



CHECKLIST

Setting up your first lookalike audience

- ☐ Choose a source list that represents the outcome you want

- ☐ Ensure your source has enough contacts for the platform to analyse

- ☐ Export the list in the format your platform requires

- ☐ Upload the list and select your audience size

- ☐ Run a test campaign with the same budget and creative as your other campaigns

- ☐ Compare performance metrics after one week

- ☐ Refresh your source list regularly as your customer base evolves
