@ GetEmails

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.
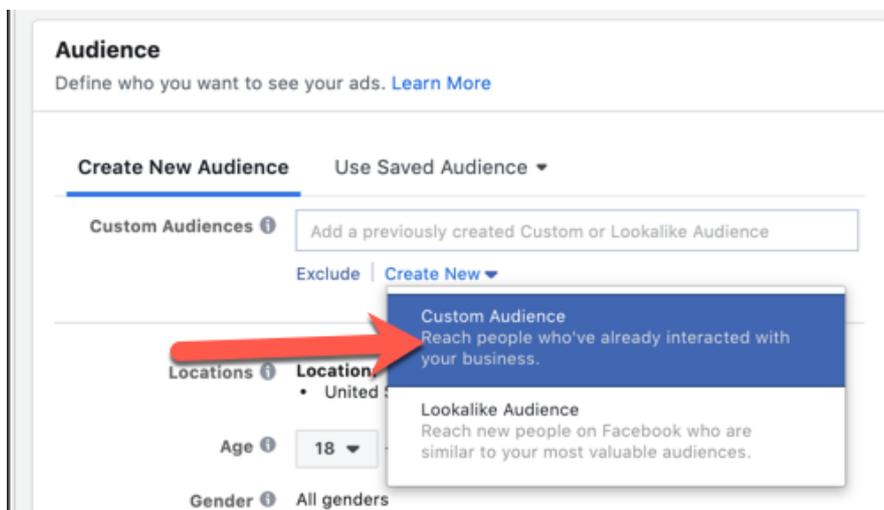
Step 1: Export your GetEmails contacts

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.
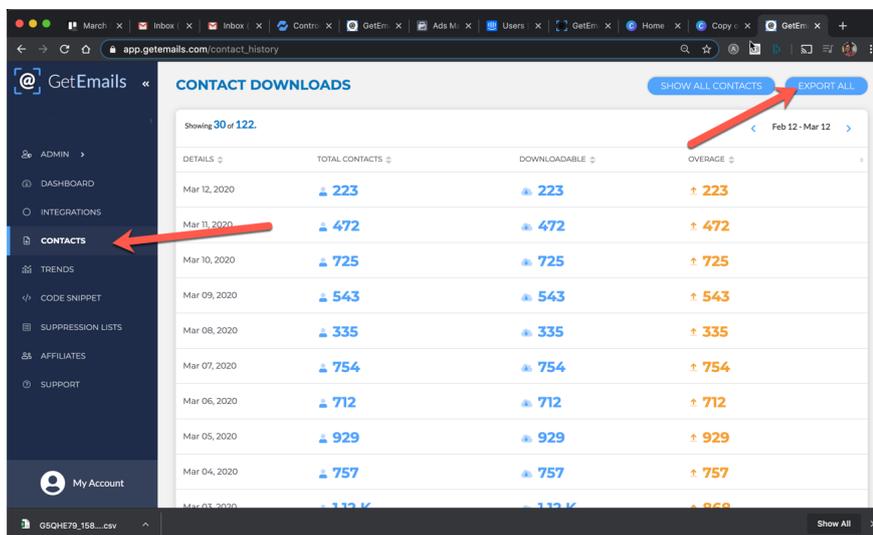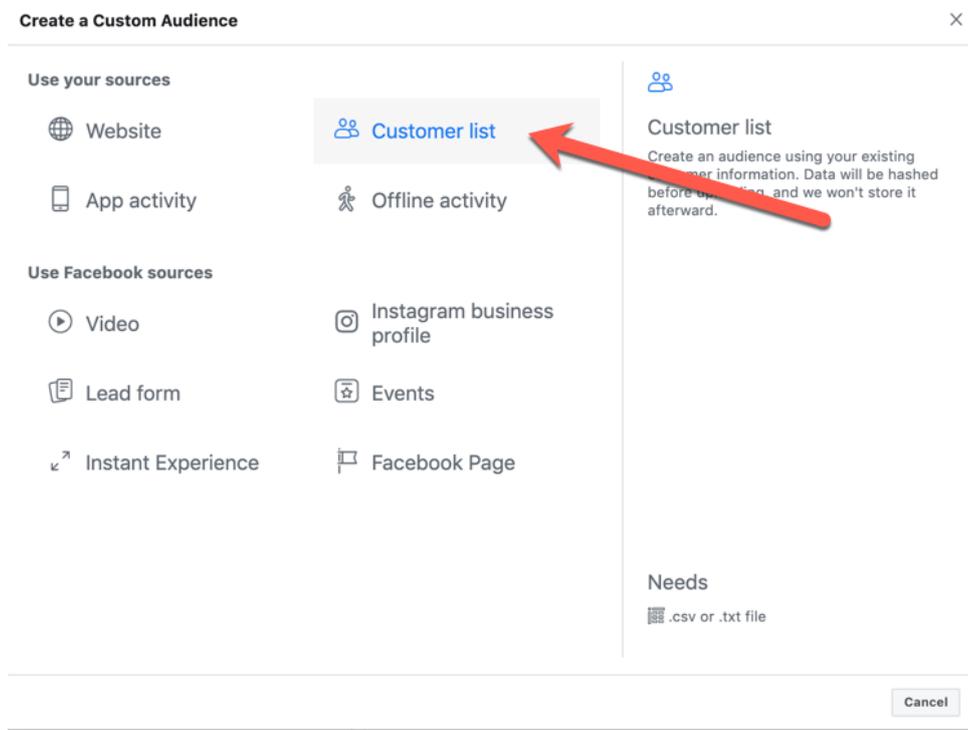

