

Facebook Audience Triggers Feature Setup (Infusionsoft)

What does it do?

Facebook Audience Triggers allows you to automate the adding and removing of customers to Facebook Custom Audiences based on action that they have taken to progress in your funnel. The moving from one Custom Audience to another is done within seconds, not minutes or hours, of the designated action taking place. That way your contacts don't have to look at the old ad's once they are past that point in the funnel.

PlusThis Integration:

1. Set up your "Facebook Audience Triggers" Feature
2. Select which Facebook Ad Account you want to work with from the drop down
3. Click the "+" next to the field selector for which Facebook Audience to add the person to
4. **IMPORTANT NOTE! PlusThis can only update Facebook Audiences that were created via PlusThis.** All available Custom Audiences are displayed here, regardless of whether or not they were created in PlusThis. For this feature to function properly, please only select audiences that were created via PlusThis.
5. Create a custom audience for your Facebook Account
6. Under "Which Facebook Audience(s) would you like to add the contact to?" Select your newly created audience.
7. If you would like to remove people from an audience they may be in – you can select the audience to remove the contact from in the "Which Facebook Audience(s) would you like to remove the contact from?"

Which Facebook Audience(s) would you like to add the contact to?

Drive to Webinar



Which Facebook Audience(s) would you like to remove the contact from?

Please Select



Which data should we use to find your contact records on Facebook?

Email Address

Phone Number

Which Phone field should we use to try to find a match?

Try All Standard Phone Fields



from?”.

8. Name and Save your Feature.
9. On the following screen you will see the HTTP post URL that PlusThis provides to you for use in your funnel

10. To add people to this first step, use the “Run This Feature Now” option underneath the HTTP post URL and select which tag in your app fulfils the requirement for being in the audience and hit Run Feature Now. This will search Facebook for matches between the contact

record and Facebook accounts. If it finds a match, it will add that Facebook User to your Custom Audience.

11. We will need to create additional “Facebook Audience

Triggers” for each step in the process where you would like a new ad to be (ie. Each move from one “bucket” to another “bucket” needs an Audience Trigger)

Facebook Audience Push to Webinar Facebook Audience Triggers

Feature URL (For use in Infusionsoft as HTTP Post)

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[? Need help? Click here for implementation instructions.](#)

Run This Feature Now

Use this to *initially* sync your Infusionsoft records with Facebook. This is helpful if you already have a number of contact records who should be in the audience you’ve just configured. This initial sync should only be necessary to get started and an HTTP Post action should be configured in your Infusionsoft campaign for the long term. The HTTP Post should be configured to occur following a goal that indicates a record should be added/removed from your configured audiences.

Select a tag and PlusThis will execute the feature on everyone with the tag.

Please select ▼