

FACEBOOK ADS

FACEBOOK AUDIENCES: WHAT
WORKS (and WHAT DOESN'T) in 2026

ABOUT ME

- Managed 7-figures in ad spend for authors in a variety of genres
- Have run marketing campaigns for multiple books that have hit #1 in the store
- Have run marketing campaigns for 20+ books that have hit the Top 100
- Have worked with multiple six and seven-figure authors
- Have taught other people the processes you'll learn in this video

WHO IS THIS FOR

- Authors running Traffic ads (e.g., ads running to Amazon rather than to a Shopify store) who have run ads before
 - If you're completely new to Facebook ads, this will likely be overwhelming
 - Even for those with experience, there is *a lot* of information here; take things slowly and refer back to the video

WHAT'S CHANGED

ANDROMEDA

- Facebook's name for their 2025 ad update
- General goal of the update is to match the right creative to the right audience—so now Facebook wants more creative diversity (more ads with different angles that appeal to different types of people)
 - Lower budgets (\$50/day or less): doesn't really matter
 - Higher budgets: As long as you're testing ads, you're fine
- Long-term goal is essentially to have Facebook be able to make the creative, hence their AI features

AUDIENCES: THE CHANGE

- Facebook removed most of the author interests (e.g., Lee Child, E.L. James) and many other interests.
- These have been consolidated into larger categories / genres (e.g., Action Fiction etc.)

GOOD OR BAD?

- This is good for 95%+ of authors. Streamlines ad setup with fewer audience options. Creative becomes an even bigger factor, which is good, because this aligns with what authors do well and their existing skillset.
- Must test audiences.

AUDIENCE TESTING

5 X 5 EXPONENTIAL TURBO A/B TESTING: AUDIENCE TESTING CAMPAIGN

Campaign: Audience Testing

1. Note: testing audiences is only necessary if you don't have working audiences yet OR if you want to test more audiences to scale. If you've already tested audiences and have a Control Audience you can start with Campaign 2: Creative Testing.
 - Your control audience is your best performing, proven audience. This will be your main audience for testing creatives (Campaign 2)
2. **Ad Sets:** 2 - 5 ad sets; each ad set is targeting a different audience. (see upcoming slide for audiences to test)
3. **Ads:** 3 - 5 ads; use the same ads in each ad set.
 1. If you haven't run ads to that book before, run the following static ads:
 1. **Ad 1:** book cover on book cover background + book blurb
 2. **Ad 2:** book cover background + book blurb
 3. **Ad 3:** audio-style cover + book blurb
 2. If you *have* run ads that in the past (e.g., you're trying to find better performing audiences)
 - Can run the same 3 ads above.
 - Or can use 3 - 5 winning creatives that have performed well for that book in the past. These can be static images or videos.
 - Make sure you have audiences that work for the static images before testing the videos; it's easier to test audiences with static images.
4. **Attribution links:** Create a specific attribution link for each audience and creative combination (whether using the coded naming convention or not). That way you can track the performance of the ad + audience combos.
 - **Critical:** make sure the ad's name is identical on both the Facebook and Amazon Attribution dash.
5. **Rule:** ads off after 30 clicks each (e.g., a total of 90 - 150 clicks per audience)
6. **Analysis:** Analyze attribution data 4 - 7 days after the ads started so it has enough time to stabilize. Best audience is one that has the lowest cost per unit.
 - Main goal is finding an audience that converts.
 - If using the book cover on book cover bg / book cover bg / audio style cover. Looking for an audience that has a 2%+ total conversion rate (for a full price book that's \$2.99+) or 5%+ (for a \$0.99 book). If using other creatives, just ignore this.
 - If no audiences hit this conversion target, can use best performing audience with creative testing, or re-run test with 3 - 5 new audiences.
7. Turn the audience testing campaign off once you're done testing audiences. Can circle back around later to test more audiences with your winning creatives to find additional audiences to target.
8. If you want to combine audiences of the same type after testing (e.g., two genre audiences like Detective Fiction and Crime Fiction), then test the new combined audience to make sure the performance replicates.

