



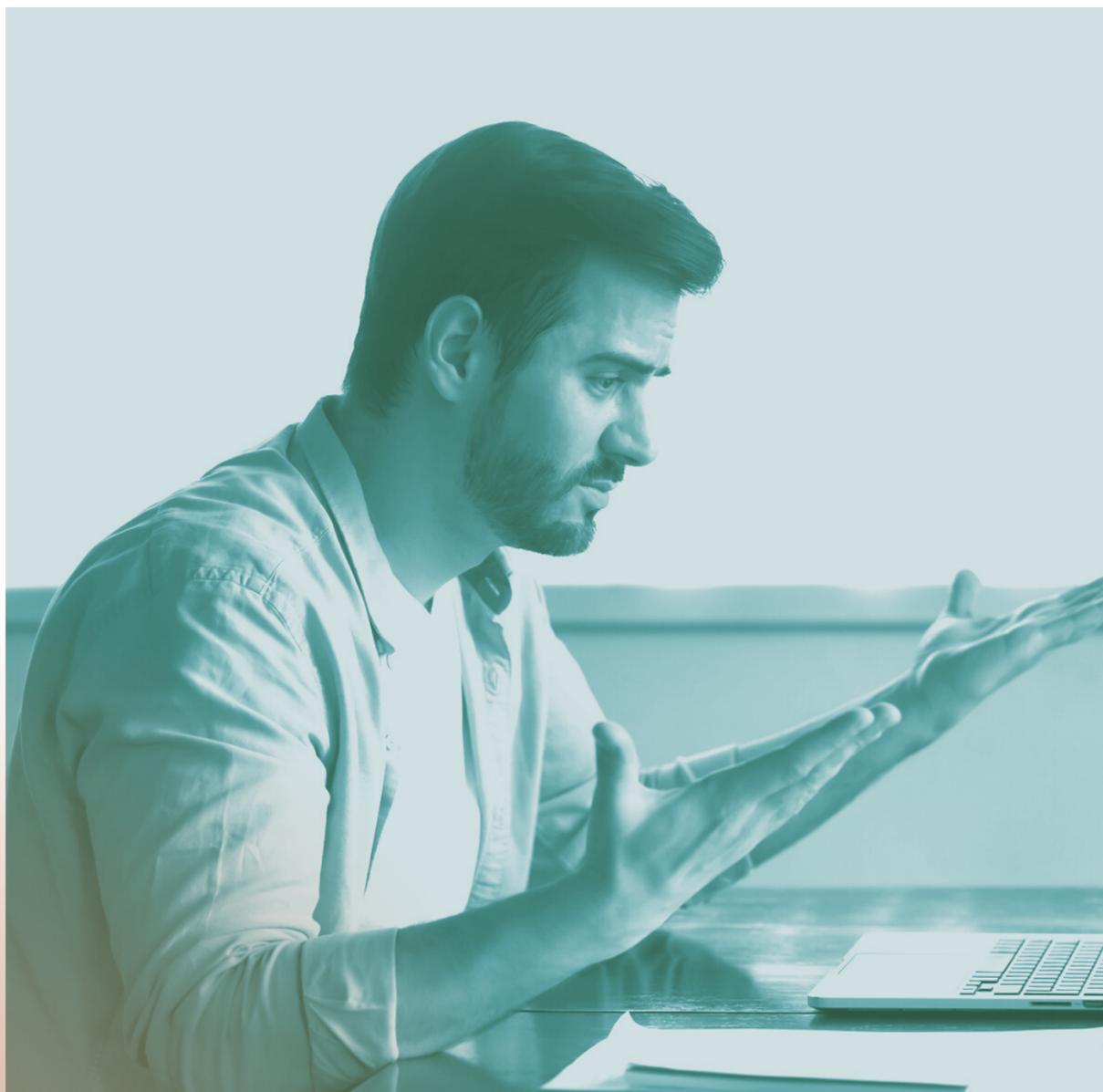
# How to Target Muslim Audiences on Facebook

*- A Quick Solution*





"I cannot target Muslim audiences on Facebook anymore."



**Solved!**

# Use Your Customer List

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Upload a list of your customers and run a campaign to encourage their next purchase.



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You can use this same list to recruit new Muslim customers by creating campaigns that reward your list members for bringing in new customers.



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For first-time customers think about what they would typically buy next and when they tend to do so. Use this data to advertise their next product within that time frame.



# Use Your Site Visitors



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Use Facebook Pixel to track user behavior on your site, as well as specific audience segments that you can target with future Facebook ads.



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Abandoned carts offer excellent opportunities for Facebook retargeting since your potential customer has already done all the work to get your product in their cart.



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Through Facebook ads, you can target your audience with a series of advertisements based on their website behavior.



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Target Muslim audiences who have engaged with your Facebook app or have taken specific actions on your Facebook app.

# Use Lookalike Audiences

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You can create Facebook Lookalike Audiences by selecting segments of people who have similar characteristics to your existing users.

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The lookalike audience should really be specific to products that most probably only Muslim consumers would buy.





# Conclusion

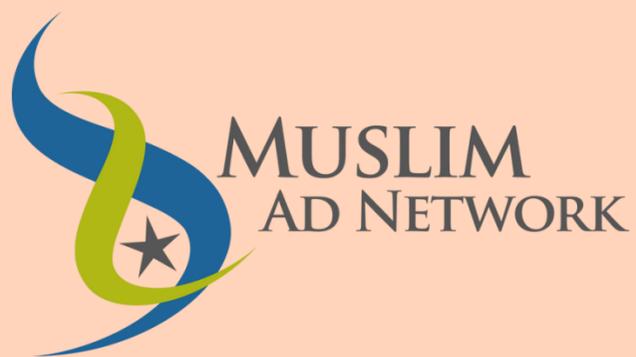
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If we are talking about a warm Muslim audience there are still a few options to target them on Facebook as we have demonstrated in this article.

So what do you do if you want to advertise to a new Muslim audience that has not warmed up to you yet? The answer to that is you partner with the largest, most experienced ad platform for targeting Muslim consumers in the world.

For more than a decade, Muslim Ad Network has helped brands, businesses, and organizations reach over 250 million Muslim customers online globally, and has served over a billion ads.





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# Get in Touch