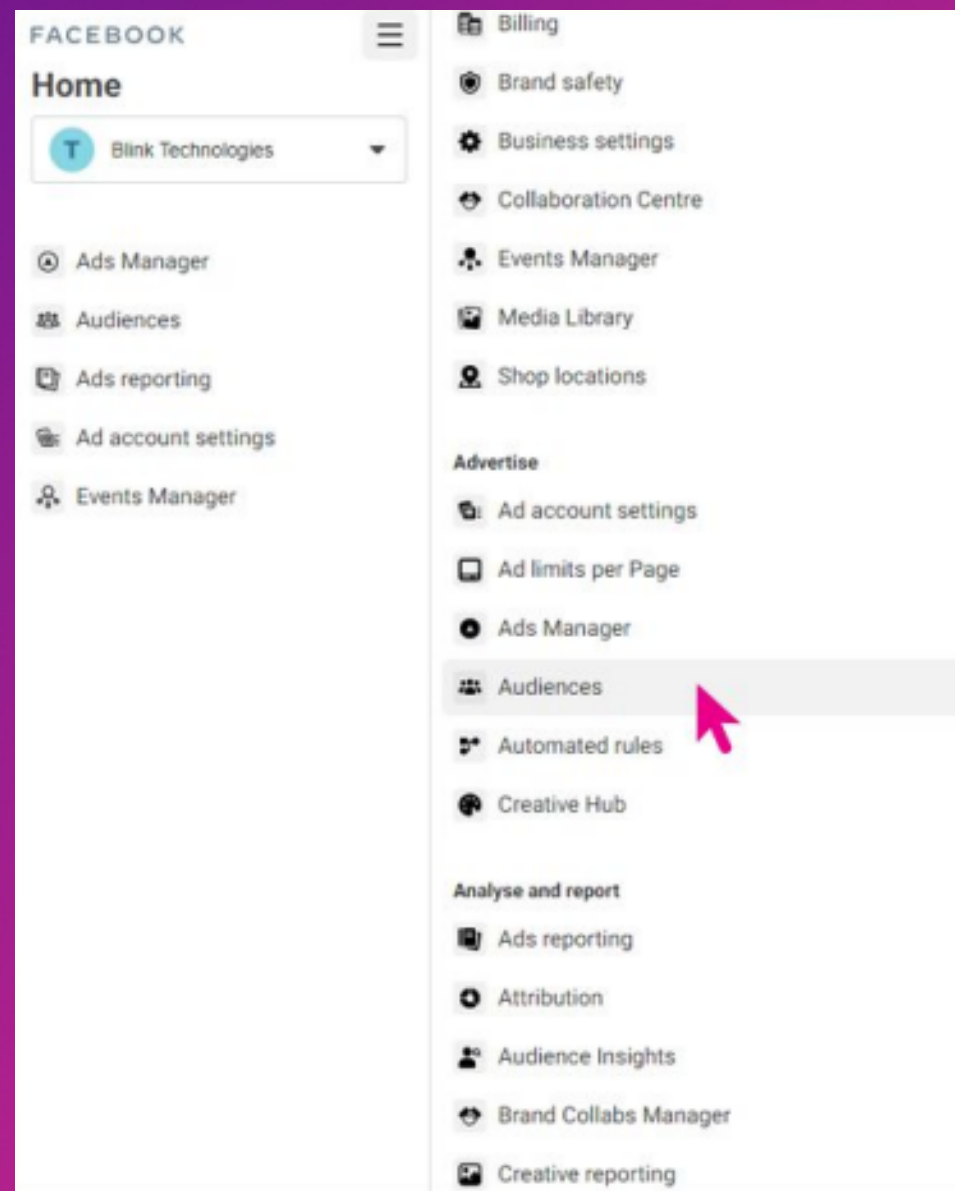
Navigate to Customers on the left panel



Filter-down customers >  
click on Custom Audience Template to export

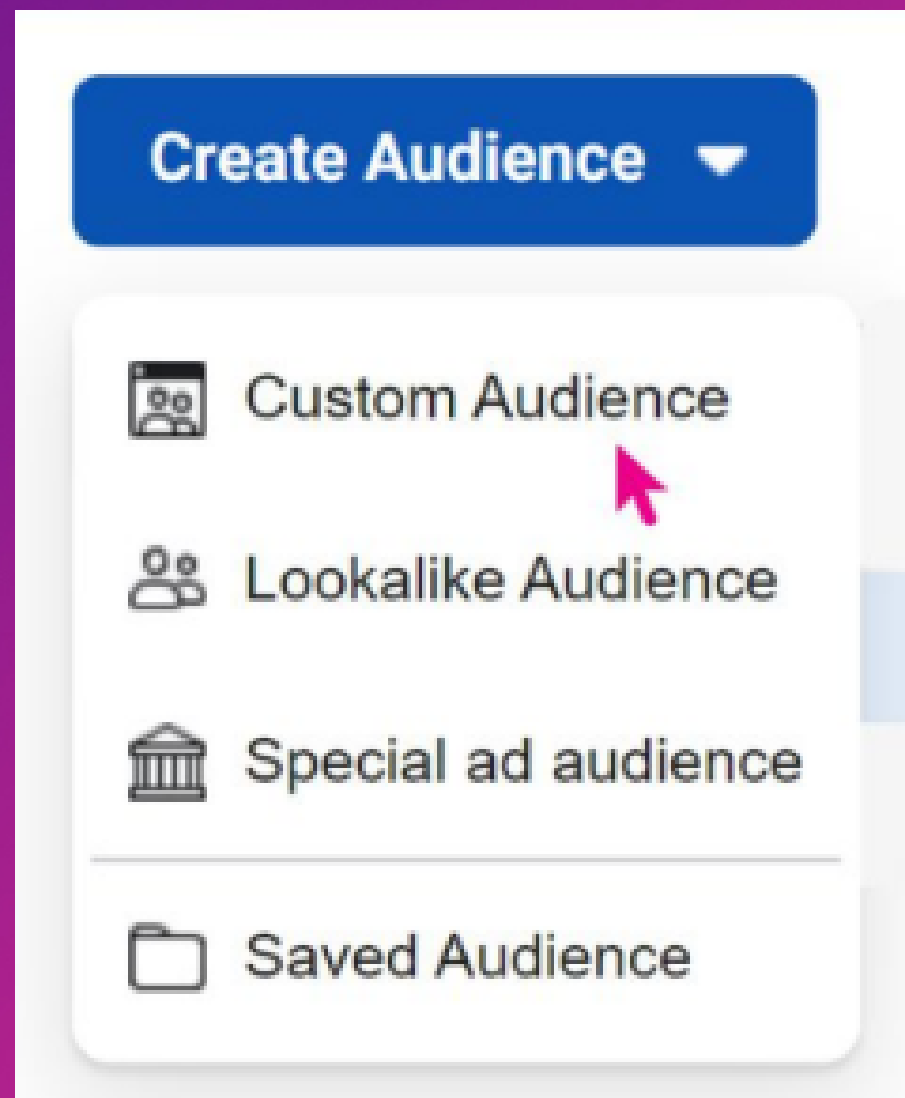
 Custom Audience Template

Go on Facebook Business Manager >  
Navigate to Audiences from the Left Panel





Create Click Audience >  
Custom Audience



## Select Customer List > Click Next

**Choose a Custom Audience source** ✕

Connect with people who have already shown an interest in your business or product.

**Your sources**

☐ Website

☒ Customer list

☐ App activity

☐ Offline activity

**Facebook sources**

☐ Video

☐ Instagram account

☐ Lead form

☐ Events

☐ Instant Experience

☐ Facebook Page

☐ Shopping

☐ On-Facebook listings

? Cancel Next

Select Yes > Click Next

Create audience from a list

☒ Prepare list

☒ **Select list type**

☐ Add customer list

☐ Map identifiers

☐ Upload

☐ Confirmation

Select list type

Does your list include a column for customer value?

Customer value is a value associated with your customers based on how much and how often they spend towards your business. Adding customer value as a column in your customer list allows you to create a value-based lookalike later on to find people who are similar to your most valuable customers.

email	phone	age	value
-----	-----	-----	-----
-----	-----	-----	-----
-----	-----	-----	-----

☒ **Yes**

Customer value is included in my customer list

☐ **No**

Continue with a customer list that doesn't include customer value



Click Next

Create audience from a list

