



f SYNDICATED AUDIENCES



Q | Where to Find the Audiences

Turning on Alliant Audiences in Facebook is as Easy as 1-2-3

1 Identify the Alliant audiences you would like access to in your account. For a list of all available segments, ask your Alliant account manager.

2 Provide your Facebook Ad ID to Alliant, along with the audiences you would like to activate. We'll take it from there and let you know when the audiences are available.

3 Navigate to the Audience section of Ad Set Creation, go to Detailed Targeting, and select More Categories. There you will find all of your requested segments and be ready to start targeting powerful transaction-driven audiences!

*Powered by LiveRamp/Acxiom

The screenshot shows the Facebook Ads Manager interface. A yellow box highlights the 'Ads Manager' header. The left sidebar shows the navigation menu with 'Audience' selected under the 'Ad Set' section. A yellow callout box points to 'Audience' with the text 'Navigate to 'Audience' section'. The main content area shows the 'Audience' configuration page. A yellow callout box points to the 'Detailed Targeting' section with the text 'Scroll to 'Detailed Targeting' section'. The 'Detailed Targeting' section is expanded, showing a dropdown menu with 'Alliant' selected. A yellow callout box points to the 'Alliant' option with the text 'Click on dropdown menu to find 'Alliant''. Other visible options in the dropdown include 'Demographics', 'Interests', 'Behaviors', 'More Categories', 'Facebook Categories', 'Partner Categories By Request', and 'Acxiom'. The 'Audience' configuration page also shows options for 'Custom Audiences', 'Locations' (set to 'United States'), 'Age' (18-65+), and 'Gender' (All).

Frequently Asked Questions



How do I find my Ad ID?

When you advertise on Facebook, your ad accounts and your ads are given unique ID numbers. You can:

- Find your ad account ID number in the Account dropdown menu in Ads Manager and Power Editor
- Find your campaign, ad set and ad ID number by customizing your columns in Ads Manager and Power Editor
- Find your ad account ID number in your browser's address bar in Ads Manager and Power Editor
- Find your campaign, ad set and ad ID number in your browser's address bar in Ads Manager and Power Editor

For details on each, visit [Facebook's Ad Manager Basics](#) page.

Are there any fees associated with activating audiences in my account?

There are no costs to turn on Alliant audiences in your Facebook account. The audiences will simply be available in your account for when you decide to use them.

Do I have to contract and pay Alliant directly when I use the audiences?

No, Facebook manages the costs associated with Partner Categories for you automatically. To ensure you don't pay more than your set bid amount, their system reduces your bid in the auction by no more than 15% to cover any associated data costs.

For more information, visit [Facebook's Core Audiences](#) page.

How long can I target the audiences?

Once they are activated in your account, the audiences will always be available and refreshed for your use.

What audiences are available for use?

Alliant makes over 200 segments available in Facebook across key advertising categories such as: auto, brand specific buyers, purchase transactions, demographic, and home renovation.