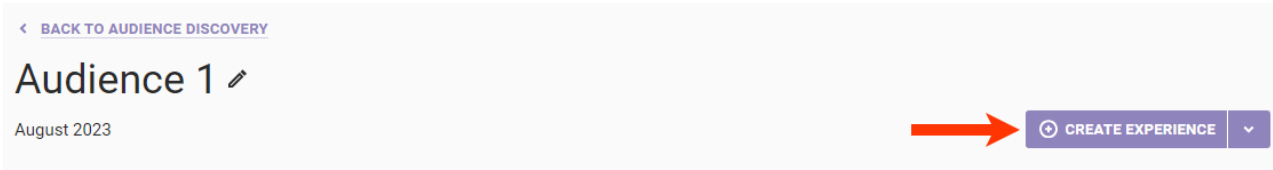
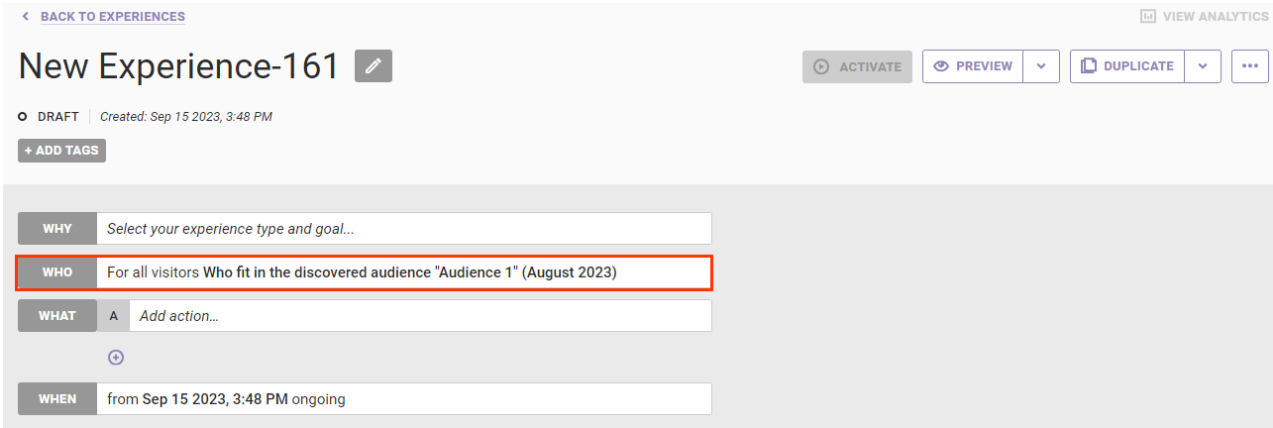


# Use Audience Data in an Experience

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.

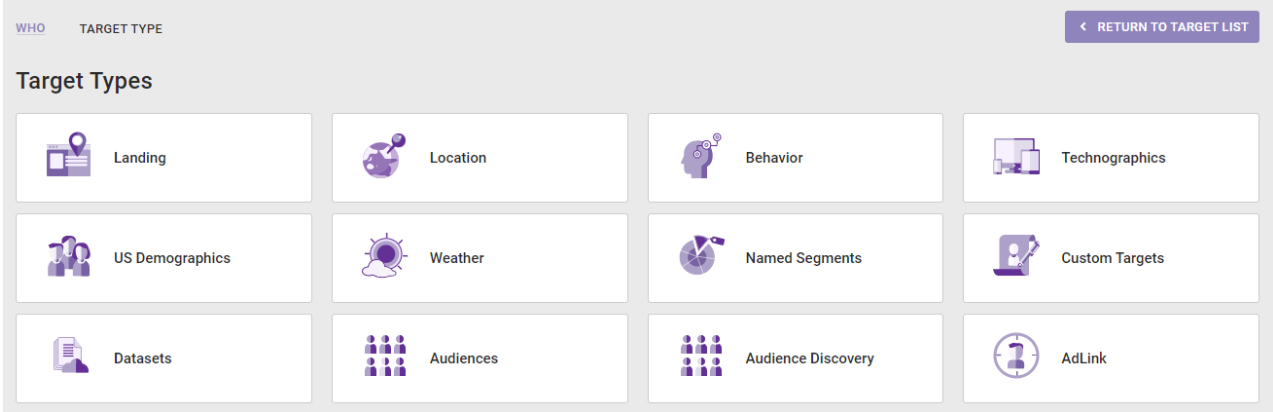


The identified audience is the **WHO** target.



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 fraiche

**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.