



Audience Kitchen

OVERVIEW



THE PROBLEM:

It's **hard** to find relevant audience segments using the Facebook Ads interface

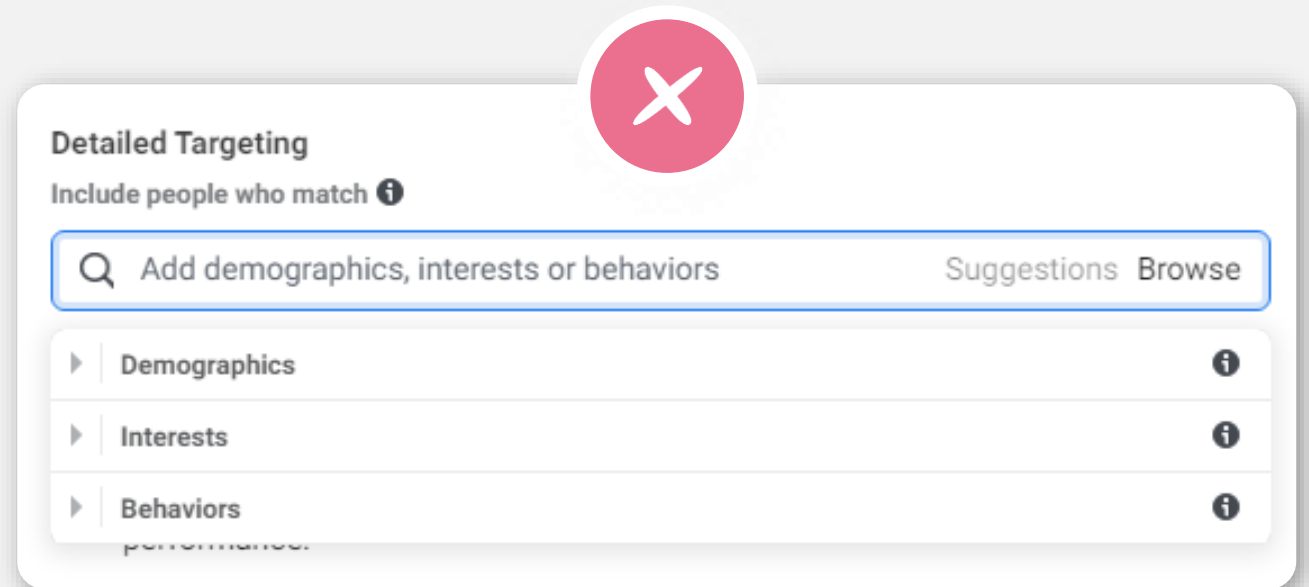
Most audiences are **hidden from view**

Narrow

Browse **fewer than 1%** of available interests

Limited

View max of **25 suggestions**



Facebook Ads Interface

OUR SOLUTION:

Audience Kitchen unlocks the universe of targeting options in Facebook & Instagram