Prepare list

Select list type

Add customer list

Map identifiers

Upload

Confirmation

Prepare your customer list

★ Easily update customer lists

Now, after you create a customer list Custom Audience, you can update it in Audience Manager by replacing your customers with a new list. This will also update any ad sets and lookalikes that use it, and won't reset your campaign learning phase.

[Update existing customer list Custom Audience](#)

How to prepare your customer list

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate. Before the list is sent to Facebook for your audience to be created, we use a cryptographic security method known as hashing, which turns the identifiers into randomised code and cannot be reversed. [Learn more](#)

Import from Mailchimp

Download file template

See formatting guidelines

Include at least one main identifier ⓘ

Email address

Phone number

Mobile advertiser ID

Facebook app user ID

Facebook Page user ID

First name

Surname

Include more identifiers ⓘ

City

County/Region

Country

ZIP/Postcode

Date of birth

Year of birth

Gender

Age

Add value information to create a value-based lookalike ⓘ

Customer value

Back

Next

# Click Import & Create

Create audience from a list

Prepare list

Select list type

Add customer list

Map identifiers

Upload

Confirmation

Map identifiers

Map your columns to identifiers to upload your list. Your data will be hashed before it's uploaded. [Learn More](#)

7 columns are mapped and will be uploaded. Please correct the errors before continuing.

