

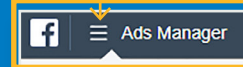


f SYNDICATED AUDIENCES

Turning on Alliant Audiences in Facebook

- 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 Click on dropdown next to **Ads Manager** in the top left corner of the window. Under Assets select Audiences.
- 4 Select **Create Audience** and then, **Saved Audience**. Next, select Detailed Targeting and click on Browse, followed by More Categories, Partner Categories by Request, Acxiom, Alliant, Response Performance, and then select one of the audiences Alliant has uploaded to your account.

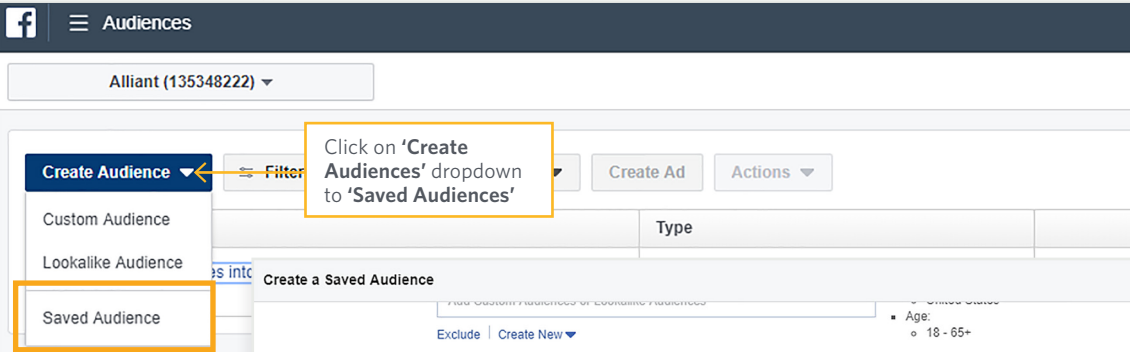
Start here with the dropdown menu



Navigate to 'Audiences' under Assets section

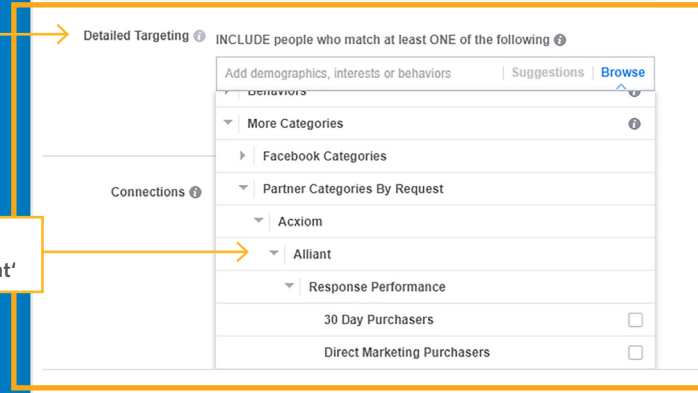


Click on 'Create Audiences' dropdown to 'Saved Audiences'



Scroll to 'Detailed Targeting' section

Click on dropdown menu to find 'Alliant'



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.