95,000+
Audience
Segments



900+
Categories

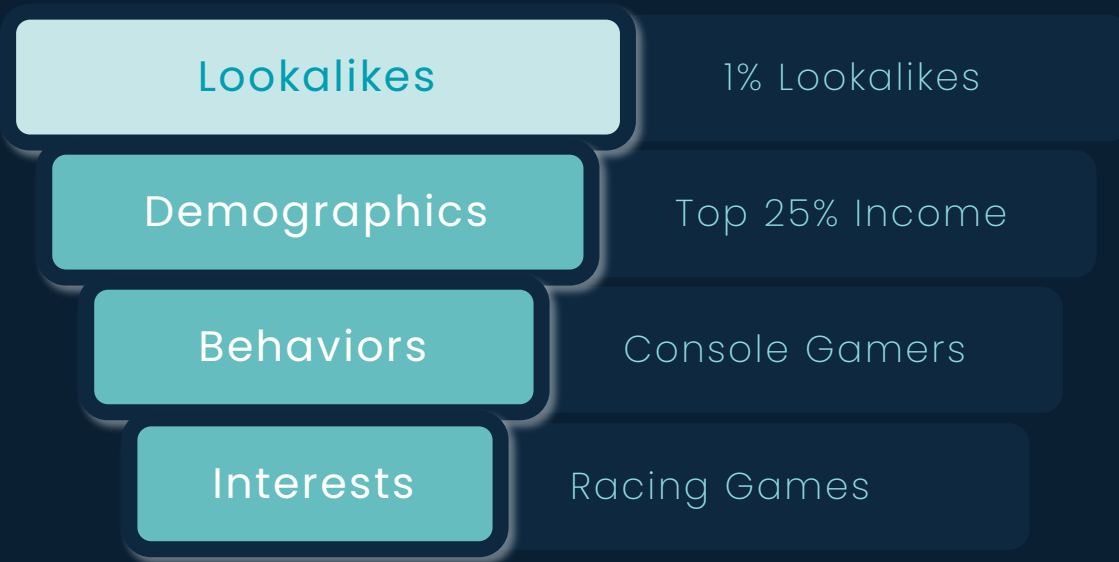


Unlimited
Combinations

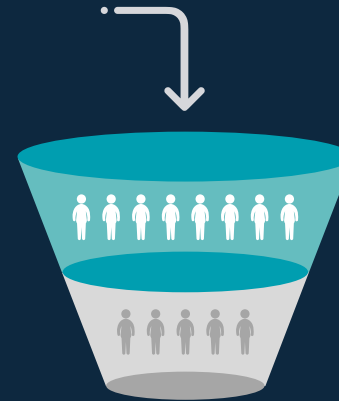


Verified Targetable in Facebook

Marketers of any kind – brands, agencies & even freelancers – can **upgrade their audience targeting strategy** in minutes