ADVANTAGE DETAILED TARGETING: ORIGINAL AUDIENCE

The screenshot displays the Facebook Advantage Detailed Targeting interface. The main section is titled "Audience controls" and includes a "Use saved audience" dropdown, "Locations" (United States), and "Advantage+ audience" options. A red box highlights the "Switch to original audience options" button, with a red arrow pointing from the "Save audience" button to it. The right sidebar shows "Estimated audience size: 157,100,000 - 184,800,000" and "Estimated daily results" which are unavailable due to budget optimization.

Audience controls ⓘ
Set criteria for where ads for this campaign can be delivered. [Learn more](#)

🕒 You can set audience controls for this ad account to apply to all campaigns.
[Set audience controls for all campaigns](#)

Use saved audience ▾

*** Locations** ⓘ
Included location:
• United States

[Show more options ▾](#)

Advantage+ audience ⚡
We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance.
[About audiences](#)

⊕ Audience suggestion (optional)

Save audience → **Switch to original audience options**

Placements ⓘ [See updates](#)
Choose where your ad appears across Meta technologies. [Learn more](#)

🕒 **Threads feed placement included** ×
To help you reach more people, the new Threads feed placement is included in this campaign. You can manage placements in Manual placements. [About ads in Threads](#)

Advantage+ placements ⚡
Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

[Show more options ▾](#)

Narrow Broad

Estimated audience size: 157,100,000 - 184,800,000 ⓘ
📈 Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

Estimated daily results
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

ADVANTAGE+ AUDIENCE V. ADVANTAGE DETAIL TARGETING (ADT)

- **Advantage Detailed Targeting** (click “switch to original audience” link at bottom of audience section)
 - **Advantage+ Audience:** Facebook’s AI will use your selected options as a starting point, but can target interests *and* demographics outside your selected options
 - **Example:** if you target only 21+ women who like Contemporary Romance, Advantage+ Audience can start targeting 60-year-old men who aren’t interested in Contemporary Romance if it sees they’re getting cheaper clicks.
 - **Advantage Detailed Targeting:** Facebook’s AI will use your demographic options as hard guardrails, while using your other audience targeting options as a starting point. This means it can target interests outside your selected interest target(s).
 - **Example:** if you target 21+ women only who like Contemporary Romance, Advantage Detailed Targeting will only target women who are 21+; these people may not necessarily be interested in Contemporary Romance, however.

AUDIENCES TO START WITH (WHAT'S PERFORMED BEST)

1. **Broad:** no interests selected. Genders you test here depends on your primary demographic, e.g., for romance, test all women; unnecessary to test men. Whereas for a thriller / mystery, you could test both. I would test each as a separate audience, as there may be a significant difference in performance.
 - Ex. all women, all men, or all men + women.
2. **Genre:** a genre interest relevant to your book. If you don't have any relevant authors available to target, then test 2+ genres instead.

Note: two seemingly similar genres can perform very differently from one another (e.g., Contemporary Romance tends to be a much better target than Romance Novels), so you have to test these individually. *Never* assume that because one genre interest is effective, another similar one will be.

 - Ex. Detective Fiction, Urban Fantasy, or Contemporary Romance
3. **Authors:** if you have a relevant author interest available, then test that. Not all genres will, since most author interests were removed in the 2025 audience update.
 - Ex. Colleen Hoover, JK Rowling, Stephen King

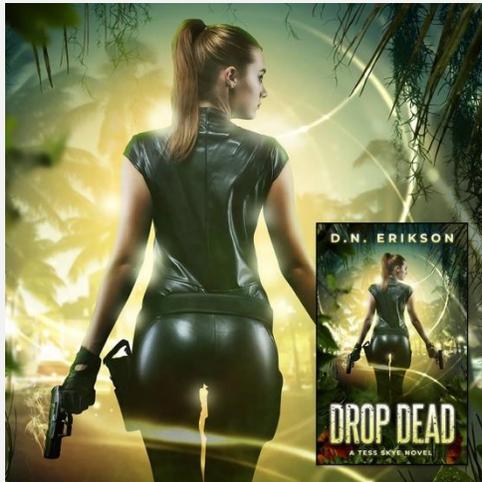
If you're testing 5 audiences, then you can test multiple options from the categories above (e.g., two genres, or men and women). Or you could test other types of audiences like movies / TV shows, general interests (dogs, Kindle etc.), Lookalikes etc.

