

| Tactic | Description | Use Case |
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| Customer File | Upload customer data (emails, phone numbers, IDs) to reach existing users on Facebook. | Retargeting, reactivating dormant customers, cross-selling/upselling, loyalty programs. |
| Website Traffic | Target visitors based on pages visited, time spent, or actions taken on your website. | Retargeting website visitors, promoting specific products/services, nurturing leads. |
| App Activity | Create audiences based on user behavior within your app (actions, sections visited). | Re-engage app users, promote in-app purchases, personalize app experiences. |
| Offline Events | Reach people who interacted with your business offline (trade shows, events). | Offline campaign tracking, building omnichannel experiences, personalized retargeting. |
| Engagement | Target users who liked, commented, or interacted with your Facebook Page content. | Increase Page engagement, build community, promote specific posts/events. |
| Video | Reach people who watched your videos or took specific actions (watched specific duration). | Promote video content, reach engaged viewers, drive further action. |
| Forms | Target users who submitted forms on your Facebook Page or website. | Lead generation, nurturing qualified leads, conversion optimization. |
| Canvas Ads | Reach people who interacted with your interactive Canvas ad elements. | Enhance ad engagement, drive deeper product exploration, collect leads/information. |
| Lead Ads | Target users who submitted leads through your Facebook Lead Ads. | Lead generation, qualification, nurturing potential customers. |
| Instant Experiences | Reach people who interacted with your immersive Instant Experiences. | Showcase products/services interactively, drive brand awareness, capture leads. |
| Lookalike Audiences | Target new users similar to your existing high-value customers. | Audience expansion, find potential customers likely to convert, increase reach. |
| Advanced Custom Audiences | Enhance match rates and accuracy by combining data points (email, phone, name, etc.) in a single audience. | More precise targeting, segmenting valuable customers, personalized campaigns. |
| Custom Audiences from Partners: Leverage partner data (approved providers) to reach specific audience segments beyond Facebook's platform. | Access niche audiences, target specific interests/behaviors, expand reach to relevant groups. | |
| Custom Audiences from Offline Conversions: Track offline actions by uploading conversion data through the Conversions API. | Measure offline marketing effectiveness, connect online & offline efforts, personalize retargeting based on offline interactions. | |