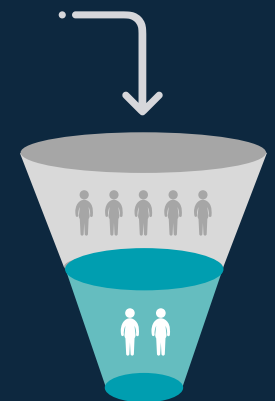


Expand Reach

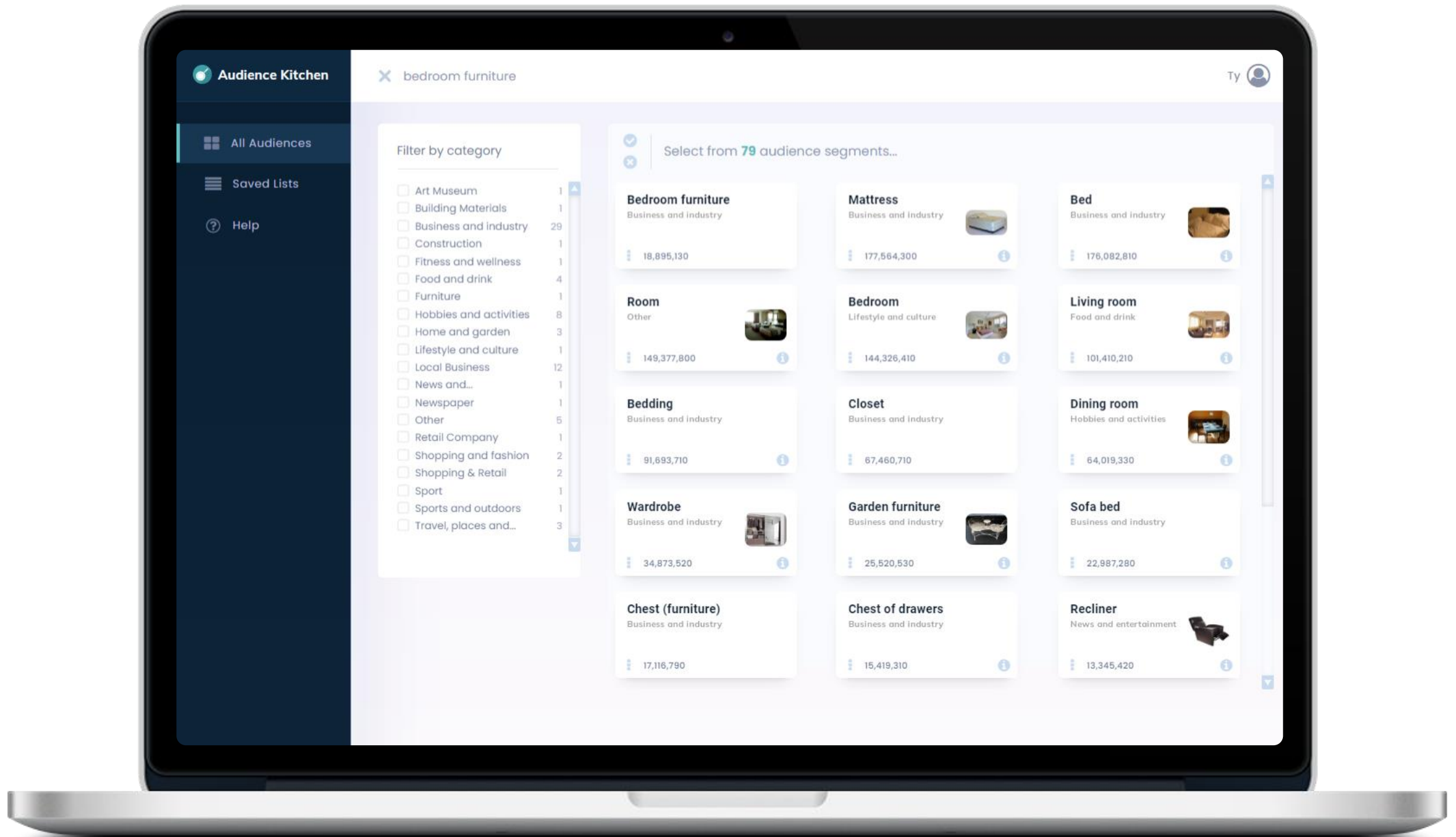


INCREASE
REVENUE

Tighten Reach

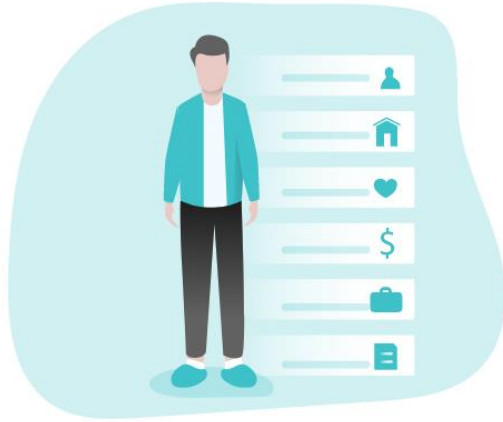


IMPROVE
ROAS



Screenshot of search interface in Audience Kitchen

How it works



Find target audiences

Search
Browse



Export your ideal segments

Copy to Clipboard
Download to CSV



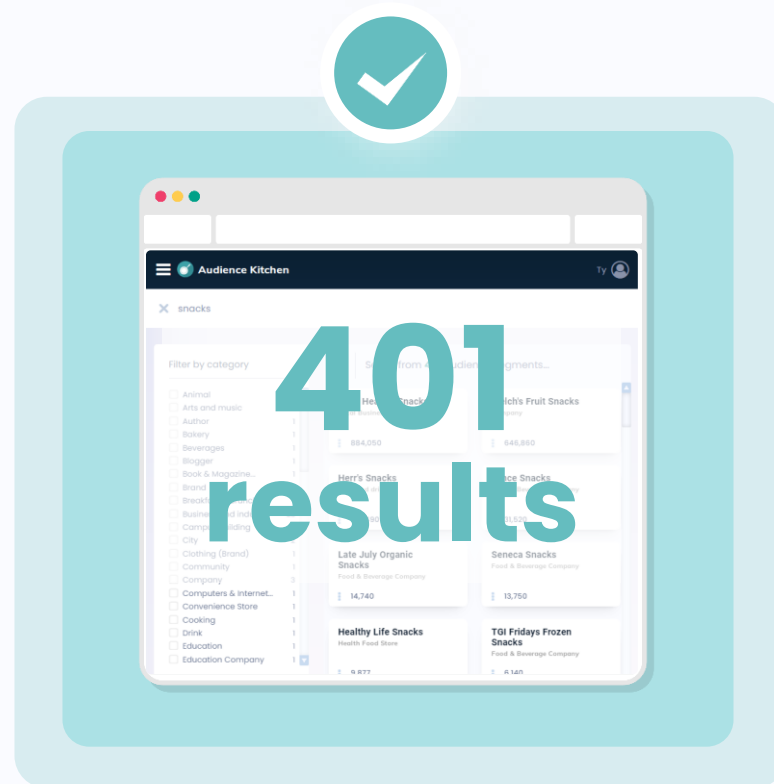
Target in Facebook and Instagram

Paste into Your Facebook Ad Sets

Let's pretend we're a snack food brand...



In Facebook's interface, a search for "snacks" returns only 25 results



In Audience Kitchen, the same search reveals 16x more opportunities

Convenience food
Hobbies and activities

13,265,550

Ritz Crackers
Local Business

1,580,930

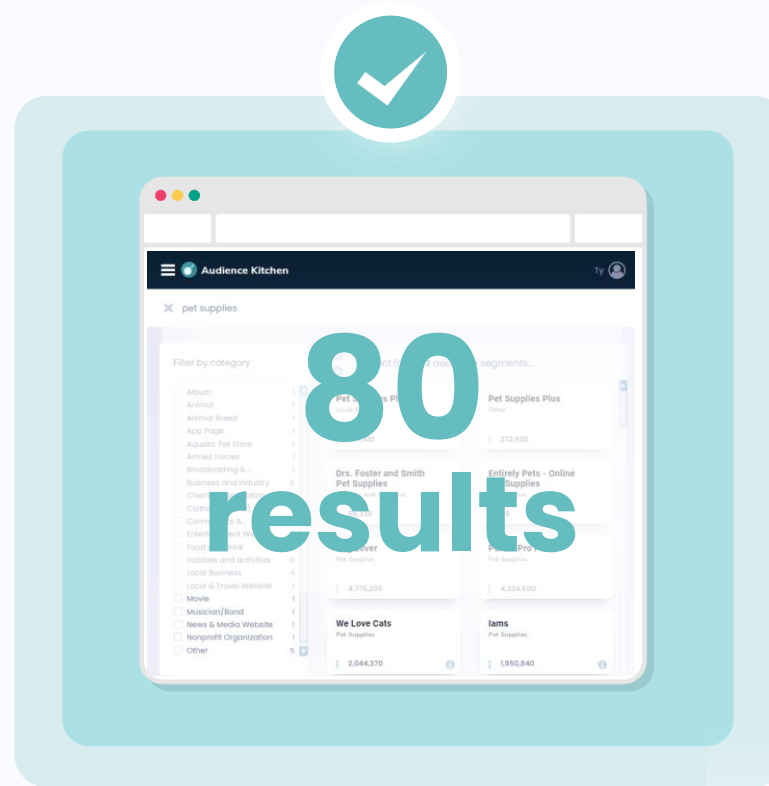
Cheez Whiz
Local Business

2,001,040

Let's pretend we're a pet store...



In Facebook's interface, a search for "pet supplies" returns **only 6** results



In Audience Kitchen, the same search reveals **13x** more opportunities

Dog Lovers
Nonprofit Organization

36,770,791

Pet store
Business and industry

62,447,732



Fresh Step litter
Pet Supplies

242,020

Uniquely positioned for the privacy-forward advertising world

Amid the decline of 3rd party audience targeting, advertisers are likely to find high addressability in walled gardens like Facebook

Facebook's native audience segments are likely to be resilient to privacy-forward advertising measures

Data points include:

- ✓ User ID Graph
- ✓ Platform Interactions
- ✓ Probabilistic Modeling

It's easy to get started

- ✓ No pixel needed
- ✓ No account linking needed
- ✓ Flat monthly subscription
- ✓ Team plans available
- ✓ Free to try



Sign up at
AudienceKitchen.com

Contact us to learn more

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