


Facebook

08/07/2025 6:19 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.

INTEGRATIONS

Facebook

Facebook

ABOUT THE INTEGRATION

Facebook is the world's largest social network with over 1.7 billion people. Facebook Ads allow you to target your customers, identify lookalikes for prospecting and drive a wide variety of business results such as: purchases, video engagements, downloads and signups. This integration powers audience targeting across Facebook and Instagram.

[How to connect and use this integration >](#)

[Remove from My Integrations >](#)

Authentication

ACCOUNT SETTINGS - BLUECORE WILL REQUEST AD ACCOUNT ADVERTISER ACCESS TO THE AD ACCOUNT MENTIONED TO CREATE AND UPDATE AUDIENCES IN YOUR AD ACCOUNT

Account ID

Audience expire after 2 days

Connect

Cancel

SAVE

Uninstalled

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

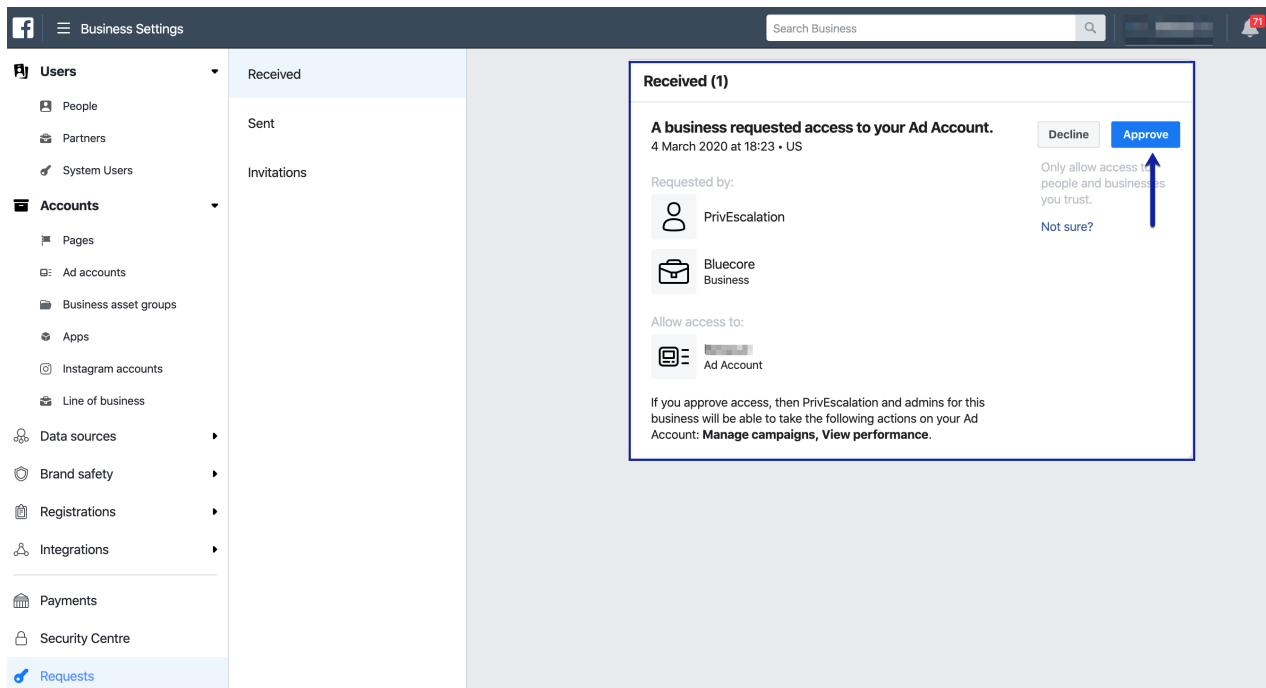
After you've completed the above set up in Bluecore, the next step is to give Bluecore permission to access your Facebook Business Manager account.

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.

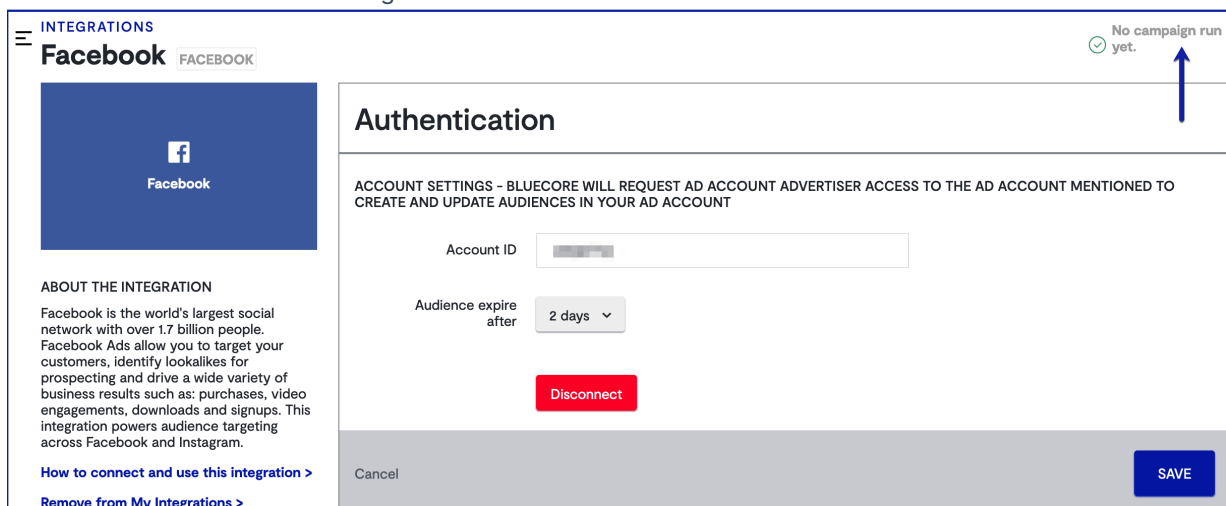
6. Reach out to Bluecore to confirm the request for access has been granted.



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.

Syncing Bluecore Audiences to Facebook


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.