

03 — Targeting & Audience Packs

Exact audience types that produce the lowest CPL for roofers • Your Pro Marketing Assistant

These are the exact audience types that consistently produce the lowest cost per lead for roofing companies. Use them as starting points. Always layer with location and age.

Core Settings (Use on Almost Every Ad Set)

- Location: Your service radius (usually 20–60 km / 15–40 miles around your city)
- Age: 30–65+ (homeowners). Start with 35–64 if you want higher quality.
- Gender: All (or test women 35–64 if your data shows better conversion)
- Detailed Targeting Expansion: Keep OFF at the beginning so you stay in control

Audience Pack 1 — Broad + Advantage+ (Start Here)

No detailed interests. Just location + age. Let Facebook's Advantage+ find the converters. This is currently one of the strongest ways to get volume at good CPL for roofers.

Best for: Cold traffic, new campaigns, testing creative.

Audience Pack 2 — Homeowner Interests

Stack 2–4 of these (do not over-stack):

- Home improvement
- Homeownership (or Homeowners)
- DIY / Do it yourself
- Real estate
- Home insurance
- Roofing (if available and not too narrow)

Best for: When Broad is too expensive or you want more control.

Audience Pack 3 — Lookalikes

Once you have 50–100+ good leads (or customers), create Lookalike audiences:

- 1% Lookalike of Website Leads / Instant Form leads (best)
- 1% Lookalike of Purchasers / Booked jobs (gold standard)
- 1–2% or 1–3% if you need more volume

Always exclude existing customers and recent leads from cold lookalike campaigns.

Audience Pack 4 — Retargeting (Warm)

- People who opened or submitted Instant Form but didn't convert further
- Video viewers (50% or 75% of your best creatives)
- Page engagers (last 30–90 days)
- Instagram engagers if you use IG

Use stronger offers and social proof creatives for retargeting.

Audience Pack 5 — Exclusions (Critical)

Always exclude:

- Existing customers / past clients
- People who already submitted a form in the last 14–30 days (unless you want to re-engage)
- Employees (if you have a list)
- Low-quality zip codes outside your real service area

Pro Tip: Start simple: 1–2 Broad/Advantage+ ad sets + 1–2 interest ad sets. Add Lookalikes only after you have conversion data. Complexity kills learning.

Next

Open the Testing-Groups-Map.pdf to see exactly how to structure these audiences inside campaigns for clean testing.