

Audience Solutions

Facebook Activation
User Guide

December 2022



bombora[®]

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Audience Solutions for Facebook

Introduction

Create relevant B2B audiences on Facebook for full-funnel activation. Bombora has integrations with Facebook's platform, enabling you to reach B2B data-enhanced custom audiences on Facebook.

Custom Audiences for Facebook

Bombora enables the creation of custom audiences for Facebook in two ways:


-  Reach B2B prospects on Facebook with greater scale and efficiency for branding and awareness campaigns
-  Utilize ABM or Company Surge® audiences to optimize messaging and content for product consideration
-  Drive ROI and engagement among your ICP using personalized advertising on Facebook




Use Account-Based Marketing (ABM) or a Company Surge® list of businesses demonstrating active Intent on topics of interest. Layer additional firm-level and persona-level attributes from below if desired.




Select firm-level and persona-level attributes from our expansive list of options below to build a custom audience.

 **Interest and Company Surge®**

- Target profiles at organizations with dramatically increased topics demand
- Select from 12,000+ topics
- Powered by the Data Co-op of 5,000+ websites

 **Company Size (employees)**

- 1 - 9
- 10 - 49
- 50 - 199
- 200 - 499
- 500 - 999
- 1,000 - 4,999
- 5,000 - 10,000
- 10,000+

 **Company Revenue**

- <\$1M
- \$1M - \$10M
- \$10M - \$50M
- \$50M - \$100M
- \$100M - \$200M
- \$200M - \$1B
- \$1B+

 **Industry**

- Agriculture
- Business Services
- Construction
- Consumer Services
- Cultural
- Education
- Energy, Utilities, & Waste
- Finance
- Gaming
- Government
- Healthcare
- Hospitality and Hotels
- Insurance
- Legal
- Manufacturing
- Media and Internet
- Military
- Non-Profit
- Real Estate
- Recreation
- Resource Extraction
- Retail
- Software
- Sports
- Telecommunications
- Transportation and Travel
- Wholesalers

 **Job Function**

- Building & Grounds Maintenance
- Compliance, Governance, & Risk
- Consultants
- Creative
- Education
- Engineering
- Finance
- Government
- HR
- Information Tech
- Legal
- Marketing
- Medical/Health
- Operations
- Public Interest
- Research
- Sales
- Scientists
- Service Industry

 **Other Attributes**

- Seniority
- NAICS and SIC codes
- Software Installation



Get Started

What you need

- 1 Facebook Business Account
 - <https://business.facebook.com/>
 - [Steps for creating a Facebook Business Account](#)
- 2 Facebook Business Account
 - [Steps for creating a Facebook Ad Account](#)
- 3 Bombora Business ID
 - 1723066267744507

Providing Bombora access to create your custom audience

Bombora can access your Facebook account in two ways in order to create your custom audience:

1. Partner Access: Bombora is added as a Partner with Manage Campaigns permission to an existing Ad Account. Bombora can then create custom audiences on your behalf and retrieve reporting information for the custom audiences created by us. This is the preferred method as Bombora will be able to retrieve reporting information for billing purposes. Refer to page 4 for instructions.
2. Shared Audience Access: Bombora creates a custom audience inside Bombora's Business Account and shares it with your Ad Account. This is not the preferred method because you will need to provide us with reporting information regularly for billing purposes. Refer to page 5 for instructions.

What Bombora needs to create your custom audience

Bombora can access your Facebook account in two ways in order to create your custom audience:

