Audiences: Choose which visitors to include

This article will help you:

• Understand what audiences are

Audiences help you show an experiment or campaign to a specific group of visitors who come to your site, based on conditions that you specify. For example, you might want your experiment to target visitors who’ve seen a specific AdWords campaign. Or, you might show an experiment to visitors on mobile devices only. Audiences help you do that.

Here are a few examples of visitors you can include or exclude:

• Visitors using certain browsers or devices

• Visitors who come from certain sources (like an AdWords campaign, a Google search, or a Facebook ad)
• Visitors who have certain cookies
• Visitors who come to your page with certain query parameters (like ?member=true)
• Visitors with browsers set to certain geographical areas or languages

You can create an audience that captures that information about your visitors and add it to an experiment, so only those visitors who meet those conditions are eligible to enter. You can also use AND and OR conditions to combine multiple audiences together for more specific targeting conditions in a specific experiment.

Audiences are evaluated each time the experiment is due for activation which means a visitor may satisfy the audience and be included in the experiment some times but not others. For example, the "time of day" audience condition will only qualify visitors during a time period specified.

Visitors who don't meet your audience conditions aren't included in an experiment or campaign. They are excluded from your experiment and just see the usual experience on your site. They also aren't included in the experiment's count of unique visitors on the Results page.

Audiences determine who can see the experiment. If you want to control where on your site the experiment will run, use URL targeting.

If you're using Optimizely for web experimentation, check out the audience conditions you can use to group your visitors into an audience.

Set up audiences in Optimizely

Optimizely Web Experimentation or Personalization:

• [Set up audiences in Optimizely Web](#)
• [Custom attributes: Capture visitor data through an API in Optimizely](#)
• [Audience conditions: Descriptions and examples](#)
• [Build interest-based audiences with adaptive audiences](#)