



Get**Emails**



GETEMAILS PLAYBOOK: CREATE A FACEBOOK 1% LOOKALIKE AUDIENCE FROM GETEMAILS CONTACTS

We created a 1% lookalike audience with our own GetEmails list from anonymous people who visited OUR website...and it outperformed all our other audiences.



The Goal: FB Lookalike Audiences w/ GetEmails Data



Time: 15 minutes



of Steps: 3

The Strategy

Taking an omnichannel approach with GetEmails data will always be the most effective.

People love the idea of sending direct mail to these contacts. However, setting a direct mail campaign up if you aren't already doing it is a mammoth undertaking.

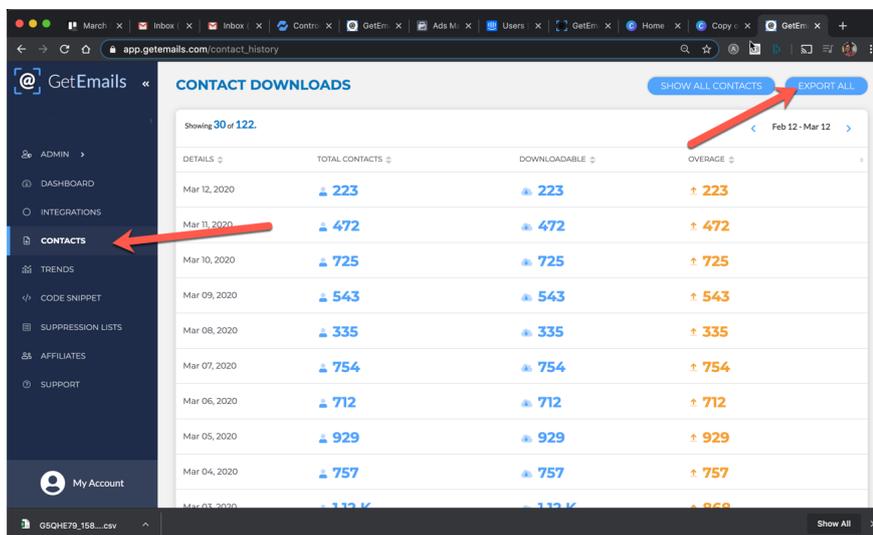
We had the idea to create a lookalike audience on Facebook to retarget GetEmails website visitors who didn't give us their customer information.

That takes around 15 minutes max, if you're already doing Facebook ads, which most of our customers are doing, in one way or another.

Step 1: Export your GetEmails contacts

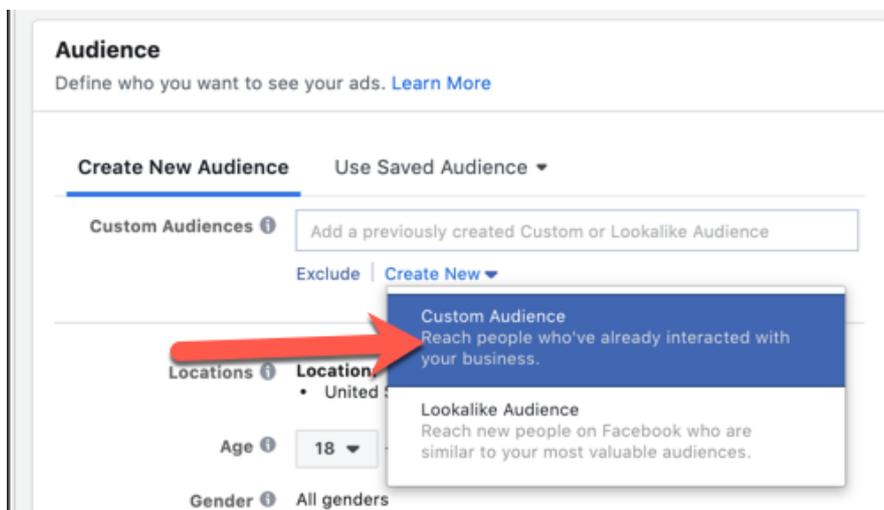
Go to the Contacts tab and click Export All.

We're not sure what the minimum size is for an effective lookalike audience. We chose a 1% lookalike with around 350 contacts and it worked like a charm.

