

# Understanding Facebook Data

Sports Geek eBook

Sean Callanan



# Introduction

At Sports Geek, our objective is to try to help teams better understand their data and we found that Facebook has been an amazing tool to assist with this.

In this ebook, we will show you how to setup your Facebook audiences to understand your data. But first, you have to understand the data that you already have on your Facebook page and the audiences that you could potentially target for things like ticketing, merchandise and membership.

These audiences will be the building blocks for all your marketing campaigns.



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SportsGeekHQ.com





**It's about embracing your digital cheer squad**

Sean Callanan



# Table of Contents

Introduction	2	Audience based on Video Views	13
Targeting the right audience	5	Audience based on Customer Data	15
Create an audience	6	Digital Cheer Squad - Facebook	18
Building Custom Audience	7	Digital Cheer Squad - Data & Web	19
Audience based on Web Traffic	8	Audience Checklist	20
Audience based on Page Engagement	10	Sports Geek Conclusion	21
Audience based on Facebook Page	12	Credits	22



# Targeting the right audience

Delivering your ads to the right audience is important to make sure you're not wasting your money on an audience who are less likely to engage. We find it easier to target the right audience using the following metrics:

**Page** - Target audience based on everyone who has interacted with your Facebook page. They may have liked your page or a post or commented on your page, they are are likely to engage again.

**Web** - People who have visited your website are more likely to buy.

**Video** - Audience who have watched 3 or 10 seconds of your videos.

**Data** - People who bought season tickets or prospects.



SportsGeekHQ.com



**Sports Geek**  
Published by CoSchedule App 171 · May 22 ·

If you want to know more about the sports digital scene then Jayne is the person to talk to.  
Roles at New York Rangers, Brooklyn Nets, NYCFC and now New York Red Bulls!

**Jayne Bussman-Wise**

New York sports digital scene with Jayne Bussman-Wise

Thanks again to Jayne Bussman-Wise from New York Red Bulls, follow her on Twitter @JayneBWise and LinkedIn Follow New York Red Bulls on Twitter...

SPORTSGEEKHQ.COM | BY SEAN CALLANAN

14,086 people reached

View Results

Maria Matok, David Salomon Adauta Vega and 146 others

Like Love Laugh Angry Sad Shock

We use Facebook Ads to advertise episodes of Sports Geek via a variety of audiences.

# Create an Audience

Building a Facebook Audience helps you reach the right fans.

Facebook allows you to create three types of audiences - custom, lookalike and saved.

## Custom Audience

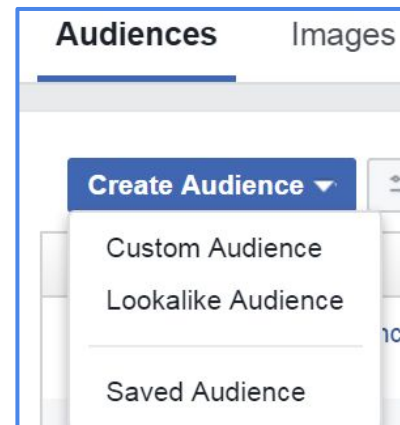
This is a type of audience you can create based on your existing customers or people who have interacted with your business in one way or another.

## Lookalike Audience

This is a type of audience that Facebook will build for you based on people who are likely to be interested in your business because they are similar to your existing audience.

## Saved Audience

This allows you to build an audience based on location, age, gender, language, connections and specify other targeting details. It also allows you to select from a custom or lookalike audience and refine the details.





# Building a Custom Audience

Building a custom audience allows you to use data from a customer database, website visitors or people who engage with your Facebook page. We use the following to build target audiences that are likely to engage with your business:

## Customer File

Season ticket holders, ticket buyers and prospective clients from your database.

## Website Traffic

People who visited your website, signed up to a landing page or other specific actions using a Facebook Pixel can be your target audience.

## Engagement

People who like, react, comment on your Facebook page or Instagram are likely to engage with your other content.

### Create a Custom Audience



#### How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.



#### Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



#### Website Traffic

Create a list of people who visited your website or took specific actions using Facebook Pixel.



#### App Activity

Create a list of people who launched your app or game, or took specific actions.



#### Engagement UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

Cancel



# Audience based on Web Traffic



To be able to set up audiences based on web traffic, you need to get your Facebook pixel installed.

Owning your Facebook pixel is paramount and it should be protected.

Once installed, you will be able to create audiences based on the web traffic you naturally generate.

