

Tactic	Description	Use Case
<b>Video</b>	<b>Target people who:</b>	
	- Watched at least 3 seconds of your video	Retarget engaged viewers, promote longer videos, drive further action (website visits, purchases).
	- Watched a specific percentage of your video (e.g., 25%, 50%, 75%, 97%)	Target based on deeper engagement levels, promote specific video sections, highlight key benefits.
	- Completed other video actions (liked, commented, shared)	Target highly engaged viewers, build community around your videos, encourage further interaction.
	- Engaged with video ads (watched, clicked CTA)	Retarget ad viewers, offer additional information, convert interest into action.
<b>Instant Experience</b>	<b>Target people who:</b>	
	- Opened your Instant Experience	Retarget users who showed initial interest, showcase deeper product/service details, drive specific actions.
	- Interacted with specific elements (buttons, links, forms)	Target highly engaged users based on specific actions, offer relevant content/offers based on their interests.
	- Completed your Instant Experience	Retarget users who fully engaged with your content, offer exclusive promotions or personalized recommendations.
<b>AR Experience</b>	<b>Target people who:</b>	
	- Opened your AR Experience	Retarget users who started interacting with your AR content, pique their interest further, showcase additional experiences.
	- Interacted with specific elements within the AR Experience	Target users based on specific actions within the AR experience, personalize follow-up messages based on their engagement.
	- Completed your AR Experience	Retarget users who fully engaged with your AR content, offer exclusive rewards or discounts, encourage sharing with friends.
<b>Shopping</b>	<b>Target people who:</b>	
	- Viewed specific products in your shop	Retarget product page visitors, showcase related products, offer personalized recommendations.
	- Added products to their cart but didn't purchase	Encourage abandoned cart recovery, offer incentives to complete purchase, remind them of their interest.
	- Made a purchase in your shop	Retarget past customers, drive repeat purchases, showcase new products/services relevant to their preferences.
<b>Instagram Account</b>	<b>Target people who:</b>	
	- Engaged with your Instagram profile (liked, commented, followed)	Retarget Instagram followers/engagers, promote cross-platform engagement, drive traffic to your Facebook Page.
	- Visited your Instagram profile from a Facebook ad	Identify users interested in your brand from ad interactions, nurture their interest on Facebook, offer valuable content.
	- Interacted with specific Instagram content (posts, stories, reels)	Target highly engaged Instagram followers based on specific content interactions, deliver personalized messaging based on their preferences.
<b>Events</b>	<b>Target people who:</b>	
	- Responded to your event (interested, going)	Reach event attendees/potential attendees, share important updates/reminders, promote event live stream/recording.
	- Engaged with your event page (viewed, shared, commented)	Retarget users interested in your event, answer questions, encourage participation, build excitement.
	- Visited your event page from a Facebook ad	Identify users interested in your event through ads, nurture their interest, incentivize event registration.
<b>Facebook Page</b>	<b>Target people who:</b>	
	- Liked your Facebook Page	Retarget Page followers, increase engagement, promote new content/offers, build community.
	- Engaged with specific Page content (liked, commented, shared)	Target highly engaged Page fans based on specific interactions, offer exclusive content/discounts, personalize future communication.
	- Sent a message to your Page	Interact with users who directly reached out, answer questions, provide support, convert them into potential customers.