Email address

Phone number

First name

Surname

City

Country

Customer value

Mapped (7)

Action needed (1)

Map column to identifier		Formatting guidelines	Example
<div>value</div> <div>25067.120000000002</div> <div>8888.1</div> <div>7178</div> <div>6142</div>	<div>Customer value</div>	<div>We support a numeric value, such as customer lifetime value or predictive lifetime value.</div>	<div>0</div> <div>0.1</div> <div>3</div> <div>20</div>
<div>email</div> <div>rxca@bomco.io</div> <div>draxv@gmail.com</div> <div>almustang247@gmail.com</div> <div>talhahad01@hotmail.com</div>	<div>Email address</div>	<div>We accept email addresses in up to three separate columns. Only one email address can go in each cell. All universal email address formats are...</div>	<div>Emily@example.com</div> <div>John@example.com</div> <div>Helena@example.com</div>
<div>phone</div> <div>+923152708883</div> <div>+923008223331</div> <div>+923070229712</div> <div>+923312080038</div>	<div>Phone number</div>	<div>Phone numbers must include a country code to be used for matching, even if they're all from the same country. For example, a one must...</div>	<div>1(222)333-4444</div> <div>001(222)333-4444</div> <div>+12223334444</div>
<div>fn</div> <div>Raza</div> <div>ARSHAD</div> <div>Ali</div> <div>Muhammad</div>	<div>First name</div>	<div>We accept first name and first name initial, with or without accents. Initials can be provided with or without a full stop.</div>	<div>John</div> <div>F.</div> <div>Emily</div>
<div>ln</div> <div>Haider</div> <div>VOHRA</div> <div>Mustafa</div> <div>Taha.Rhaid</div>	<div>Surname</div>	<div>We accept full surnames with or without accents.</div>	<div>Smith</div> <div>Sorensen</div> <div>Jacobs-Anderson</div>
<div>ct</div> <div>Karachi</div> <div>Karachi</div> <div>Karachi</div> <div>Karachi</div>	<div>City</div>	<div>We accept full names of towns and cities.</div>	<div>Merito Park</div> <div>Seattle</div> <div>London</div>
<div>country</div> <div>Pk</div> <div>Pk</div>	<div>Country</div>	<div>Countries must be provided as an ISO two-letter country code, even if they're all from the same country. As</div>	<div>US</div> <div>GB</div>

Back

Import and Create

# Upload the Exported File > Choose Customer Value > Name Your Audience

Create audience from a list

✓ Prepare list

✓ Select list type

● Add customer list

○ Map identifiers

○ Upload

○ Confirmation

Add customer list

Before uploading your list, make sure that you have enough identifiers in the correct format. The list needs to be in CSV or TXT format.

Download file template (.csv)

FB CSV Export (4).csv

Choose your customer value column ⓘ

Select the column in your list that represents customer value. You can get better results if you provide a varied range of customer values.  
[Learn More](#)