For more info check out [Facebook Help on Pixels](#) or listen to this episode of [Sports Geek](#)



# Custom Audience based on Web Traffic

## Web - Website Name - 30 Days

### Create a Custom Audience

☒ Include people who meet ANY of the following criteria:

☒ Sports Geek Ad Account's Pixel

All website visitors in the past 30 days

☒ Include More ☐ Exclude

Audience name Web - Sports Geek - 30 Days

23

Show description

Cancel

Back

Create Audience

## Web - Website Name - 180 Days

### Create a Custom Audience

☒ Include people who meet ANY of the following criteria:

☒ Sports Geek Ad Account's Pixel

All website visitors in the past 180 days

☒ Include More ☐ Exclude

Audience name Web - Sports Geek - 180 Days

22

Show description

**Sports Geek Take:** We advise teams to set up multiple web traffic audiences for the whole site, the last 30 days and 180 days and for specific parts of your website such as player profiles or shop. It provides a good audience metric for your web traffic.



# Audience based on Facebook Page Engagement

Facebook continues to add functionality to build out audiences based on Facebook page engagement.

It is important to check in with your audiences every now and then because new pieces like page engagement, video and post engagement are frequently added and it is important to be able to take advantage of these upgrades.



# Custom Audience based on Page Engagement

The key custom audiences that we look to build is around Facebook page engagement and video views.

Building out audiences either for 3 seconds viewed, 10 seconds viewed or percentage completed viewed is valuable to see how engaged people are in your video content. Those who watch the whole video are obviously going to be warmer leads and more valuable than people who only watched some of the video.

Facebook page engagement is important as it shows who is currently engaged with your team and it provides a really good base metric but also, it is really advantageous as an audience to retarget with advertising messages for ticketing merchandise or membership campaigns.

## Create a Custom Audience

### What do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.



#### Video UPDATED

Create a list of people who have spent time watching your videos on Facebook or Instagram.

From:



#### Lead form UPDATED

Create a list of people who have opened or completed a form in your lead ads on Facebook or Instagram.

From:



#### Canvas

Create a list of people who have opened your Canvas on Facebook.

From:



#### Facebook Page

Create a list of people who have interacted with your Page on Facebook.

From:



#### Instagram business profile NEW

Create a list of people who have interacted with your Instagram business profile.

From:



#### Event NEW

People who have interacted with your events on Facebook

From:

# Custom Audience based on Facebook Page

## Page - FB Page - 365 Days

Create a Custom Audience

Create a list of people who interacted with your Page on Facebook or Messenger.

Page ⓘ

Page:  Sports Geek ▼

Include ⓘ

Everyone who engaged with your Page ↕

In the past ⓘ

365 days

Audience Name

Page - Sports Geek - 365 Days

[Add a description \(optional\)](#)

Cancel

Back

Create Audience

## Page - FB Page - 30 Days

Create a Custom Audience

Create a list of people who interacted with your Page on Facebook or Messenger.

Page ⓘ

Page:  Sports Geek ▼

Include ⓘ

Everyone who engaged with your Page ↕

In the past ⓘ

30 days

Audience Name

Page - Sports Geek - 30 Days

[Add a description \(optional\)](#)

Cancel

Back

Create Audience

**Sports Geek Take:** We advise that you set up multiple Facebook page audiences both for 365 days, from last year and 30 days so you can monitor what you're doing from a Facebook posting and advertising point of view. It will provide a quick audience metric that C-Level executives will understand e.g. "500K people engaged with our page in the last 30 days."





# Audience Based on Video Views



## Total Video Performance

🕒	Minutes Viewed	488	>
🎬	Video Views	1,885	>
🎬	10-Second Views	489	>
📄	Video Average Watch Time	0:03	>
👤	Audience and Engagement		>

It is vital your video team is looking at the Video Performance stats to see what and how much video is being consumed even with small video audiences like this one from Sports Geek FB Page.

**Sports Geek Take:** Audiences based on video views are really important especially if you're running a TVC or membership campaign.

Fans who watch more of your videos are more interested in your product. A 95% viewership might be a smaller audience than a 3-second viewership audience but they are highly engaged and far more likely to purchase tickets or merchandise.