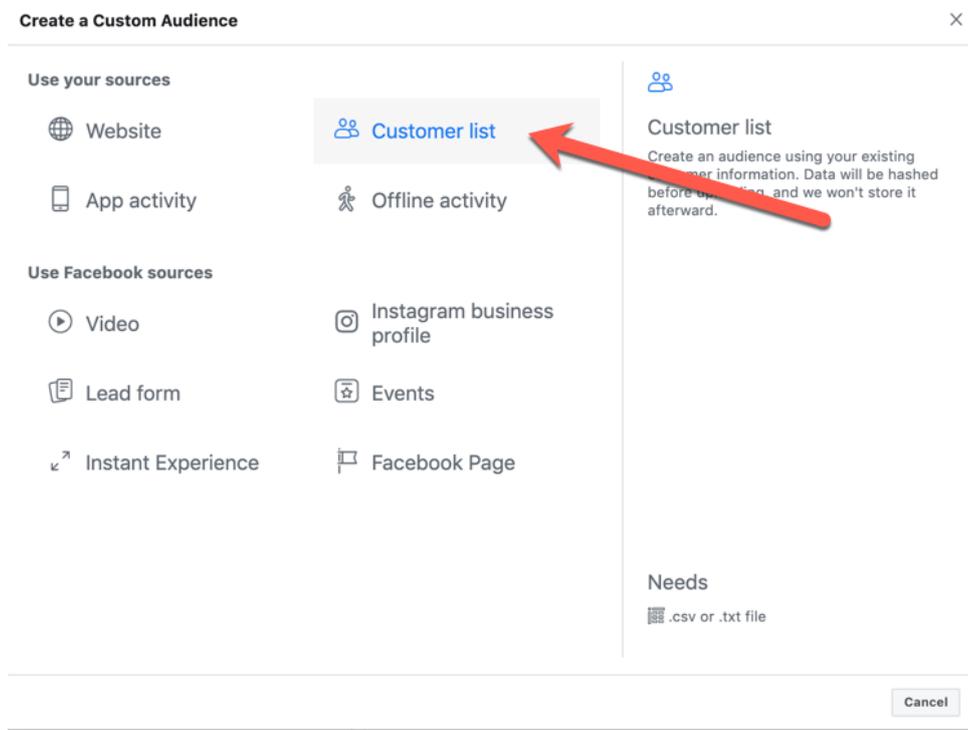


Step 2: Create a Lookalike Audience in Facebook

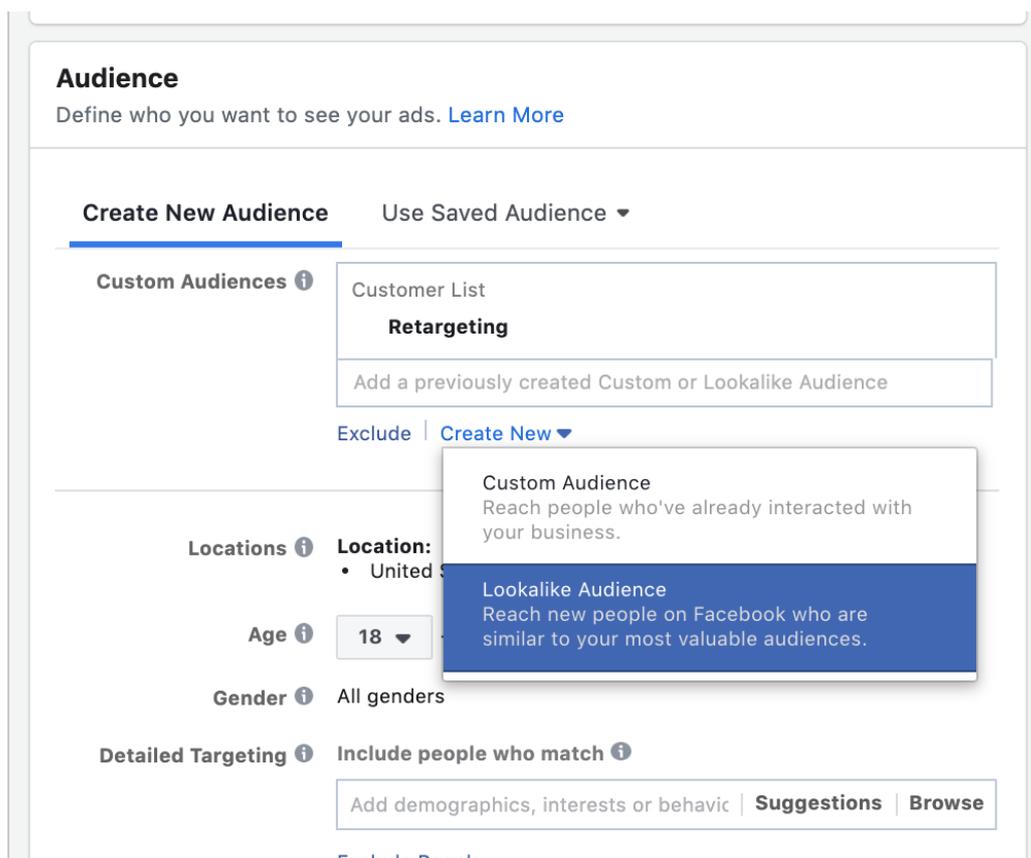
1. Click the Create New button in your audience selection in FB, select Custom Audience.



