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.

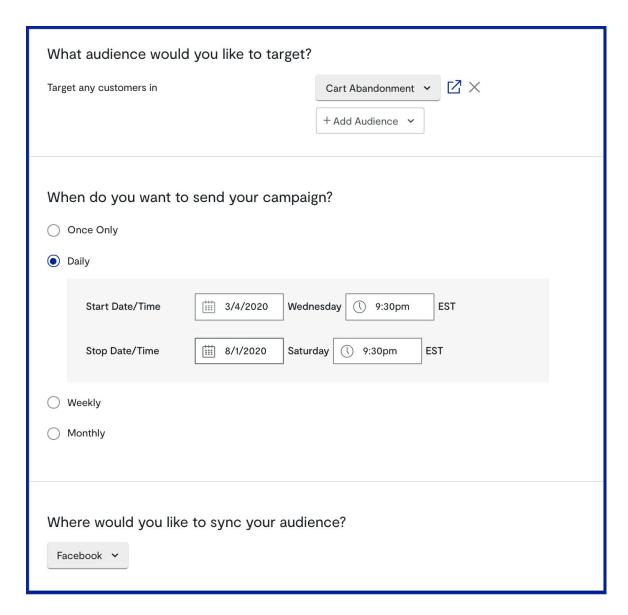
(i) To use an audience across multiple ad accounts, sync the audience to one account using Facebook's Shared Audiences.

To learn more about how to create effective campaigns, see how tooptimize 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.



- 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.