

THE COMPLETE GUIDE TO AD TARGETING

DEMOGRAPHICS

LOCATION

- Physical Location
- Region
- Country
- City
- Zip/Postal Code
- Address
- Market Area
- Dropped Pin
- Airport

- Relation to Location
- Everyone in this location
- People who live in this location
- People recently in this location
- People travelling in this location

EDUCATION

- Education level
- In High School
- Some High School
- High School Grad
- Professional Degree
- In College
- Some College
- Field of Study
- Undergrad years

- Associate's Degree
- College Grad
- In Grad School
- Master's Degree
- Doctorate Degree
- Unspecified
- Schools

FINANCE

- Household income: top 10% of ZIP codes (US)
- Household income: top 10%-25% of ZIP codes (US)
- Household income: top 25%-50% of ZIP codes (US)
- Household income: top 5% of ZIP codes (US)

AGE

- Select between age 13 and 65+

GENDER

- All
- Men
- Women

LANGUAGES

- Arabic
- Chinese
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Afrikaans
- Armenian
- Azerbaijani
- Catalan
- Cebuano
- Esperanto
- Estonian
- Faroese
- Polish
- Hebrew
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese
- Korean
- Norwegian
- Filipino
- Frisian
- Georgian
- Greek
- Galician
- Guarani
- Gujarati
- Pashto
- Persian
- Portuguese
- Romanian
- Russian
- Spanish
- Swedish
- Thai
- Turkish
- Uzbek
- Vietnamese
- Tajik
- Portuguese
- Punjabi
- Hungarian
- Icelandic
- Irish
- Javanese
- Kannada
- Kazakh
- Khmer
- Kurdish
- Nepali
- Serbian
- Sinhala
- Slovakian
- Slovenian
- Swahili
- Urdu
- Leet Speak
- Tamil
- Telugu
- Ukrainian
- Uyghur
- Welsh
- Croatian
- Albanian
- German

WORK

- Office Type
 - Home Office
 - Small Business
 - Small Office
- Industries
 - Administrative Services
 - Architecture & Engineering
 - Arts, Entertainment, Sports & Media
 - Business & Financial
 - Cleaning & Maintenance Services
 - Community & Social Services
 - Computation & Mathematics
 - Construction & Extraction
 - Farming, Fishing & Forestry
 - Food and Restaurants
 - Government Employees
 - Healthcare & Medical Services
- Employers
- Job Title
 - IT & Technical Services
 - Installation & Repair Services
 - Legal Services
 - Life, Physical & Social Science
 - Management
 - Military
 - Production
 - Protective Service
 - Sales
 - Transportation & Moving
 - Veterans

LIFE EVENTS

- Anniversary within 30 Days
- Away from Family
- Away from Hometown
- Long-Distance Relationship
- New Job
- New Relationship
- Anniversary within 31-60 days
- Newly Engaged [3 months, 6 months, 1 year]
- Newlywed [3 months, 6 months, 1 year]
- Recently Moved
- Upcoming Birthday
- Birth Day Month [January-December]

FRIENDS OF

- Friends of Newly Engaged
- Friends of Newlywed
- Friends of Recently Moved
- Friends of Upcoming Birthday

HOME

- Veterans in home
- Working women
- Young & hip
- Young adults in home

PARENTS

- Expectant Parents
- New Parents
- Parents with Preschoolers
- Parents with Teenagers
- Parents with Preteens
- Parents with Adult Children
- Parents (All)
- Parents with early school-age children
- Parents with toddlers

POLITICS [U.S.]

- US Politics (Very Conservative)
- US Politics (Conservative)
- US Politics (Moderate)
- US Politics (Liberal)
- US Politics (Very Liberal)
- Likely to engage with political content (conservative)
- Likely to engage with political content (liberal)
- Likely to engage in political content (moderate)

RELATIONSHIP

- Relationship Status
 - Single
 - In a Relationship
 - Married
 - Engaged
 - Civil Union
 - Complicated
- Open Relationship
- Domestic Partnership
- Separated
- Divorced
- Widowed
- Unspecified

CONNECTIONS

FACEBOOK PAGE

- People who like your page
- Friends of people who like your page
- Exclude people who like your page
- Advanced combinations including Apps & Events

APP

- People who used your app
- Friends of people who used your app
- Exclude people who used your app
- Advanced combinations including Fan Pages & Events

EVENT

- Advanced combinations including Fan Pages & Apps
- People who respond to your event
- Exclude people who already responded to your event

