audience town

Audience Targeting

Smarter retargeting on Meta based on real behavioral data and demographics.

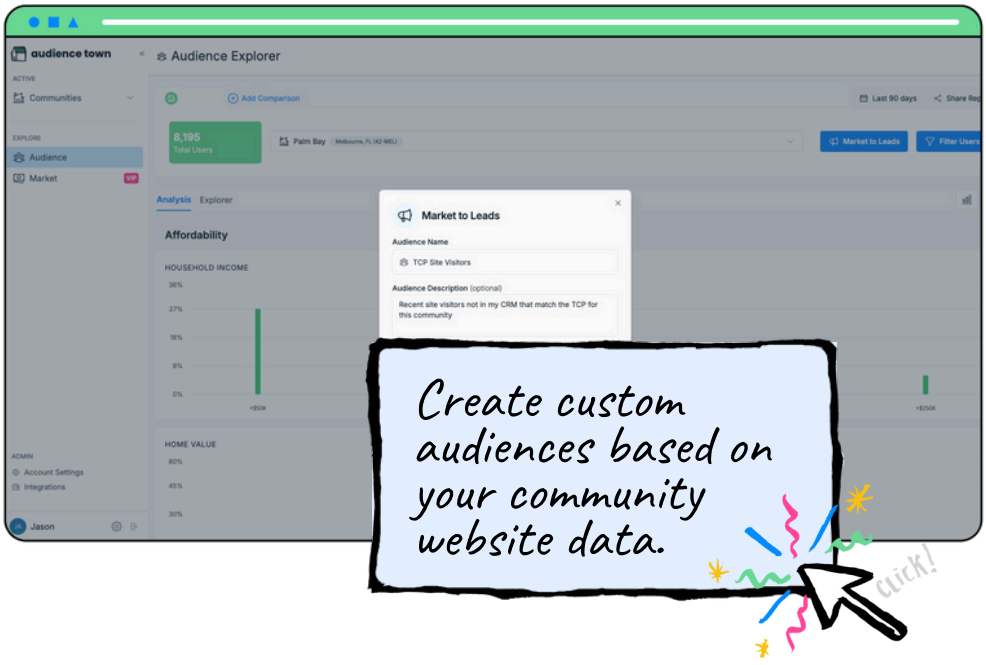
Retargeting works. But most campaigns waste budget on the wrong people: agents, tire-kickers, past buyers, and bots. The Audience Targeting Add-On delivers *smarter retargeting, built for builders.*

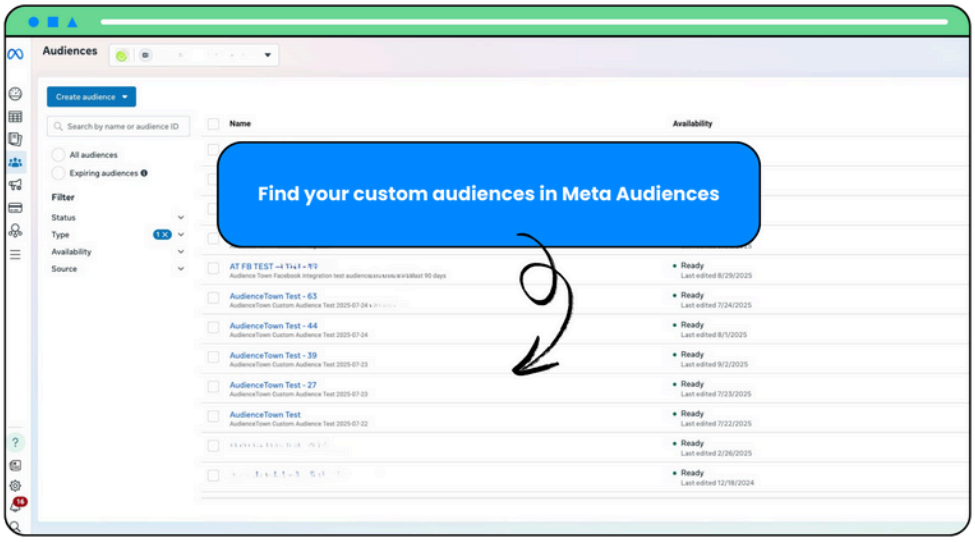
Turn your traffic into real retargeting power.

Build audience segments using:

- Site behavior data like visit depth, referral source, time of day, location, and more.
- FHA-compliant demographic details.
- Lifestyle signals you can only get from Audience Town, including luxury car ownership, pets, family composition and more.

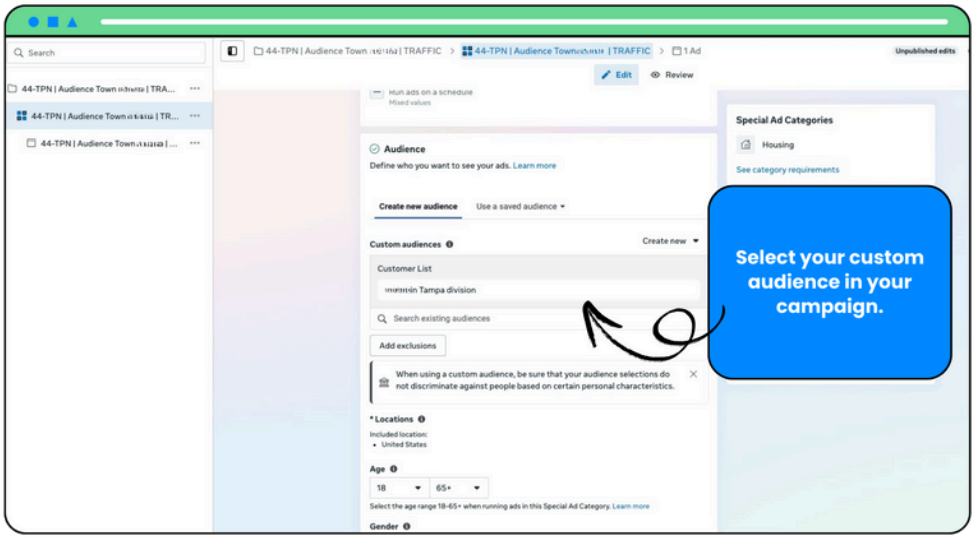
Plus, you can exclude low-quality traffic like real estate agents, past buyers, and recent movers.





Sync to Meta

Send your custom audience directly to Meta, for use immediately - no worksheets, uploads, or new workflows. Your audience even updates automatically.



Activate instantly.

Your custom audience is ready to be used immediately. Simply add it to your custom campaign!

Spend the same budget to reach only the right buyers. That's performance that pays off.

Create a flywheel for better ad performance, with smart retargeting for builders. Same spend, better results.

Getting started is easy!

1. EASY SETUP & INTEGRATION

- 2-step platform setup.
- Simple Meta to Audience Town integration.
- Seamless syncing, no manual effort required.

2. BESPOKE SUPPORT

- Customized onboarding & training.
- Dedicated account manager.
- Insights delivered to you.

3. WINS GUARANTEED

- Optional 90-day trial period.
- Affordable subscriptions.
- Wins guaranteed!

Book a Demo

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