

Cheatsheet

How to use the Facebook Marketing API to reveal hidden interests



Click on the URL below to open it in your browser

[https://graph.facebook.com/search?type=adinterest&q=\[Golf\]&limit=10000&locale=en_US&access_token=562476534284148|RR0VTMWxhtPFVGMbPS8_GkQPmHQ](https://graph.facebook.com/search?type=adinterest&q=[Golf]&limit=10000&locale=en_US&access_token=562476534284148|RR0VTMWxhtPFVGMbPS8_GkQPmHQ)

Input your search keyword in the URL

Input your keyword in between brackets, where I've put the example [Golf]. Note that the first letter should be capitalised.


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

Use the interests in Facebook Ads Manager

While Facebook limits the number of suggestions, they accept them for targeting when you paste them in the Detailed Targeting field.

Detailed Targeting ⓘ Include people who match ⓘ

 | [Suggestions](#) | [Browse](#)

If you want to automate this entire process, 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 30-50 interests in total.

Randomly create layers

I always create 3 "layers", so three sets of interests, in 1 ad set.

When you have 30 interests, that means you randomly assign these interests to 3 sets of 10 each. Then you copy these interests into the Detailed Targeting section in Facebook Ads Manager, like this:

- Paste the first 10 interests, then click on the option to "Narrow Audience" to add a second field where you can input interests.
- Paste the second 10 interests. Click the option "Narrow Further" to add a third field where you input interests.
- Paste the third set of 10 interests.

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

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

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

and **MUST ALSO** match at least **ONE** of the following ⓘ

and **MUST ALSO** match at least **ONE** of the following ⓘ


This completely excludes “accidental likes”, and only includes people who are really part of your perfect audience.

NOTE: with this strategy my goal is not to find 1 “winning” interest, but to create a profile of interests that targets my ideal audience.

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.

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 91,000 people ⓘ

If your audience is too small, add some bigger audience interests to the first “layer” to increase the audience size while keeping relevancy.

This next-level strategy makes sure that you only target people that like multiple interests from the relevant selection of interests you’ve picked. 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.

It’s used by thousands of smart Facebook marketers.

ADLEAKS



digitalkickstart™

With our software you’ll **uncover 1000's of targetable Facebook interests** your competition can't find, so you can avoid the bidding war and skyrocket your ROAS 🚀

[Learn more here](#)

