


# Integrate with Facebook

08/06/2025 5:40 pm EDT

Target shoppers with paid social ads on Facebook using Bluecore's audiences with Facebook's Custom Audiences. Custom Audiences allows marketers to upload email lists to match to Facebook users for enhanced audience segmentation. Using the email list audience upload functionality, email lists typically have about a 50% match rate on Facebook. For example, if you sync 1,000 email addresses to Facebook, about 500 of them will be targeted within the Facebook platform.

 The minimum audience size to sync is 1000 emails (or a ~2000 person Bluecore list, given the 50% match rate).


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

## Before you start

You must have an existing integration with Bluecore to use audiences with Facebook. This connection requires additional setup. Please contact your Client Success Manager (CSM) to upgrade.

Before getting started, please be sure you've completed the below steps.


1. Contact your CSM to enable the Facebook integration within your account. After this has been enabled, the integration will appear in the integration marketplace.
2. Create a [Facebook Business Manager](#) account to then be able to [create an Ad Account](#). The Ad Account is what will be connected to Bluecore within the next few steps.
3. After the Ad Account has been created, locate your Ad Account ID.

 Ad Account ID is to be provided to Bluecore, not the Business Manager Account ID. If this is managed by an agency, please have them confirm this step.

## Integrate in Bluecore

Before completing the follow steps, be sure to have created a Facebook Business Manager account and a Facebook Ad Account, as mentioned previously. The Ad Account is the connection between Bluecore and Facebook.

You will need the Ad Account ID (not Business Manager Account ID) in the below steps.

1. Login to your **Bluecore account**.
2. Navigate to  **Data > Integrations**.
3. Click **New Integration > Marketplace**.
4. Search for the **Facebook module** in the integrations marketplace.

5. Click **Install** to add and install the Facebook module.
6. Enter the **Ad Account ID**.
7. Determine when the audience should expire. This can be set to any amount, but is set to two days by default.

**i** An audience expiration date is when the audience membership in Facebook is cleared and reset. Syncs are scheduled in Bluecore at the campaign-level. The value that is configured here is set as an expired value with all uploaded users. For example, if this is set to two days, such as Bluecore's default, everyone in the audience will be deleted from the corresponding Facebook audience and reloaded. If the value is set to never, users are maintained in the list for a maximum of 180 days from their last upload timestamp. If you select the audience to expire after two days, the cleanup of this audience will move users in and out based on the specified time frame.

The screenshot shows the 'INTEGRATIONS' section with 'Facebook' selected. On the left, there's a 'Facebook' logo and a section titled 'ABOUT THE INTEGRATION' which describes Facebook's reach and how the integration works for audience targeting. Below this are links for 'How to connect and use this integration >' and 'Remove from My Integrations >'. The main area is titled 'Authentication' and contains a warning: 'ACCOUNT SETTINGS - BLUECORE WILL REQUEST AD ACCOUNT ADVERTISER ACCESS TO THE AD ACCOUNT MENTIONED TO CREATE AND UPDATE AUDIENCES IN YOUR AD ACCOUNT'. Below the warning, there's a field for 'Account ID' with a masked value, and a dropdown for 'Audience expire after' set to '2 days'. At the bottom of this section is a 'Connect' button. At the very bottom of the form are 'Cancel' and 'SAVE' buttons. A red triangle icon with the text 'Uninstalled' is visible in the top right corner.

8. Click **Save** in the lower right-hand corner.
9. Click **Connect** to establish the integration.
10. Reach out to Bluecore to initiate the request for Bluecore to access your Facebook Ad Account.