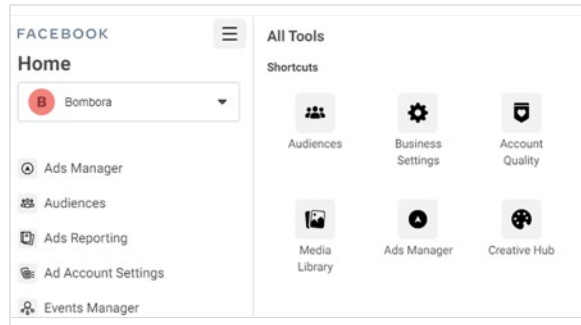
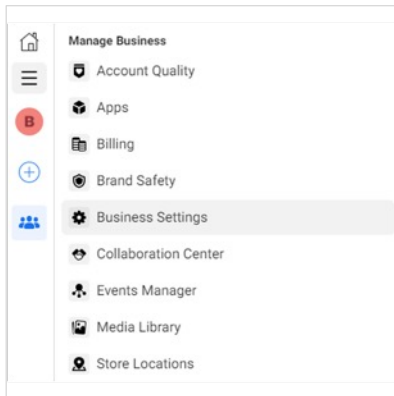
1. Signed and completed Bombora Paid Social paperwork. If paperwork is not in place for the brand using Bombora's Facebook segments, please contact an Audience Solutions team member at audiencedesk@bombora.com to get this process started.
2. Specific details on the custom audience you would like to create:
 - An Account-Based Marketing or Company Surge[®] list of businesses, and any additional firm-level or persona-level audience attributes if applicable
 - Or a selection of firm-level and persona-level audience attributes from the available options (see page 3)
3. Partner or shared access and the associated Facebook Ad Account ID

Granting partner access

Getting started

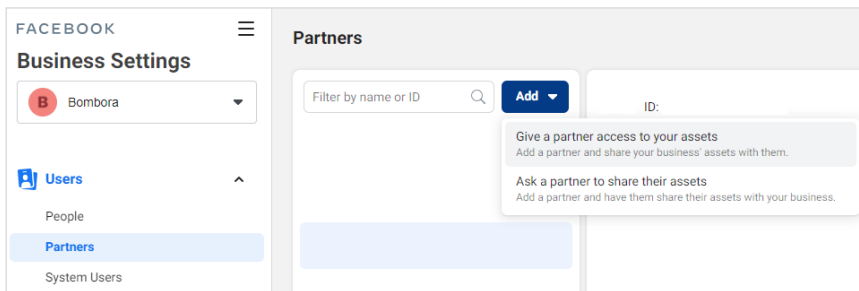
Log in to your Facebook Ad account. Ensure you are a business admin for the account.

Navigate to **Business Settings** under **Manage Business** or **Shortcuts**.



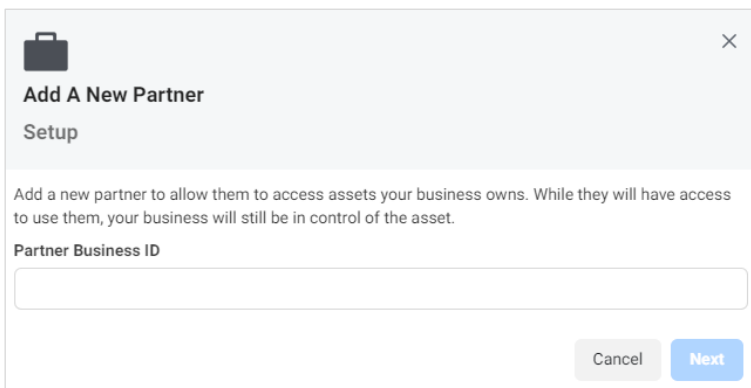
Step 1

Below **Users**, click on **Partners**, and click **Add**. A drop-down menu should appear.



Step 2

Click on **Give a partner access to your assets**. In the pop-up, enter the **Bombora Business ID 1723066267744507** and click **Next**.

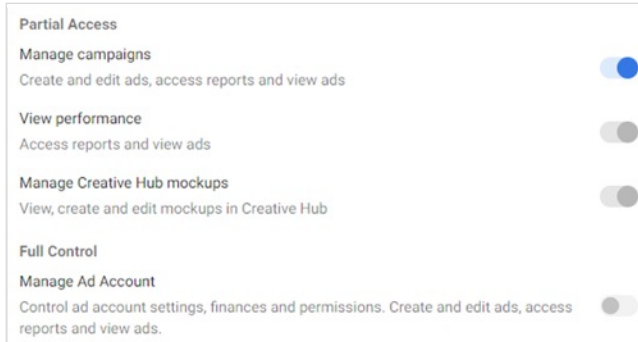


Granting partner access

Step 3

On this new screen, you can add partners to specific assets. Under the **Ad Accounts Asset Type**, select **Manage campaigns** access under the **Partial Access** section.

From there, click **Save Changes** on the bottom right.

