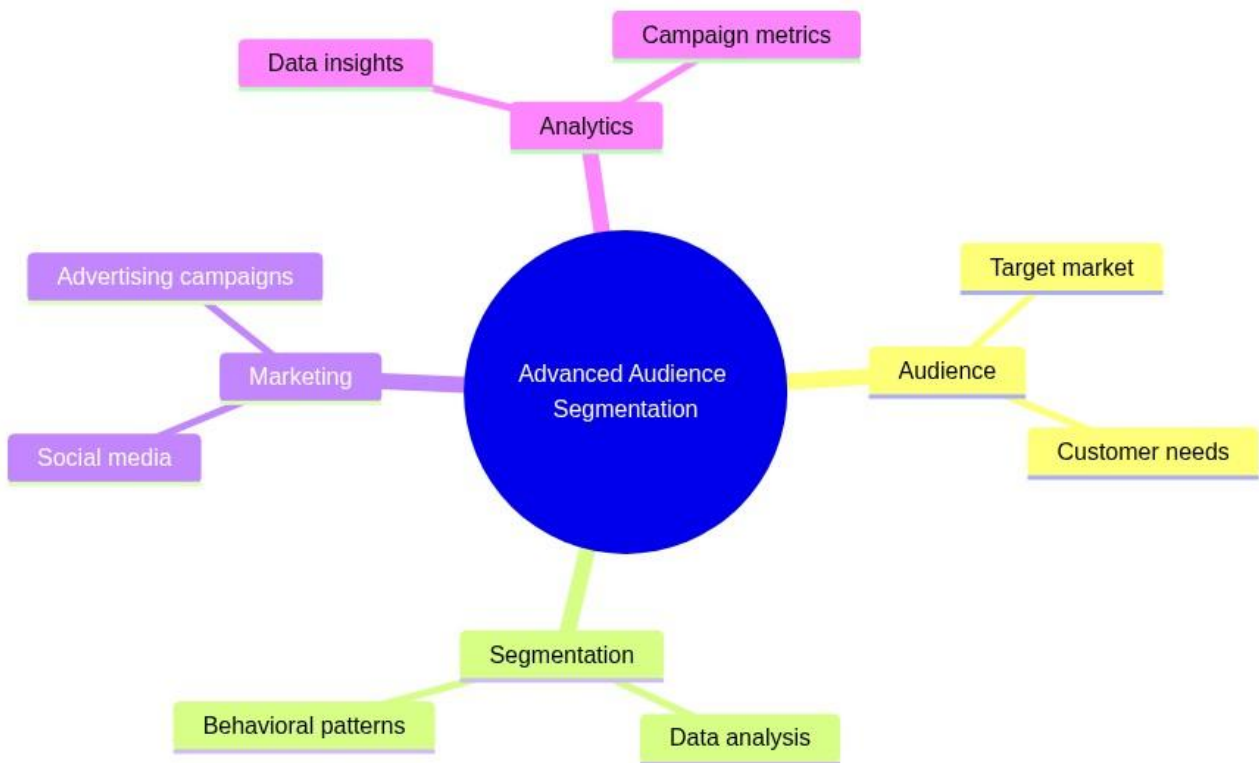


Professional Certificate in Facebook Ad Conversion Testing (Advanced)

Advanced Audience Segmentation



```

mindmap
  root((Advanced Audience Segmentation))
    Audience
      Target market
      Customer needs
    Segmentation
      Data analysis
      Behavioral patterns
    Marketing
      Social media
      Advertising campaigns
    Analytics
      Data insights
      Campaign metrics
  
```