

Send Custom Audiences to Social Channels for Ads! ☒

Unlock the full potential of your data by connecting your Ascent360 account directly to Meta (Facebook/Instagram), Google Ads, and LiveRamp. In just 15 minutes per connection* (for Meta and Google Ads), you'll be able to seamlessly export your cleansed, golden record data into these powerful advertising platforms.

With just a few clicks, you can:

- Build and export custom segments into these social ad channels
- Run one-time or recurring audience pushes.
- Target smarter, save money, and drive more revenue with better-aligned campaigns.

Once your outbound connections are set up, you'll see a new drop-down in Audience Selector that allows you to export audiences directly to Meta/Facebook Ads and Google Ads. View setup documentation via the links below:

1. ☒ [Meta - Connection Guide](#)
2. ☒ [Google Ads - Connection Guide](#)
3. ☒ [LiveRamp - Connection Guide](#)

*LiveRamp has a longer lead time but is still easy! Note: for all channels, Ascent360 is needed to finalize the connection.

Why Connect?

By linking your accounts, you'll be able to:

- **Target precisely** – reach high-value prospects or re-engage lapsed customers.
- **Suppress smartly** – avoid wasting budget on recent purchasers or uninterested audiences.
- **Scale strategically** – create lookalike audiences to find more of your best customers.

This integration makes it simple to use your data strategically across channels.

Best Practices: Campaigns That Work

Here are some tried-and-true ways to maximize your connected audiences:

📧 Lapsed Customer Re-Engagement

Reignite interest by targeting customers who haven't purchased in **6 months to 1 year**. This is especially powerful for reaching people who don't engage with email but are still reachable on social channels.

📧 VIP Lookalike Audiences

Find more customers like your very best. Create a **VIP audience in Ascent360** and then use Meta/Facebook's Lookalike Audience feature to expand your reach to similar high-value prospects.

📧 Prospect Conversion

Don't let warm leads slip away. Send prospects who haven't yet purchased into Facebook or Google Ads for targeted campaigns designed to convert them into first-time buyers.

Next Steps

1. Follow our simple setup guides to connect your Meta and Google Ads accounts.
2. Build your custom audiences in Ascent360's Audience Builder.
3. Start exporting to launch smarter campaigns right away.

With this integration, your data becomes your competitive advantage—helping you spend more efficiently, scale your efforts, and grow revenue across channels.