WHAT IF YOU WRITE IN A SMALLER GENRE?

1. **Broad:** no interests selected. Genders you test here depends on your primary demographic, e.g., for romance, test all women; unnecessary to test men. Whereas for a thriller / mystery, you could test both. I would test each as a separate audience, as there may be a significant difference in performance.
 - Ex. all women, all men, or all men + women.
2. **Genre:** a genre interest relevant to your book narrowed by an interest that your target audience is likely interested in. I would still test the unnarrowed version as well.
 - Ex. Detective Fiction narrowed by Dogs
3. Non-book audiences relevant to your readers narrowed by reading, Kindle Store etc.
 - Ex. Dogs narrowed by Reading

STARTING FACEBOOK AD CREATIVES

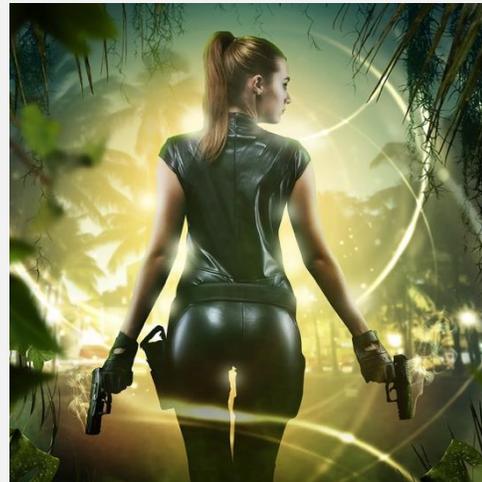
Can run just 1 of these (start with book cover on book cover background if running just 1) or test all 3



Creative 1

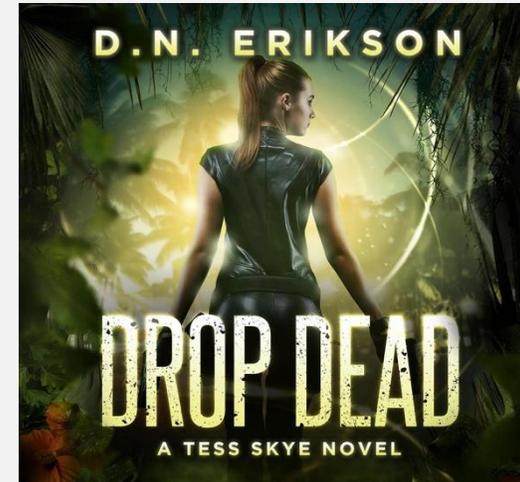
book cover on book cover background

For cover, can use 3D paperback, cover on eReader etc.



Creative 2

book cover background



Creative 3

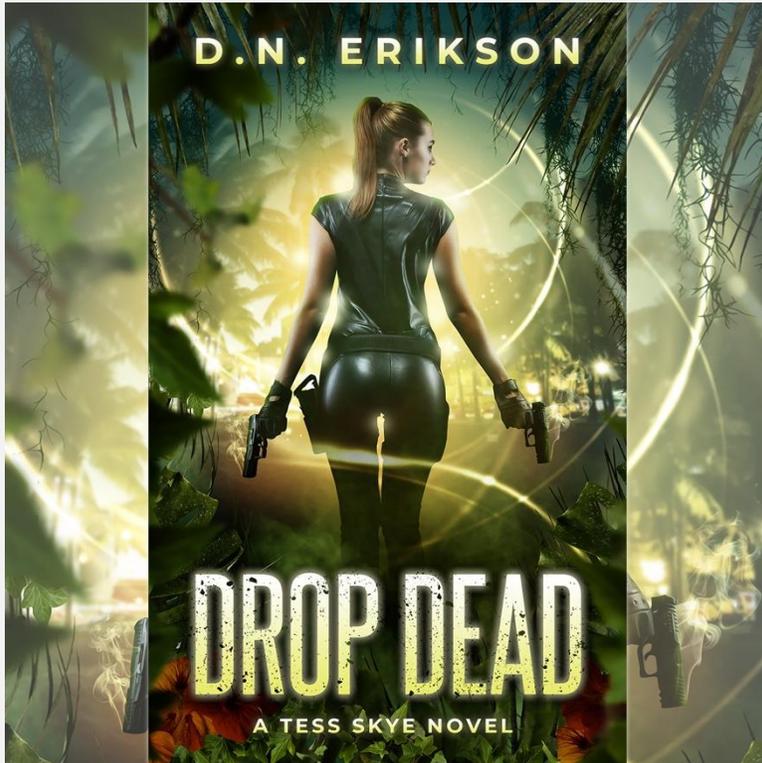
Audiobook-style cover (no narrator name)

Copy (same for all 3): blurb or part of blurb

Headline (same for all 3)

- **Formula 1:** [Genre] Free in Kindle Unlimited
Ex. New Urban Fantasy Book Free in Kindle Unlimited
- **Formula 2:** [Genre-Related Adjective] Novel
Ex. Steamy Small Town Romance Novel!

BOOK COVER ON BOOK COVER BG VARIATION



Creative | Variation

book cover on book cover background

The larger cover variation shown here can outperform the thumbnail sized version from the previous slide

Tip: reduce the opacity of the background to 50 – 75% so that the cover pops more. Otherwise they can blend together and the cover can be difficult to see.

AUDIENCE TEST DATA: THRILLER / MYSTERY

Audience Code	Audience	FB Spend	FB Clicks	FB CPC	Sales	Borrows	Units	Total CV	Cost Per Unit
A202	Mystery Fiction	\$ 84.18	297	\$0.28	2	7	9	3.0%	\$9.34
A205	Action Fiction	\$ 79.73	291	\$0.27	6	3	9	3.0%	\$9.19
A205b	Action Fiction x Kindle Store	\$ 79.65	286	\$0.28	0	2	2	0.9%	\$32.69
A205c	Action Fiction x Women Only	\$ 78.57	297	\$0.26	1	6	7	2.5%	\$10.60
A205d	Action Fiction x Kindle Store x Women Only	\$ 80.44	290	\$0.28	2	6	8	2.9%	\$9.71
A209	Stephen King	\$ 63.22	297	\$0.21	1	6	7	2.4%	\$9.03
A209b	Stephen King x Kindle Store	\$ 78.22	289	\$0.27	3	2	5	1.6%	\$16.85
A209c	Stephen King x Women Only	\$ 71.83	287	\$0.25	2	4	6	2.1%	\$12.12
A209d	Stephen King x Kindle Store x Women Only	\$ 63.94	303	\$0.21	3	1	4	1.5%	\$14.34
A210	Mystery Fiction x Kindle Store	\$ 100.83	366	\$0.28	5	6	11	3.1%	\$8.81
A210b	Mystery Fiction x Women Only	\$ 66.25	286	\$0.23	5	5	10	3.6%	\$6.48
A210c	Mystery Fiction x Kindle Store x Women only	\$ 71.69	298	\$0.24	4	4	8	2.6%	\$9.18

AUDIENCE TEST DATA: THRILLER / MYSTERY - NARROWING

Audience Group	# of Audiences	Tot CV	CPU
Vanilla audiences (no narrowing)	3	2.8%	\$ 9.20
narrowed by Kindle Store	6	1.8%	\$ 13.43
narrowed by Kindle Store (not narrowed by women only)	3	1.5%	\$ 16.67
narrowed by women only	6	2.5%	\$ 9.81
narrowed by women only (not narrowed by Kindle Store)	3	2.7%	\$ 9.19
narrowed by Kindle Store + Women Only	3	2.3%	\$ 10.51
Vanilla audiences here were Mystery Fiction, Action Fiction, and Stephen King			
These were then narrowed by Kindle Store, Women Only, or Kindle Store + Women Only			

- This data is from the same audience test as the previous slide, just broken down by how narrowing the audiences affected performance
- The vanilla audiences (without any narrowing) performed better than narrowing by anything.
- Narrowing can improve performance in some instances, but this is why I recommend starting with the base vanilla audiences during initial testing (here, the author had already run multiple audience tests, which is why we were exploring narrowing)

BEST PRACTICES: AD SETTINGS

FACEBOOK: AD SETUP (CAMPAIGN)

1. **Objective (Campaign):** use Traffic; this will optimize for clicks.
2. **Bidding (Campaign):** use “Advantage+ Budget” (formerly called Campaign Budget Optimization, or CBO). Advantage+ Budget is easier to manage than Ad Set budgeting, performs better, and is easily / quickly scalable (can go from \$5 to \$500 without any problems; CPCs will rise, of course, but just because you’re spending more, not because of Facebook breaking down on the technical side).

Note: If you’re running videos, run those in a separate campaign from your static image ads. This way you can control the budget and more easily analyze the data.

FACEBOOK: AD SETUP (AD SET)

1. **Region (Ad Set):** generally start with the US. If the ads are doing well and you want to try them in the UK, you can run your best winners there in a new, separate campaign. Only target one region per campaign; this allows you to control the budgets to each region you want to run ads to.
2. **Performance Goal (formerly called “Optimization”) (Ad Set):** make sure “link clicks” is selected (this is in the middle; also check the bottom). If this is set to “landing page views” then the ads will be 2x - 4x more expensive.
3. **Audience (Ad Set):** use Advantage Detailed Targeting (click “switch to original audience” link at bottom of audience section)
 - **Advantage+ Audience:** Facebook’s AI will use your selected options as a starting point, but can target interests *and* demographics outside your selected options
 - **Example:** if you target 21+ women who like Colleen Hoover, Advantage+ Audience can start targeting 60-year-old men who aren’t interested in Colleen Hoover if it sees they’re getting cheaper clicks).
 - **Advantage Detailed Targeting:** Facebook’s AI will use your demographic options as hard guardrails, while using your other audience targeting options as a starting point. This means it can target interests outside your selected interest target(s).
 - **Example:** if you target 21+ women only who like Contemporary Romance, Advantage Detailed Targeting will only target women who are 21+; these people may not necessarily be interested in Contemporary Romance, however.
4. **Placements (Ad Set):** select “manual” and then:
 1. **Static images:** Facebook News Feed only (one placement)
 2. **Videos:** Facebook Reels and Instagram Reels (two placements)

ADVANTAGE DETAILED TARGETING: ORIGINAL AUDIENCE

The screenshot displays the Facebook Advantage Detailed Targeting interface. It is divided into several sections:

- Audience controls:** Includes a note that criteria can be set for all campaigns and a link to "Set audience controls for all campaigns".
- Use saved audience:** A dropdown menu.
- Locations:** Shows "United States" as an included location with a "Show more options" link.
- Advantage+ audience:** Explains that ads will be shown to people most likely to respond. It includes an "Audience suggestion (optional)" field and two buttons: "Save audience" and "Switch to original audience options". The "Switch to original audience options" button is highlighted with a red box and a red arrow pointing to it from the "Save audience" button.
- Placements:** Includes a "See updates" link and a notification that "Threads feed placement is included". It also features an "Advantage+ placements" section explaining budget allocation.

On the right side of the interface, there are two additional panels:

- Targeting range:** A slider between "Narrow" and "Broad".
- Estimated audience size:** Shows a range of 157,100,000 - 184,800,000.
- Estimated daily results:** A message stating that results are not available because the budget is optimized across ad sets.

FACEBOOK: AD SETUP (AD LEVEL)

1. **Advantage+ Creative (formerly called “Standard Enhancements”) and Optimize Text per Person (Ad):** turn both of these off.
2. **Flexible Media (Ad):** turn this off. May also be referred to as “Crop and Expand.”
3. **Multi-advertiser ads (Ad):** turn this off. This allows your ad to be shown alongside ads for other products in a carousel format. This ad carousel is shown below ads to the user with the header “you might like” or “more for you.” So you’re essentially competing for space against the original ad above yours as well as the ads within the carousel.
4. **Button (Ad):** use Download, Order Now, Shop Now, or Learn More. Can use the “no button” option (not available on all ad types), which allows more room for a longer headline.
5. **Description (Ad):** this is the footer text on the ad that runs below the headline. It will auto-pull from the Amazon blurb; you can hit the space bar to just have this appear as blank.
6. **Attribution Links:** use a unique attribution link for each ad so you can compare their performance.

AUTOMATED RULES

- You can set rules on Facebook to automatically shut ads off
- This is located along the middle of the menu bar
- Use “link clicks” when setting up the rule

AUTOMATED RULES

The screenshot displays the Facebook Ads management interface. At the top, there are filters for 'All ads', 'Active ads', and 'Had delivery'. Below this is a search bar and a navigation bar with tabs for 'Campaigns', 'Ad sets', and 'Ads'. The 'Ad sets' tab is active, showing a table of ad sets. A red arrow points to the 'More' button in the top toolbar. A dropdown menu is open, showing options for 'Automated rules', 'Save audience', and 'Import and export ad configuration'. The 'Automated rules' section is expanded, showing options like 'Create a new rule', 'Apply an existing rule', 'View active rules', and 'Manage rules'. The table below shows three ad sets, all in 'In draft' status, with columns for 'Off / On', 'Ad', 'Delivery', 'Actions', 'Ad Set Name', 'Budget', 'Reach', and 'Impressions'.

Off / On	Ad	Delivery	Actions	Ad Set Name	Budget	Reach	Impressions
<input checked="" type="checkbox"/>	G100 C100 H100 A100	<input type="radio"/> In draft		A100: Urban Fantasy	Using campaign...	—	—
<input checked="" type="checkbox"/>	G102 C100 H100 A100	<input type="radio"/> In draft		A100: Urban Fantasy	Using campaign...	—	—
<input checked="" type="checkbox"/>	G101 C100 H100 A100	<input type="radio"/> In draft		A100: Urban Fantasy	Using campaign...	—	—

ANALYSIS METRICS

KEY AD ANALYSIS METRICS

Your four most important ad analysis metrics for determining which specific ads are working or not are:

- 1. CPC:** ad spend / clicks
 - $\$362.21 \text{ spent} / 2135 \text{ clicks} = \0.17 CPC
- 2. Conversion**
 - **Sales:** sales / clicks (if wide / selling direct)
 - **Note:** Amazon refers to sales as orders on the Amazon Ads dashboard and purchases and units sold on the Amazon Attribution dashboard.
 - **Total conversion:** units / clicks (if in KU)
 - Units = sales + borrows
 - Borrows = page reads / KENPC
 - KENPC is found on the KDP Dashboard; search for the book, mouse over the “...” and click “Manage KDP Select,” then scroll to the bottom of the page.
 - **Example:**
 - **Borrows:** 14,692 page reads / 482 KENPC = 30.5 borrows
 - **Units:** 30.5 borrows + 17 sales = 47.5 units
 - **Total conversion:** 47.5 units / 2135 clicks = 2.2% total conversion
- 3. Cost per unit (recommended)**
 - **Cost per sale:** spend / sales OR CPC / sales conversion (wide / selling direct)
 - **Cost per unit:** spend / (sales + borrows) OR CPC / total conversion (KU)
 - **Profit per sale:** revenue per sale – cost per sale (wide / selling direct)
 - **Profit per unit:** lower of revenue per sale or revenue per borrow – cost per unit (KU)
 - **Example:**
 - $\$362.21 \text{ spent} / 47.5 \text{ units} = \$7.62 \text{ cost per unit}$
 - \$9 revenue per sale, \$8 revenue per borrow → use revenue per borrow here since it's lower
 - $\$8 \text{ revenue} - \$7.62 \text{ cost per unit} = \$0.38 \text{ profit per unit}$
- 4. Profit per click (alternative to cost per unit; used with Amazon Ads to set bids precisely)**
 - **Revenue per click** = total projected revenue / clicks
 - **Total projected revenue** = (RPS * sales of Book 1) + (RPB * borrows of Book 1)
 - **Profit per click** = revenue per click – cost per click

Profit per click and **cost per unit** are your main analysis metrics. These both give you a common metric that you can use to compare apples to apples across different ads (you can even use them to compare the performance of different ad platforms).

MISTAKES

MISTAKES

- **Mistake 1:** not testing / not testing enough audiences.
- **Mistake 2:** having Advantage+ Audience enabled when testing
- **Mistake 3:** starting with complicated audiences (e.g., Contemporary Romance narrowed by ebooks narrowed by Kindle Store, women only 35 – 44)

COURSE

- **Almost Everything You Need to Know About Facebook Ads**
- **\$299**

nicholaserik.com/products/fb

END