



Add users to FB audience

Add users from moengage to FB audience



Delete users from FB audience

Delete users from FB audience by selecting audience

Remove users from*

Select custom audience ID

Select custom audience ID

Identifiers*

Match users using these identifiers

To maximize the match rate, we try user sync with Facebook based on any one of the available parameters



Device identifier

Attribute that stores device ID

Google Advertising ID (Android) , Ad

Choose the attribute having Google Advertiser id or IDFA for your customers



Email id

Attribute that stores email ID

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Facebook User Guide 2013

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