

Using Facebook Custom Ad Targeting to Generate Revenue in E-Commerce

By Krista Murray

Mabel's Labels, a mid-sized e-commerce retailer in the children's industry, used Facebook's Custom Audiences tool to effectively generate revenue through paid Facebook advertising during their '15th Birthday Sale' in March 2018.

Mabel's Labels is a leading provider of personalized, durable and waterproof labels for children's gear. Founded by four moms in 2003 in Hamilton, Ontario, the small start-up has grown into a multi-million dollar business that was acquired by CCL Industries Inc., the largest label company in the world,

in 2016.

Mabel's Labels' key target market includes moms of children ages 0-12 in the United States and Canada. The company has a long history of community building and authentically nurturing an active, engaged audience on Facebook.

The company ran a '15th Birthday Sale' during the entire month of March in 2018. The sale offered 40 percent off the retailer's most popular and best-selling products, with new discounts announced each week. March is otherwise a period of low demand for children's labels.

While the heavy hitters for generating revenue in Mabel's Labels marketing strategy

1 **Creating Custom Audiences for Facebook Advertising**
Screenshot of the Facebook Audience Manager interface. The 'Create New' button is highlighted with a red circle.

2 **How do you want to create this audience?**
Screenshot showing options for creating an audience. 'Website Traffic' is selected and highlighted with a red circle.

3 **Create a Custom Audience**
Screenshot of the 'Include people who meet ANY of the following criteria' section. 'All website visitors' is selected, and 'People who visited specific web pages' is highlighted with a red circle.

4 **Create a Custom Audience**
Screenshot showing the 'contains' filter with a list of website URLs: middle-school.html, hello-kitty-label-pack.html, designer-label-pack.html, uniform-label-pack.html, ultimate-school-combo.html, and little-kid-school-labels-combo.html. The list is highlighted with a red circle.

5 **Your Custom Audience was created**
Screenshot showing a confirmation message: 'Your Custom Audience was created'. It includes a 'Next Steps' section with instructions on how to use the audience.

6 **Create New**
Screenshot showing the final audience configuration. The audience name is 'Visited Back to School Product past 180 days'. The location is set to 'United States' and 'Canada'. The age range is set to 24-48.