

## Cheatsheet

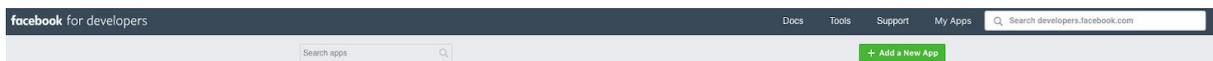
# How to use the Facebook Marketing API to reveal hidden interests

### Like to watch video instead?

I've created a 20 minute training video that comes with this PDF cheatsheet: <https://interestexplorer.io/free-training>

## Step 1: Create a Facebook App

Go to [this page](#) in Facebook for Developers. There you'll click on the green **+Add a New 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

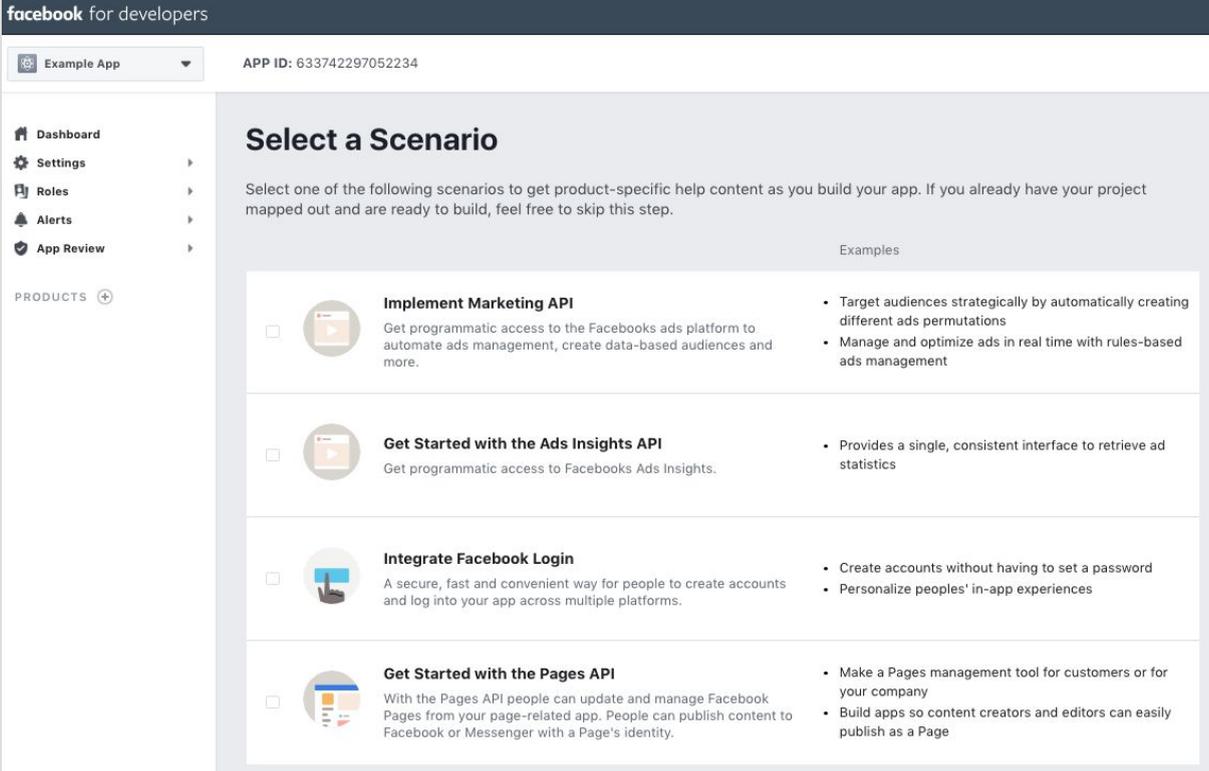
Display Name

Contact Email

By proceeding, you agree to the Facebook Platform Policies

Then click on **Create App ID**.

In the dashboard you can select a scenario for your Facebook App.



