Gerardo Perez:

Next up, we have our audience tab. This might be probably the most important tab in the group. As you can see here on the left hand side, there's a button that says Create Audience. You're going to have two options, custom audiences and lookalike audiences. One thing to mention is that you can't create a lookalike audience without first having a custom audience. So we're going to go ahead and start with custom audiences. As you can see here, you have multiple different types of audiences to choose from. Customer file, which is essentially your email list or a CSV file of previous customers, engagement, app activity, website traffic, and lead generation. In this case, we're going to be using website traffic.

Here it's asking us to define our audience. We have a lot of different options to choose from so let me walk you through it. You'll notice that these actions match up to your pixel events. So as you can see here, you have multiple different options to choose from. I'm going to go ahead and give you one of my favourite scenarios and applications for custom audiences. In this case, we want to select Add To Cart, and we can pick a selected date range. Depending on your audience sizes and how much website traffic you have, you may want to go slimmer or broader. If you currently don't have a lot of website visits or traffic, I do suggest that you go on the higher side for these ranges to be able to populate your audiences more densely. In this case, I'm just going to leave it at 30. In addition to that, it's going to ask you to select a specific pixel so we're going to go ahead and select the pixel that we previously created.

You can also add more rules and parameters to either broaden or narrow your audience, but for now we're going to leave that alone. When it comes to naming your audience, the cleaner, the better. In this case, we're just going to name it ATC 30 Days. Lastly, we're going to enable auto refresh. I do suggest that you leave this on unless you have a very specific scenario, but this essentially allows TikTok to check back into the pixel to pull in new audiences within those specific time ranges. You'll notice under Availability that it currently says Unavailable. Of course, we are operating with a dummy pixel right now so we're not going to actually have that audience size loaded. At times, you'll actually see the audience sizes can be too small and they won't actually populate. If that's the case, I do suggest that you broaden your date ranges from 30 to a little bit bigger, like 60 or something like that to see if you can actually scrape in those audiences.

While we're here, I want to create a second custom audience. Similar to our ATC 30 Days, we're also going to be using website traffic. This time, instead of Add To Cart, we're going to be selecting Complete Payment in that same 30 day date range. As you can see here, we also have the option to exclude people. I don't necessarily like doing that. What I'd rather do is create those separate audiences and then at the add group level, when you have the option to include certain audiences, you do, and when you have the option to exclude certain audiences, you insert that as well. It's a little bit more manual, but in my opinion, it keeps things cleaner. Now that you have these two custom audiences, you can essentially create retargeting audiences as well as long as you have big enough population sizes.

As I mentioned, these audiences take time to populate, but once they actually do populate, I want you to check back in and select Create Lookalike Audience. I know you've learned a massive amount so far and one of the most important things is actually applying your knowledge, so if at any point you feel like you need to take a break and start applying these things, I encourage you to do so and visit back with me.