## Integrate in Facebook

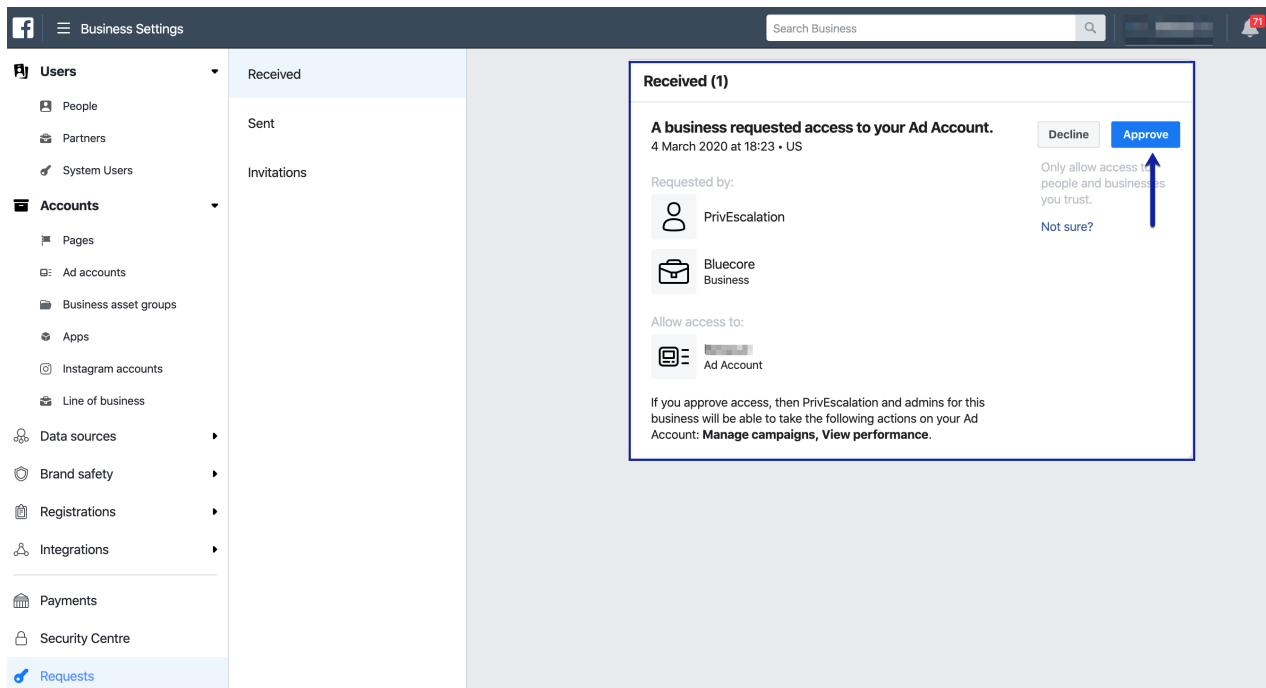
After you've completed the above set up in Bluecore, the next step is to give Bluecore permission to access your Facebook Business Manager account.

1. Navigate to your **Facebook Business Manager account**.
2. Go to the **Business Settings**.
3. Then **User Permissions**.

4. Click **Requests**.

5. Accept the **request** from Bluecore.

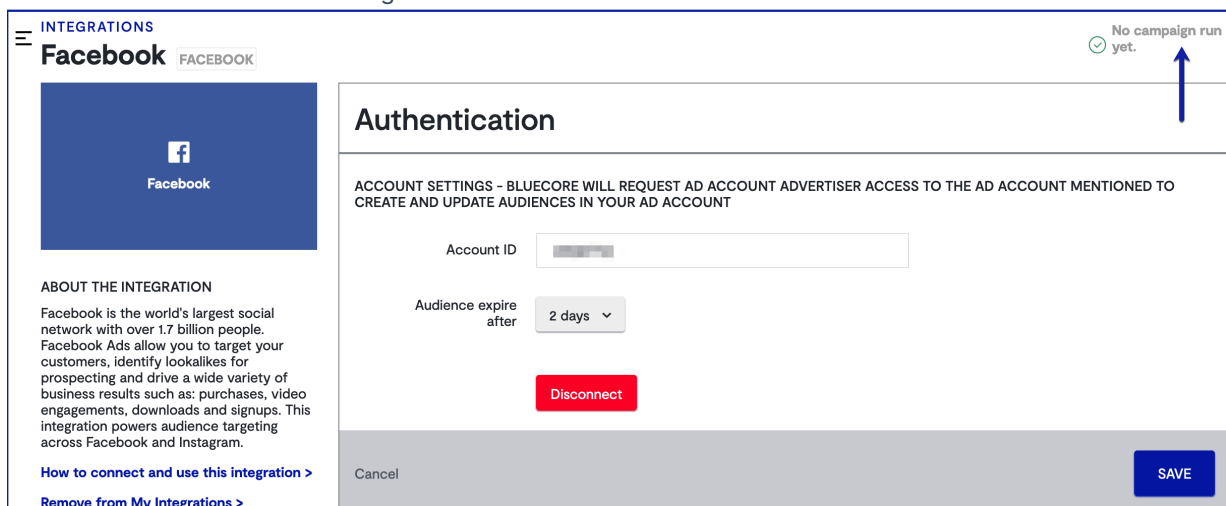
6. Reach out to Bluecore to confirm the request for access has been granted.



## Complete the integration

After you've completed the above steps in Bluecore and Facebook, navigate back to the integrations page in Bluecore.

You should see a success message that the connection has been established:



Your connection is now complete. Next, learn more about how to begin [syncing audiences](#) from Bluecore to Facebook.