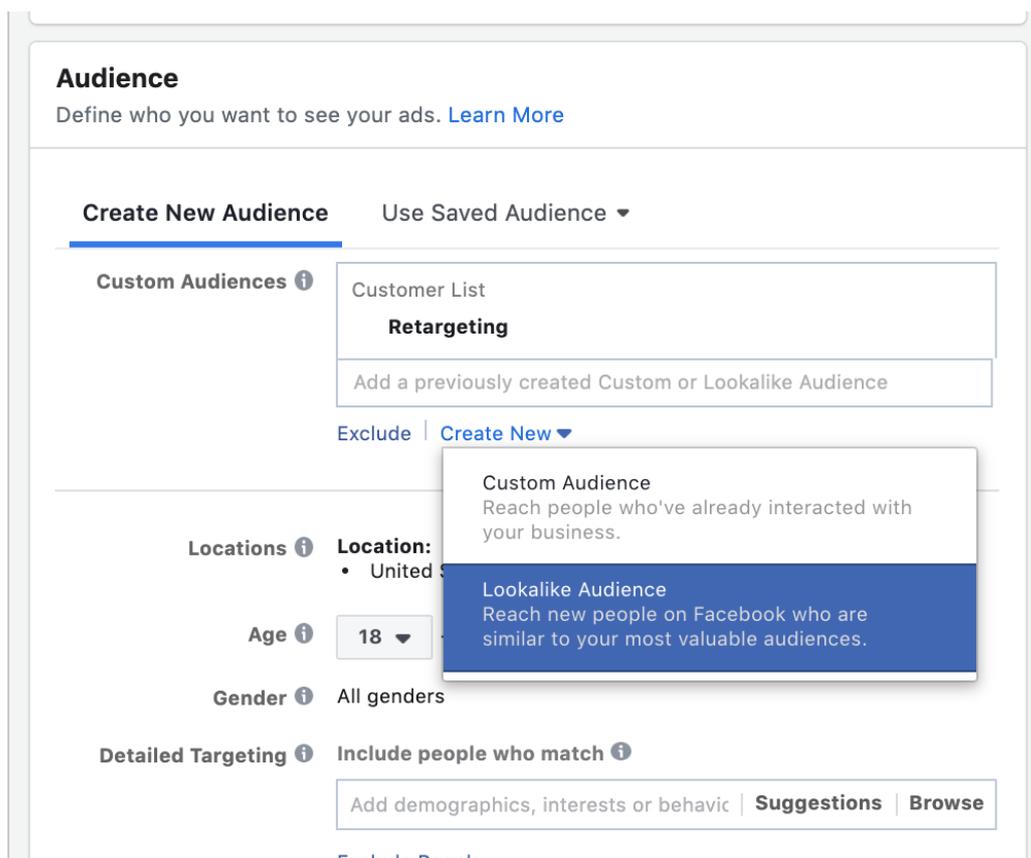## Step 2: Create a Lookalike Audience in Facebook

1. Click the Create New button in your audience selection in FB, select Custom Audience.
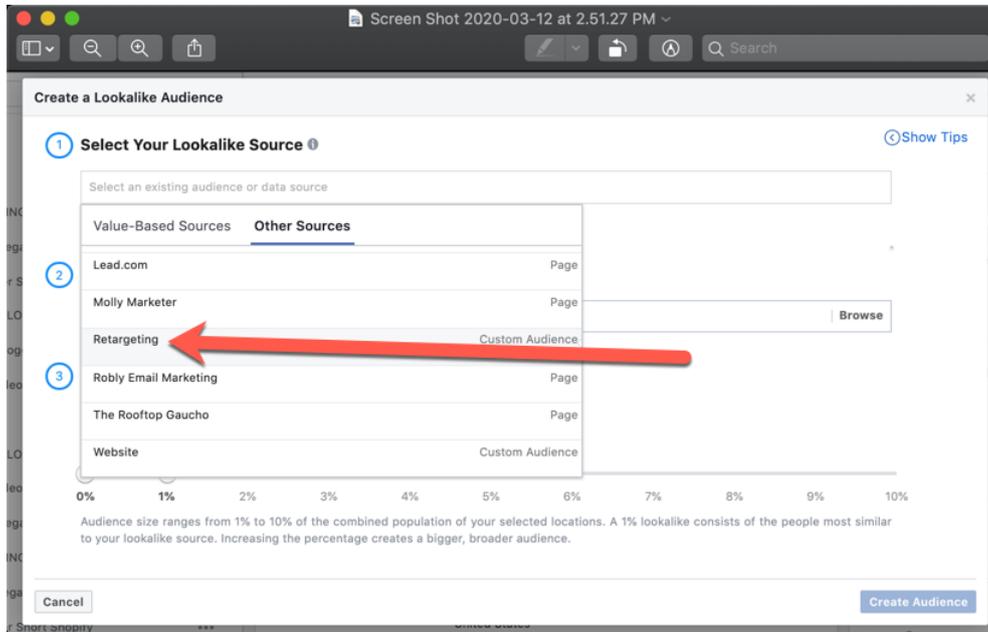
2. Select Customer List. Upload your file. Name it something memorable (we won't walk you through the entire process here).

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!

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.