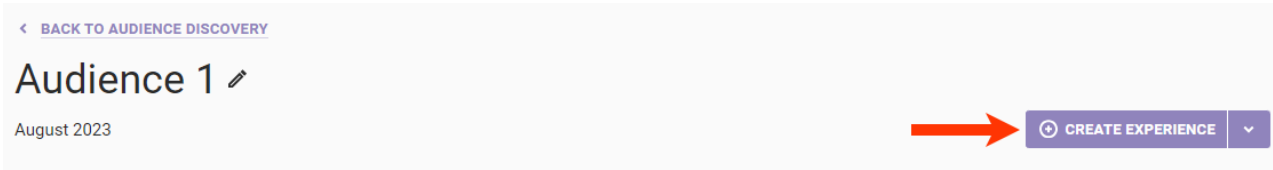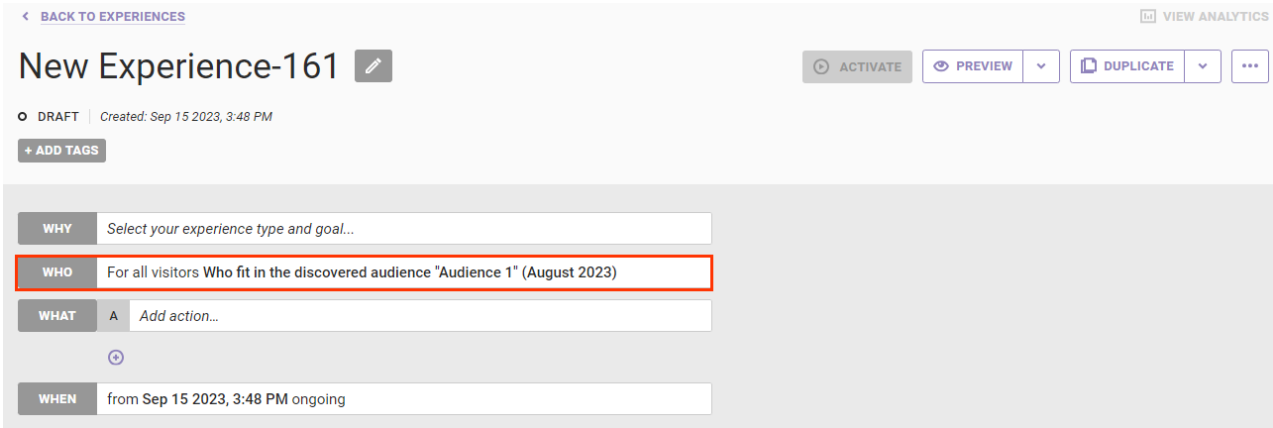# Use Audience Data in an Experience

Ultimately, using Audience Discovery helps you create targeted experiences. You can do so right from an Audience Details page by clicking **CREATE EXPERIENCE** to move to Experience Editor.
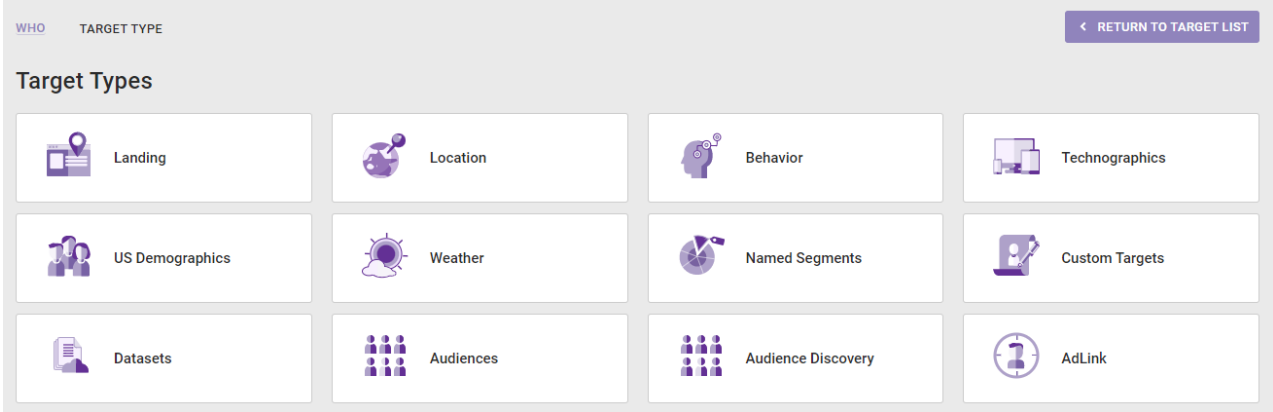

The identified audience is the WHO target.

Complete the other settings as necessary to create the experience.

Conversely, you can start on the Experience Editor page, click **WHO**, click **ADD TARGET**, and then click **Audience Discovery**.

The options in **Select Date Range** are the three most recent months for which Audience Discovery data is available. The list of audience targets contains those eight audiences identified for the month you selected for the date range.

Audiences

Select Date Range   AUGUST 2023 ⌄

Audience 1
Likes: eyewear, eyewear > category, eyewear > category > sunglasses, eyewear > category > sunglasses > square sunglasses, eyewear > category > sunglasses > rectangle sunglasses

Audience 2
Likes: fine jewelry, fine jewelry > category, fine jewelry > category > necklaces, fine jewelry > category > rings, fine jewelry > category > earrings

Audience 3
Likes: watches, watches > category, watches > category > watches, watches > category > exceptional pieces

Audience 4
Likes: makeup, makeup > category, makeup > category > brushes and accessories, makeup > category > brushes and accessories > accessories, makeup > category > brushes and accessories > complexion brushes

Audience 5
Likes: eyewear, eyewear > category, eyewear > category > eyeglasses, eyewear > category > eyeglasses > square eyeglasses, eyewear > category > eyeglasses > rectangle eyeglasses

Audience 6
Likes: fragrance, fragrance > category, fragrance > category > women, fragrance > category > men, fragrance > category > women > chance eau fraîche

Audience 7
Likes: makeup, makeup > category, makeup > category > face, makeup > category > lips, makeup > category > face > foundation

Audience 8
Likes: skincare, skincare > category, skincare > category > moisturizers, skincare > category > serums, skincare > category > cleansers & makeup removers

Click to select an audience target, and then complete the other settings as necessary to create the experience.