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

By Krista Murray

abel'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

Creating Custom	Create a Custom Audience	Create a Custom Audience
Audiences for	Include people who meet ANY of the following criteria:	$\odot$
mabel's labels Facebook Advertising	Default Pixel	Your Custom Audience was created
	All website visitors 👻 In the past 30 days 🕕	It may take a few minutes for us to finish matching your customers to people on Facebook. We'll     notify you when this process is finished. You can also check the status in Audience Manager.
Audience Define who you want to see your ads. Learn more.	9	Next Steps
Create New Use a Saved Audience -	People who visited specific web pages     People who visited specific web p.	Eind new people similar to your existing users Best for high quality prospecting, use lookalke audiences to reach new people likely to be Interested in your brand or product.
Custom Audiences   Add Custom Audiences or Lookalike Audiences	Visitors by time spent 50 Show description From your events	Create an ad using the audience You can start creating an ad using Custom Audience you just created.
Exclude   Create New -	PageView	<u> </u>
	Can Purchase Back Create Audience	Cancel Done
Create a Custom Audience  How do you want to create this audience?  Reach people who have interacted with your business on Facebook or other pitterms.	Create a Custom Audience  include people who meet ANY of the following oriteria:  Default Pixel	Create New Use a Saved Audience  Custom Audience  Vestile Visited Back to School Product past 180 days Add Custom Audiences Exclude Tototalike Audiences
Customer File Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upbad.	People who visited specific web pages  In the past 180 days	Locations   Everyone in this location
Website Traffic     Create a list of people who visited your website or took spacific actions     using Pacebook Pixel.	midde-school html X hello-kithy-label-pack html X designer-label-pack.html X uniform-label-pack.html X uniform-label-pack.html X utimate-school-combo html X Ittle-kid-school-labele-combo html X or	Canada © Canada United States © United States
App Activity Create a list of people who launched your app or game, or took specific actions.	And also      Further refine by	Include     Type to add more locations     Browse
Gilline Activity (UPDATED) Create a list of people who interacted with your business in-store, by phone, or through other offline channels.	Fortude reside by	
Create a list of people who engaged with your content on Facebook or Instagram.	Audience name Visited Back to School Product past 180 days 0 Show description	Cons Party Cons Constant Const
This process is secure and the details about your customers will be kept private.	Cancel Back Create Audience	Add Locations in Bulk
		Age 🔀 24 💌 - 48 💌