

CUSTOM AUDIENCE CHECKLIST

A list of the Core Custom Audiences you should create!



Page Engagement 365 Days

Email Subscribers

All Website Visitors 180 Days

All Leads (By Email)

3 Second Views 365 Days

All Leads (By Event/Page Visit)

10 Sec Views 365 Days

All Buyers (By Email)

25% Views 365 Days

All Buyers (By Event/Page Visit)

75% Views 365 Days