



Facebook Retargeting Campaign Structure

Ad Set:	30 Days	60 Days	90 Days	120 Days	180 Days					
Include	Facebook Engagers	Facebook Engagers	Facebook Engagers	Facebook Engagers	Facebook Engagers					
	Instagram Engagers	Instagram Engagers	Instagram Engagers	Instagram Engagers	Instagram Engagers					
	Video Viewers	Video Viewers	Video Viewers	Video Viewers	Video Viewers					
	Website Visitors	Website Visitors	Website Visitors	Website Visitors	Website Visitors					
	Email Subscribers	Email Subscribers	Email Subscribers	Email Subscribers	Email Subscribers					
Exclude	30-Day Purchasers	60-Day Purchasers		90-Day Purchasers		120-Day Purchasers		180-Day Purchasers		
		30-Day	Facebook Engagers	60-Day	Facebook Engagers	90-Day	Facebook Engagers	120-Day	Facebook Engagers	180-Day
			Instagram Engagers		Instagram Engagers		Instagram Engagers			
			Video Viewers		Video Viewers		Video Viewers			
			Website Visitors		Website Visitors		Website Visitors			
			Email Subscribers		Email Subscribers		Email Subscribers			