INTERESTS

HOBBIES & ACTIVITIES

- Arts & Music
 - Acting
 - Crafts
 - Dance
 - Drawing
 - Drums
 - Fine Art
 - Guitar
 - Painting
 - Performing Arts
 - Photography
 - Sculpture
 - Singing
 - Writing
- Pets
 - Birds
 - Cats
 - Dogs
 - Fish
 - Horses
 - Pet Food
 - Reptiles
 - Rabbits
- Politics & Social Issues
 - Charity & Causes
 - Community Issues
 - Environmentalism
 - Law
 - Military
 - Politics
 - Religion
 - Sustainability
 - Veterans
 - Volunteering
- Current Events
 - Home & Garden
 - Do it yourself
 - Furniture
 - Gardening
 - Home Appliance
 - Home Improvement
 - Do it yourself (DIY)
- Travel
 - Adventure Travel
 - Air Travel
 - Beaches
 - Car Rentals
 - Cruises
 - Ecotourism
 - Hotel
 - Lakes
 - Mountains
 - Nature
 - Theme Parks
 - Tourism
 - Vacations
 - Minivan
 - Motorcycles
 - RVs
 - SUVs
 - Scoters
 - Trucks

SPORTS & OUTDOORS

- Sports
 - American Football
 - Association Football (Soccer)
 - Auto Racing
 - Baseball
 - Basketball
 - College Football
 - Golf
 - Marathon
 - Skating
 - Snowboarding
 - Swimming
 - Tennis
 - Triathlons
 - Volleyball
- Outdoor Recreation
 - Boating
 - Camping
 - Fishing
 - Hiking
 - Horseback Riding
 - Hunting
 - Mountain Biking
 - Surfing

FITNESS & WELLNESS

- Bodybuilding
- Dieting
- Gyms
- Meditation
- Nutrition
- Physical Exercise
- Physical Fitness
- Running
- Weight Training
- Yoga
- Zumba

ENTERTAINMENT

- Games
 - Action Games
 - Board Games
 - Browser Games
 - Card Games
 - Casino Games
 - First-person Shooter Games
 - Gambling
 - Massively Multiplayer Online Games
 - Massively Multiplayer Online Role-Playing Games
 - Online Games
 - Online Poker
 - Puzzle Video Games
 - Racing Games
 - Role-playing Games
 - Shooter Games
 - Simulation Games
 - Sports Games
 - Strategy Games
 - Word Games
 - Word Games
- Life Events
 - Ballet
 - Bars
 - Concerts
 - Dancehalls
 - Dance Music
 - Music Festivals
 - Nightclubs
 - Parties
 - Plays
 - Theatre
- TV
 - TV Comedies
 - TV Game Shows
 - TV Reality Shows
 - TV Talk Shows
- Movies
 - Action Movies
 - Animated Movies
 - Anime Movies
 - Bollywood Movies
 - Comedy Movies
 - Documentary Movies
 - Drama Movies
 - Horror Movies
 - Musical Theater
 - Science Fiction Movies
 - Thriller Movies
 - Music
 - Blues Music
 - Classical Music
 - Country Music
 - Dance Music
 - Electronic
 - Gospel
 - Heavy Metal Music
 - Hip Hop Music
 - Jazz Music
 - Music Videos
 - Pop Music
 - Rhythm & Blues Music
 - Rock Music
 - Soul Music
 - Reading
 - Comics
 - E-books
 - Fiction Books
 - Literature
 - Magazines

SHOPPING & FASHION

- Beauty
 - Beauty Salons
 - Cosmetics
 - Fragrances
 - Hair Products
 - Spas
 - Tattoos
- Clothing
 - Children's Clothing
 - Men's Clothing
 - Shoes
 - Online Shopping
 - Women's Clothing
- Toys
- Fashion Accessories
 - Dresses
 - Handbags
 - Jewelry
 - Sunglasses
 - Shopping
 - Boutiques
 - Coupons
 - Discount Stores
 - Luxury Goods
 - Literature
 - Magazines
 - Shopping Malls

FAMILY & RELATIONSHIPS

- Family
- Fatherhood
- Motherhood
- Friendship
- Dating
- Marriage
- Weddings
- Parenting

BUSINESS & INDUSTRY

- Advertising
- Agriculture
- Architecture
- Aviation
- Banking
 - Investment Banking
 - Online Banking
 - Retail Banking
- Business
 - Web Development
 - Web Hosting
 - Personal Finance
 - Credit Cards
 - Insurance
 - Investment
 - Mortgage Loans
 - Real Estate
 - Retail
 - Sales
 - