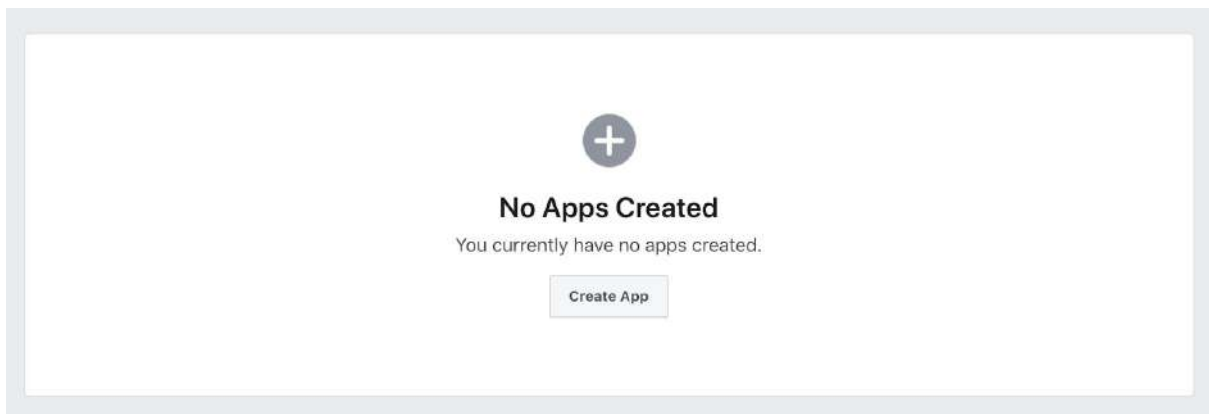


## Cheatsheet

# How to use the Facebook Marketing API to reveal hidden interests

## Step 1: Create a Facebook App

Go to [this page](#) in Facebook for Developers. There you'll click on the **+Create app** button to create a new Facebook App.



Give your app a **Display Name** and add your **Contact Email**.

### Create a New App ID

Get started integrating Facebook into your app or website

Display Name

Contact Email

By proceeding, you agree to the Facebook Platform Policies

Then click on **Create App ID**.

Your first step, creating an App, is now completed 🙌

## Step 2: Request an Access Token

The next step is to request an Access Token that you can use to authenticate yourself when using the Facebook Marketing API.

Go to [this page](#) to request your Access Token.

First **select the Application** you've created. Next, click on the Get Token dropdown and select the option **Get App Token**. Now you see the long string of letters and numbers below.

That is your **Access Token**.



If you're already switched to the new design of Graph Explorer, it looks a little different - just make sure to select **App Token**.



## Step 3: Use the Facebook Marketing API

This is the Marketing API URL you can copy and edit:

```
https://graph.facebook.com/search?type=adinterest&q=[Golf]&limit=10000&locale=en_US&access_token=your-access-token
```

**Input your keyword** in between brackets, where I've put the example **[Golf]**. Note that the first letter should be capitalised. Finally replace the text **your-access-token** at the end of the URL string with your Access Token.

It works best when you input broad keywords (like Golf, Fitness, Cats, Dogs, Business, Vacation, etc.) Don't narrow down your input.

**Note:** Copy the link first into a browser window. When you copy it into a text editor, often the formatting is messed up. If your link (with access token) doesn't work, always check for symbols like "%20".

**It should look like this:**

```
https://graph.facebook.com/search?type=adinterest&q=[Golf]&limit=10000&locale=en_US&access_token=404037986921417|cqxbkBOnzhuGNwTi67x1L3bHXIQ
```

Then you copy the URL in your browser and hit **Enter**

--

If you want to automate this entire process, I recommend you to checkout our software [InterestExplorer](#). It's used by 1000's of Facebook marketers around the world to discover hidden interests



# Advanced interest layering

## Find hidden interests

First use the strategy above (or [InterestExplorer](#)) to find hidden interests related to your niche. Don't look too much at the audience sizes of single interests, because only the total reach of your layered ad set matters. I usually aim for around 30 interests in total.

## Randomly create layers

I always create 3 layers, so three sets of interests. When you have 30 interests, that means you randomly assign these interests to 3 sets of 10. Then you copy these interests into the Detailed Targeting section in Facebook Ads Manager when creating your ad set.

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

<b>Mike Dillard</b>
Interests > Additional Interests > Product Hunt
<b>Product Hunt</b>
Interests > Additional Interests > Rich Dad Poor Dad
<b>Rich Dad Poor Dad</b>
Interests > Additional Interests > Ryan Deiss
<b>Ryan Deiss</b>
Interests > Additional Interests > Smart Passive Income with Pat Flynn
<b>Smart Passive Income with Pat Flynn</b>
Add demographics, interests or behavior   <b>Suggestions</b>   <b>Browse</b>

and MUST ALSO match at least ONE of the following ⓘ

and MUST ALSO match at least ONE of the following ⓘ

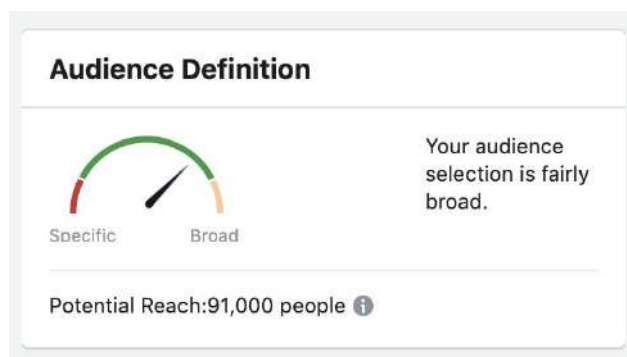
Paste the first 10 interests, then click on the option to narrow down and paste the second 10 interests. Repeat this step a third time.

The result is that people will only see your ad when they match at least 1 interest from the first layer, at least 1 interests from the second layer and at least 1 interest from the third layer.

This completely excludes “accidental likes”.

## Check the total audience size

Specific is better. But your campaign should still get some reach of course. I usually aim for at least 50.000 people in the audience. So not per interest, but in total when the 3 layers are applied.



This next-level strategy makes sure that you only target people that like multiple interests from the relevant set of interests you’ve created. The result is that you’ll waste less of your budget on people that “accidentally” liked (or were assigned) just 1 broad interest.

Our software [InterestExplorer](#) also does this a layering for you.

Enjoy!



**Paco Vermeulen**

Founder [InterestExplorer.io](#)