

## Australia wide Facebook Ads



it would be adverse to narrow the audience by any interests, for example, "interested in alcohol" because not everyone might show they are interested in alcohol on facebook yet still be an alcoholic.

I would suggest keeping it as broad as possible.

**Parameters:**  
30 day duration  
18 - 65+ years of age  
Men and women.

Even if the ad gets served to non-alcoholics that isn't a bad thing, they might know of a family member or friend in need of AA

Gender ⓘ  
 All  Men  Women

Age ⓘ  
18  65+

Locations ⓘ

**DISCLAIMER: All of the following is Facebook's estimation based on their algorithm and data. Based on our experience it could be below or between the following "reach" ranges.**

**Here are various budgets with the parameters above and the potential individual people reached all amounts include GST.**

**\$5,000**

Potential total 1.26m - 3.66m

### Estimated daily results

Reach ⓘ

**42K-122K**

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

**\$10,000**

Potential total 2.49m - 7.23m

### Estimated daily results

Reach ⓘ

**83K-241K**

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

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**\$15,000**

Potential total 3.75m - 10.8m

### Estimated daily results

Reach ⓘ

**125K-360K**

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**\$20,000**

Potential total 4.98m - 14.3m

### Estimated daily results

Reach ⓘ

**166K-479K**

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**\$25,000**

Potential total 6.21m - 17.94m

### Estimated daily results

Reach ⓘ

**207K-598K**

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**\$30,000**

Potential total 7.44m - 21.51m

### Estimated daily results

Reach ⓘ

**248K-717K**

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[Were these estimates helpful?](#)