The screenshot shows the Facebook for developers dashboard. At the top, it says 'facebook for developers' and 'Example App' with a dropdown arrow. To the right, it displays 'APP ID: 633742297052234'. On the left sidebar, there are navigation options: Dashboard, Settings, Roles, Alerts, and App Review. Below these are 'PRODUCTS' with a plus icon. The main content area is titled 'Select a Scenario' and includes a sub-header: 'Select one of the following scenarios to get product-specific help content as you build your app. If you already have your project mapped out and are ready to build, feel free to skip this step.' Below this, there are four scenario cards, each with a checkbox, an icon, a title, a description, and a list of examples:

- Implement Marketing API**  
Get programmatic access to the Facebooks ads platform to automate ads management, create data-based audiences and more.  
Examples:
  - Target audiences strategically by automatically creating different ads permutations
  - Manage and optimize ads in real time with rules-based ads management
- Get Started with the Ads Insights API**  
Get programmatic access to Facebooks Ads Insights.  
Examples:
  - Provides a single, consistent interface to retrieve ad statistics
- Integrate Facebook Login**  
A secure, fast and convenient way for people to create accounts and log into your app across multiple platforms.  
Examples:
  - Create accounts without having to set a password
  - Personalize peoples' in-app experiences
- Get Started with the Pages API**  
With the Pages API people can update and manage Facebook Pages from your page-related app. People can publish content to Facebook or Messenger with a Page's identity.  
Examples:
  - Make a Pages management tool for customers or for your company
  - Build apps so content creators and editors can easily publish as a Page

Click **Implement Marketing API** and then the **Confirm** button at the bottom, followed by **Save Changes** at the bottom of the next screen.

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 App** you created. Next, click on the User or Page dropdown and select the option **App Token**. Now you see the long string of letters and numbers below. That is your **Access Token**.

The screenshot shows a web form for generating a Facebook Access Token. It has three main sections: 'Facebook App' with a dropdown menu currently showing 'Example App'; 'User or Page' with a dropdown menu currently showing 'App Token'; and 'Access Token' with a text input field containing the token '633742297052234|bSbhwhN0Ug4w\_wy3FO5-ptwCjs'. A blue button labeled 'Get Access Token' is at the bottom.

### 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](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]. Not 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.

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

# Advanced interest layering

Disclaimer: there is not right or wrong - this is how I use interest layering to setup succesful Facebook campaigns.

## 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 ⓘ

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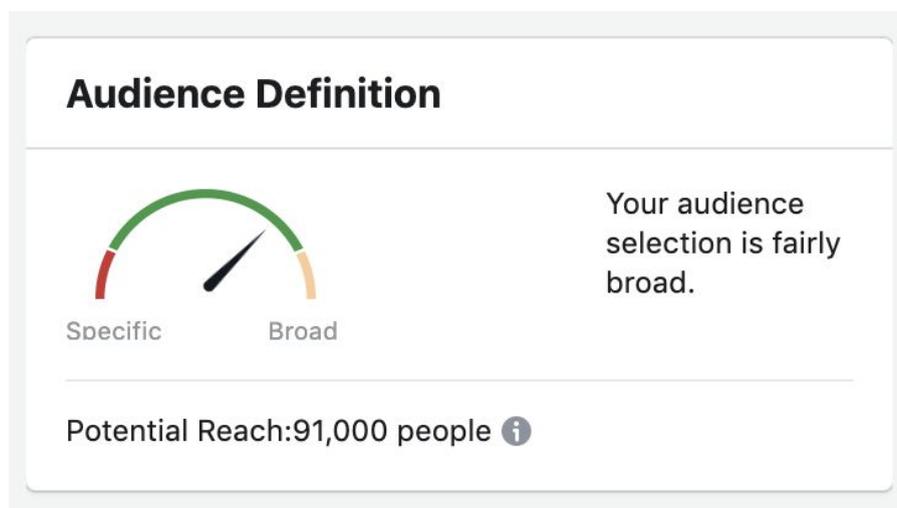
Paste the first 10 interests, then click on the option to narrow down and paste the second 10 interests. Repeat this step a third time.

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.

So you'll basically force Facebook to show your ad to just the people in your audience that are most likely to be interested and to convert.