


Syncing Bluecore Audiences to Facebook

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After you've completed the [Facebook integration](#) with Bluecore, the next step is to setup a campaign to sync to Facebook on a specified cadence. Once configured, this will run automatically without requiring updates.

 To use an audience across multiple ad accounts, sync the audience to one account using [Facebook's Shared Audiences](#).

To learn more about how to create effective campaigns, see how to [optimize your campaigns with Bluecore Advertise](#).

Create a campaign

After an audience has been created, the next step is to add an audience to a new campaign or an existing campaign.

1. Navigate to  **Campaigns > Advertise > Campaigns**.
2. Click **New** in the upper right-hand corner.
3. Then, click **Create New Campaign**.
4. Select the **Facebook Channel**.
5. Click **Next**.
6. Enter a **Campaign Name**. This is only visible within Bluecore.
7. Select an **Audience**.
8. Configure a **cadence** for the campaign to sync. For example, once, daily, weekly, monthly.
9. Select **Facebook** from the drop-down menu of where to sync the audience.

What audience would you like to target?

Target any customers in

Cart Abandonment

+ Add Audience

When do you want to send your campaign?

☐ Once Only
☒ Daily

Start Date/Time

3/4/2020
Wednesday
9:30pm
EST

Stop Date/Time

8/1/2020
Saturday
9:30pm
EST

☐ Weekly
☐ Monthly

Where would you like to sync your audience?

Facebook

10. Click **Save and Continue** in the lower right-hand corner.
11. Click **Edit** on the Campaign Settings in the Campaign Summary.
12. Enter a **Facebook Audience Name**. This is visible within Facebook after the sync.
13. Click **Save**.
14. Click **Save and Launch Campaign**.

FAQ

Q: What is the audience name created in Facebook?

- A: The audience name in Facebook is the same as what's configured on the campaign summary page, in step 14. In addition to the name entered, Bluecore prepends a prefix (*Bluecore*) before the audience name and appends date as the suffix.