# Custom Audience based on Video Views

## Video Views - FB Page - Seconds - Month

Create a Custom Audience

Engagement ⓘ People who viewed at least 3 seconds of your video ×  
Choose videos...  
Choose a content type Browse

In the past ⓘ 365 days

Audience Name Video Views - Your Team Name - 3 sec - Aug 2017  
Add a description (optional)

Create a Custom Audience

Engagement ⓘ People who viewed at least 10 seconds of your video ×  
Choose videos...  
Choose a content type Browse

In the past ⓘ 365 days

Audience Name Video Views - Your Team Name - 10 secs - Aug 2017  
Add a description (optional)

Select Videos

Facebook Page Page: Sports Geek

Thumbnail	Video Details	Video Views ⓘ	Last Used
<input type="checkbox"/>	Sports Geek Podcast 0:36 • Uploaded: Jul 21, 2017	8,381	Aug 28, 2017
<input type="checkbox"/>	Sports Geek Podcast 0:30 • Uploaded: Aug 18, 2017	0	Aug 18, 2017
<input type="checkbox"/>	Sports Geek Podcast 0:54 • Uploaded: Jul 12, 2017	1,713	Jul 21, 2017
<input type="checkbox"/>	Sports Geek on 2017 Internet Tr...	721	Jul 03, 2017

\*Select all the videos you have posted for the month.

**Sports Geek Take:** If you have a strong video strategy (which all sports teams now do), you're producing videos every single month. We recommend you create multiple video view audiences based on time watched at the end of every month. You should be able obtain your 3-second and 10-second video views audiences of all the videos produced and watched for the month. This will provide you with some good metrics on how engaged your fans are with the video content that you are producing as well as important audiences you can remarket to.



# Audience based on Customer Data

Audiences based on customer data are valuable. Taking your CRM data or your ticketing data can give you valuable information on what demographics and behavioural preferences they have. Additionally, you can cross-match your customer data against your engaged Facebook page audience and video audiences that you have built previously. We highly recommend you look at these audiences in [Audience Insights in Business Manager](#).



## Create a Custom Audience

### Customer file



**Add customers from your own file or copy and paste data**  
Use your customers' information to match them with people on Facebook.



**Import from MailChimp**  
Import email addresses directly from this third-party connection by providing your login credentials.

### Customer file with lifetime value (LTV)



**Include LTV for better performing lookalikes** NEW  
Use a file with LTV to create a lookalike more similar to your most valuable customers.

Back

# Custom Audience based on Data

## Data - Season Tickets - This Year

Create a Custom Audience

1 Add Customer List 2 Edit Data Mapping 3 Hashed Upload & Creation 4 Next Steps

Prepare a file with your customer data

Read best practices for preparing your customer data

Identifiers you can use (15)

Email Phone Number Mobile Advertiser ID First Name Last Name ZIP/Postal Code City State/Province Country Date of Birth Year of Birth Gender Age Facebook App User ID Facebook Page User ID

Add a new file (CSV or TXT) Download file template

Drag and drop your file here or Upload File

Audience name Data - Season Ticket Holders - This Year 10 Show description

## Data - Ticket Buyers - Last Year

Create a Custom Audience

1 Add Customer List 2 Edit Data Mapping 3 Hashed Upload & Creation 4 Next Steps

Prepare a file with your customer data

Read best practices for preparing your customer data

Identifiers you can use (15)

Email Phone Number Mobile Advertiser ID First Name Last Name ZIP/Postal Code City State/Province Country Date of Birth Year of Birth Gender Age Facebook App User ID Facebook Page User ID

Add a new file (CSV or TXT) Download file template

Drag and drop your file here or Upload File

Audience name Data - Ticket Buyers - Last Year 18 Show description

## Data - Prospects - Last Year

Create a Custom Audience

1 Add Customer List 2 Edit Data Mapping 3 Hashed Upload & Creation 4 Next Steps

Prepare a file with your customer data

Read best practices for preparing your customer data

Identifiers you can use (15)

Email Phone Number Mobile Advertiser ID First Name Last Name ZIP/Postal Code City State/Province Country Date of Birth Year of Birth Gender Age Facebook App User ID Facebook Page User ID

Add a new file (CSV or TXT) Download file template

Drag and drop your file here or Upload File

Audience name Data - Prospects - This Year 22 Show description

**Sports Geek Take:** Facebook custom audiences allows your data to be uploaded on Facebook. It does not necessarily need to be specific emails but it creates a hash of emails which is then validated against Facebook data. If Facebook finds a match, they will effectively identify your fans in the Facebook system. We suggest uploading custom audiences in four main segments: current members, past members, season ticket holders and single game ticket buyers. Data should be collected from these four main segments based on the previous year and current year.







**How do you build your audience?**



# Digital Cheer Squad - Facebook

**Sports Geek Take:** You can build a new Facebook page audience to see how many people at certain locations and age limits have already liked your page. Then, you can create another audience to see how many people are interested with your team but have not liked your page yet. Through this, you can see the potential growth in your fan base.

