



## How to create a Lookalike of your GMASS search results

### **Facebook**

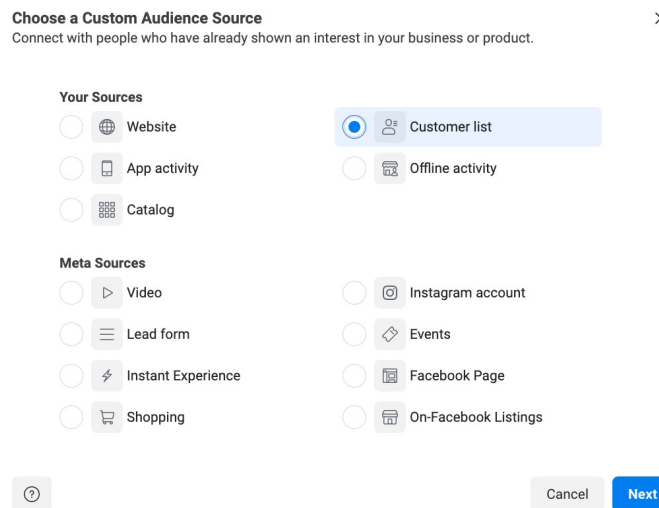
#### **Why?**

A lookalike audience is a way to reach people who are like the GMASS search results allowing you to create targeted + highly relevant campaigns.

#### **How?**

The GMASS search results will first need to be uploaded as a Custom Audience in the Audiences tab of Business Manager.

- [Follow these instructions to do this](#)



- [You can now create your Lookalike audience.](#) Use this link or follow the instructions below:
  1. Go to your [Audiences](#) in Facebook Ads Manager
  2. Select the Create Audience dropdown and choose Lookalike Audience
  3. Choose your source [the previously created GMASS custom audience]
  4. Choose the country/countries where you'd like to find a similar set of people
  5. Choose your desired audience size with the Slide. Select Create Audience

**Create a Lookalike Audience** [X]

Select your lookalike source

2020 Q3 GMAT Data.csv [X]

Create new source ▾

Select audience location

Countries > Asia

India

Search for regions or countries [Browse]

Select audience size

Number of lookalike audiences ⓘ

1 ▾

5.1M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

ⓘ A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

<b>New lookalike audiences ⓘ</b>	<b>Estimated reach</b>
1% of IN - 2020 Q3 GMAT Data.csv	5,100,000people

[?] [Cancel] **Create Audience**

## **Best practices**

- Consider filtering by age, gender, location and other interests will help you to define your audience further.
- When creating your lookalike audience, you can determine just how closely the lookalike audience matches the original custom audience (known as the source audience). You can broaden the size of your audience using the percentage slider. The closer to 1%, the closer to the original list. Closer to 10% will create a broader audience. Broader audiences can be cheaper, but less targeted.

## **LinkedIn**

LinkedIn's lookalike audiences combine the traits of the GMASS candidate with LinkedIn's member and company data to help you market to new professional audiences like potential candidates.

To create a lookalike audience follow [this link](#) or the instructions below:



1. [Sign-in to Campaign Manager](#).
2. Click Account assets and matched audience.
3. Create Audience and choose lookalike
4. Select a data Source from the data filters (this should be the original GMASS list that you have already uploaded as a custom audience)
5. Click the More icon to the right of the Audience name you want to create lookalike for and select Create lookalike from the dropdown.
  - i. You can also click the People icon in the top right of the page to create a lookalike audience.
6. A green popup screen will appear if your submission is successful.
7. Once your lookalike audience segment is created, it can take up to 48 hours (on a rare occasion, longer) for the generated audience count to be reflected on **the targeting page**.

### **Best Practices**

- For more information on using LinkedIn's Lookalike audience please [visit this link](#).

### **Top 3 Tips Before You Begin**

- Always have a set goal and budget in mind when running campaigns. You will need to spend time and money to post to this lookalike audience, even if you manage this project in-house. Consider what your end goal is - are you promoting an event? Sharing a video? Staying front of mind as deadlines approach? Consider how you will measure the campaign, and what success looks like to you.
- Speak to a professional social media marketer within your company for support - this can be a complicated project and guesswork can lead to lost investments of time and money. It usually pays to trust the experts. If there is nobody qualified on your team, consider reaching out to GMAC Media Solutions to outsource this work.
- Know your market and program - you'll need 1000 number of leads to create a reliable lookalike audience. Consider whether all the GMASS leads are relevant to a campaign - but keep in mind that the more granular your selection, the smaller the pool of candidates you will reach.



**Other helpful resources**

<https://sproutsocial.com/insights/facebook-lookalike-audiences/>

<https://www.facebook.com/business/help/164749007013531?id=401668390442328>