

How to Target Ads Effectively Without Upsetting Meta's Algorithm



JÁN PLIŠNÁK

Head of Media & Performance

He has been with PS since 2018 and leads its Media & Performance department. Over the years, he has worked with clients across a wide range of industries, but campaigns for the non-profit sector remain closest to his heart.

Continuous learning is important to him. He avoids gut-feeling marketing and has zero tolerance for bullshit. When working on campaigns, he always tries to think not only in terms of data, but also from a broader marketing perspective.

His work has received awards including Digital Pie, Zlatý středník, and the Global Search Awards.

<https://www.linkedin.com/in/janplisnak/>



**WHO HAVE
WE ALREADY
HELPED?**

Daniel Hevier



vražedné
psyche

SMM SLOVAK
MEDIA
MONITOR



**DIGITÁLNI
RODIČIA**



Audience Types

- **Interest-based and socio-demographic audiences** (e.g. interests in philanthropy, volunteering, fundraising, parents, etc.)
- **Custom audiences:**
 - Facebook Page followers / Instagram profile followers
 - users who have engaged with your Facebook Page / Instagram profile
 - users who have previously watched a video on your Facebook Page / Instagram profile
 - remarketing audiences
 - customer lists
- **lookalike audiences** – audiences similar to users who follow you or engage with your Facebook / Instagram profiles

Community:

- Don't be afraid to **reach out** to Facebook Pages and Instagram profiles with a **like-minded audience** and ask them to **share their audiences with you** 🎯
- Non-profit organizations, for example, often know each other and **can support one another** 🤝
- This can give you access to **highly relevant, high-affinity users** who are likely to respond very positively to a fundraising appeal 🔥
- Any profile whose audience belongs to a **similar community or interest bubble** as your campaign can be potentially valuable 🧠

Community:

- 1 partner = 1–6 new audiences 🤖
And that's before we even get to lookalikes.



FB / IG **followers**



FB / IG **engagement**

FB / IG **ThruPlay viewers**

In some campaigns,
we partnered with
13 different profiles,
which allowed us to test
dozens of audiences
in total.



Example:

Culture:

cultural centers, galleries, independent cinemas, smaller bookstores, independent clubs or cafés, selected meme pages, film festivals, like-minded foundations and non-profits

Audience sharing:

If we have access to the relevant Pages and profiles:

- In **Ads Manager**, go to **Audiences** and create a **Custom Audience**.
- As the audience source, you can use, for example, a **Facebook Page**, **Instagram account**, or **Video**.
- You can then create audiences of users who follow you, engage with your content, or watch your videos.

If we don't have access, the collaborating partner can create the audiences and share them with our ad account using the **Share button**.



When Democracy Got a **Bad Name**



**DĚKUJEME
ZA POZORNOST**