## Current FB fan base

### Potential Audience:

Potential Reach: 190,000 people

#### Audience Details:

- Location:
  - Australia
  - United States
  - Europe
- Connections:
  - People who like \*your team's Facebook page\*
- Age:
  - 18 - 65+

## Potential new FB fans

### Potential Audience:

Potential Reach: 190,000 people

#### Audience Details:

- Location:
  - Australia
  - United States
  - Europe
- Excluded Connections:
  - Exclude people who like \*your team's Facebook page\*
- Age:
  - 18 - 65+
- People Who Match:
  - Interests: "Your team's Facebook page"



# Digital Cheer Squad - Data & Website

**Sports Geek Take:** Taking your data from last year and this year, you can see the percentage of your members who have not liked your page. This opens an opportunity to take action to encourage them to like your page and engage in your content.

## Current Data & Website fan base

### Potential Audience:

Potential Reach: 250,000 people

### Audience Details:

- Custom Audience:
  - Data - Members - 2016 or Data - Members - 2017, Web - YourTeam.com - 365 Days
- Location:
  - Australia
  - United States
  - Europe
- Age:
  - 18 - 65+

## Current Data & Website fan base who Like you

### Potential Audience:

Potential Reach: 150,000 people

### Audience Details:

- Custom Audience:
  - Data - Members - 2016 or Data - Members - 2017, Web - YourTeam.com - 365 Days
- Location:
  - Australia
  - United States
  - Europe
- Connections:
  - People who like \*your team's Facebook page\*
- Age:
  - 18 - 65+



# Audience Checklist

Now you've completed this eBook you should have the following audiences developed.

- ☐ Page Engagement
  - ☐ 365 Days
  - ☐ 30 days
- ☐ Website
  - ☐ 180 days
  - ☐ 30 days
- ☐ Video Views
  - ☐ 10 seconds - Monthly x 6 (Last 6 months)
  - ☐ 3 seconds - Monthly x 6 (Last 6 months)
- ☐ Data
  - ☐ This Year - Season Ticket Holders
  - ☐ Last Year - Season Ticket Holders
  - ☐ This Year - Ticket Buyers
  - ☐ Last Year - Ticket Buyers
  - ☐ This Year - Prospects
  - ☐ Last Year - Prospects



**Completed**





# Sports Geek Conclusion

Facebook is **so powerful** it can't only be the domain of your digital team.

You **MUST** get your membership, ticketing, commercial and sponsorship executives to understand the data that Facebook offers. Facebook provides **vital demographic info** to be able to better understand your fans. Once you better understand your fans you can then look at how you might use the **advertising platform the Facebook offers to reach those fans**. It could be for a sponsorship campaign, a ticketing campaign or to help you sell more merchandise.

The more people in your organisation that have **better understanding of the data you have** and better understanding of the opportunity that Facebook is offering to understand your fans, the more informed your whole organisation will be.

If you have not set up Facebook Business Manager yet **please do so**. If you haven't added multiple staff to have access in an analyst or advertiser role (at least), you should do so.

**Information is power.** Facebook knows that. Bring that power into your organisation.



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# Credits

The following links will help you with Understand Your Facebook Data:

- Facebook Blueprint Training - <https://www.facebook.com/blueprint>
- Getting Started with Facebook Pixel - <https://www.facebook.com/business/help/952192354843755>
- Talking Facebook and Sports with Jacob Berman - <http://sportsgeekhq.com/137>
- Dennis Yu on winning digital marketing game - <http://sportsgeekhq.com/114>
- Joe Gottfried from MLSE on integrating partners in digital - <http://sportsgeekhq.com/125>
- Guide to setting up Facebook Business Manager - <http://sportsgeekhq.com/businessmanager>

Need more help understanding your Facebook Data? Want our assistance in setting up your campaigns? [Book a call with Sean](#)

Thanks for help in putting this ebook together [Joli Gorospe](#) & [Megan Vila Pouca](#)



# Free Resources from Sports Geek

## Weekly email - Sports Geek News



## Sports Business Slack Community

#SPORTSBIZ  
slack

Learn from sports  
executives from  
around the world



SportsGeekHQ.com

## Podcast - Sports Geek



[iTunes](#) - [Pocket Casts](#) - [Stitcher](#)

# Drive more revenue with Sports Geek Campaigns

**YOU SELL  
WE BUILD**

Sports Geek Campaigns is a done for you campaign service for sports teams who want to increase digital returns from sponsors.

[Book a free consulting call with Sean now](#)

[SportsGeekCampaigns.com](https://SportsGeekCampaigns.com)

**\$300K+**

NEW RECURRING REVENUE EARNED  
FROM ANNUAL DIGITAL CAMPAIGNS



**\$150K**

AVERAGE PROFIT

**20K+**

NEW LEADS

GET SPONSORS TO FUND YOUR FAN  
DATA COLLECTION WITH CAMPAIGNS