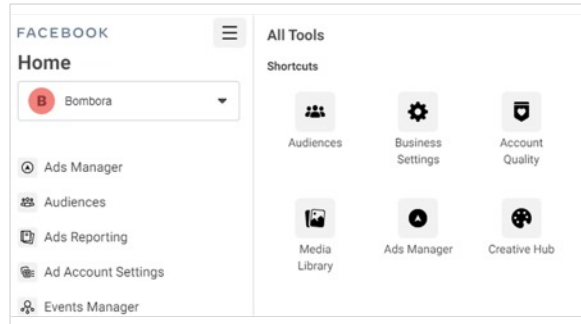
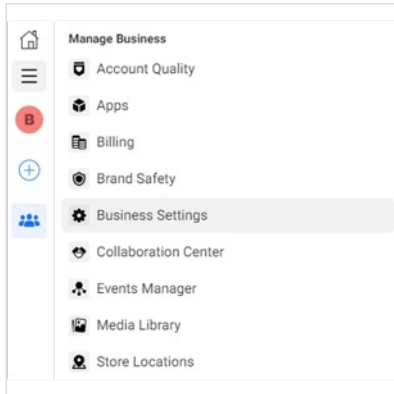


Granting shared audience access

Getting started

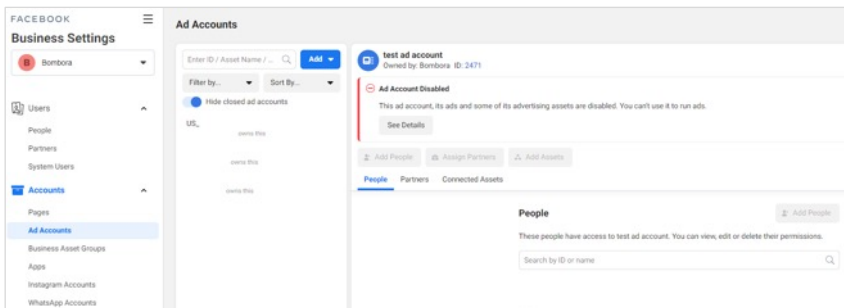
Log in to your Facebook Ad account.

Navigate to **Business Settings** under **Manage Business** or **Shortcuts**.



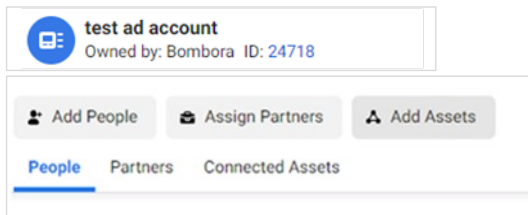
Step 1

Under the **Accounts** section, click on **Ad Accounts**. Select the relevant Ad Account to provide Bombora access.



Step 2

Copy the **Ad Account ID** and provide this information to your Bombora Audience Solutions contact.

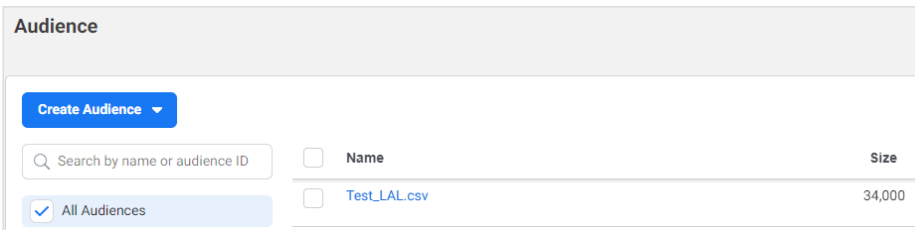
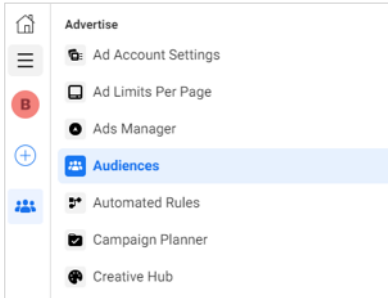


Granting shared audience access

Step 3

Custom audiences created by Bombora will now appear in the **Audiences** section of your Ad Account.

A Facebook Business Account Admin will need to accept a one-time prompt for the shared connection.



Surf's up. Let's take off.

For more information or help
troubleshooting, please contact
us at audienceesk@bombora.com



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