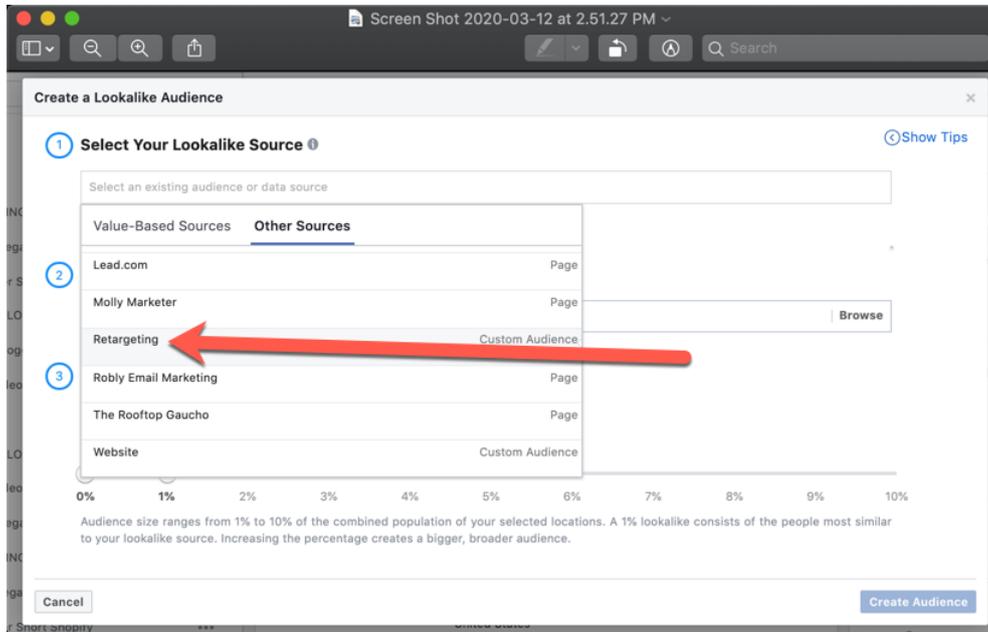
2. Select Customer List. Upload your file. Name it something memorable (we won't walk you through the entire process here).



3. Now, hover over Create New and choose Lookalike Audience.



4. Under Select your Lookalike Source, choose Other Sources, and find the custom audience you just made with the GetEmails file. Ours is called Retargeting.



5. Click Create Audience on the bottom right.

Step 3: Publish your ad, and watch it perform.

Our results with the GetEmails file of anonymous visitors to the GetEmails website were nothing short of astounding.

It was the lowest CAC across any of our lookalikes, including our actual paying customer lookalike!

The screenshot shows the Facebook Ads Manager 'Campaigns' view. A table displays the performance of various ad sets. The 'Retargeting List Lookalike' ad set is highlighted with a red box and a red arrow pointing to its 'Cost per Result' of \$24.18. The table also shows the overall results for 12 ad sets.

Ad Set Name	Results	Reach	Impressions	Cost per Result
Website Visitor Lookalike	75 Sign Up	30,463	51,347	\$35.28 Per Sign Up
Paying Customer Lookalike	11 Sign Up	8,090	10,963	\$60.09 Per Sign Up
Business Owners	135 Sign Up	46,864	96,800	\$39.22 Per Sign Up
Retargeting List Lookalike	34 Sign Up	10,868	15,104	\$24.18 Per Sign Up
Results from 12 ad sets	711 Sign Up	191,657	18,494	\$39.03

Conclusion

GetEmails data isn't just for emailing.

An omnichannel strategy has worked incredibly well for us.

Most people only think of direct mail when it comes to other uses of the data, but creating lookalike audiences on Facebook from the GetEmails list is an easy and efficient way to get even more value out of the data.