value,25087.1900000000002,8686.1,7176,6142

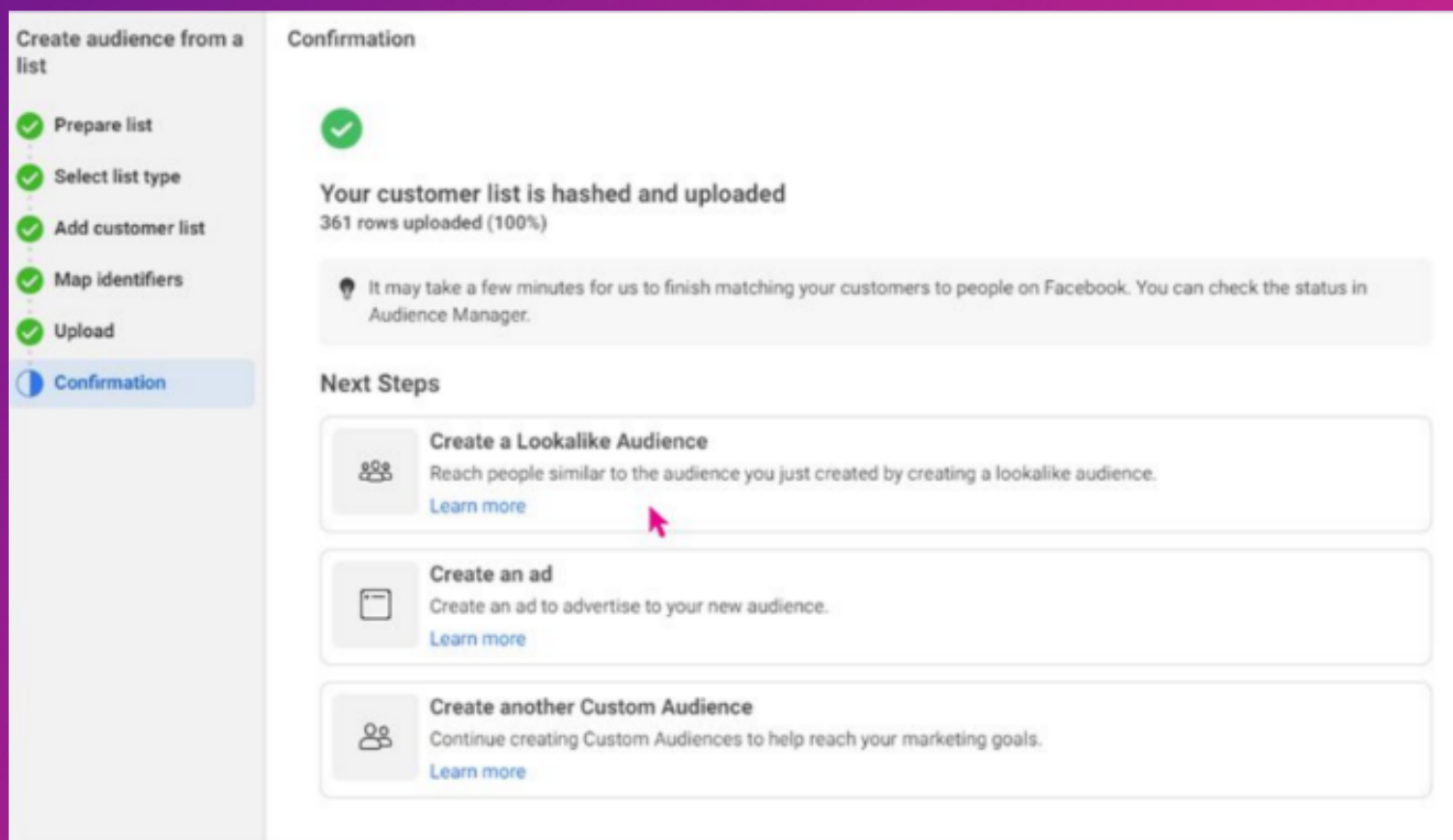
Name your audience

Customer List Blink

19/50

+ Add description

Done. Click on Create Lookalike Audience to Reach People Similar to the Audience You Just Created

A screenshot of the Facebook Audience Manager interface. On the left, a sidebar titled "Create audience from a list" shows a progress list with five steps: "Prepare list", "Select list type", "Add customer list", "Map identifiers", and "Upload", all marked with green checkmarks. The "Confirmation" step is highlighted with a blue circle and text. The main content area is titled "Confirmation" and features a large green checkmark icon. Below it, the text reads "Your customer list is hashed and uploaded" and "361 rows uploaded (100%)". A light gray box contains a lightbulb icon and the text: "It may take a few minutes for us to finish matching your customers to people on Facebook. You can check the status in Audience Manager." Below this, a section titled "Next Steps" contains three cards. The first card, "Create a Lookalike Audience", includes a group of people icon, the text "Reach people similar to the audience you just created by creating a lookalike audience.", and a blue "Learn more" link. A red mouse cursor is pointing at this link. The second card, "Create an ad", includes a document icon, the text "Create an ad to advertise to your new audience.", and a blue "Learn more" link. The third card, "Create another Custom Audience", includes a group of people icon, the text "Continue creating Custom Audiences to help reach your marketing goals.", and a blue "Learn more" link.

Select Audience Location > Select  
Audience Size > Click Create Audience

Create a Lookalike Audience

Select your lookalike source

Customer List Blink

Select audience location

Countries > Asia

Pakistan

Search for regions or countries

Browse

Select audience size

Number of Lookalike Audiences

1

547.4K

0%

1%

2%

3%

4%

5%

6%

7%

8%

9%

10%

A 1% lookalike consists of the people who are most similar to your Lookalike Audience source. Increasing the percentage creates a bigger, broader audience.

New Lookalike Audiences

1% of PK – Customer List Blink

Estimated reach

547,000 people

Cancel

Create Audience



# Voilà

You just created

1. Retargeting Audience
2. Lookalike Audience Based  
on your Customer List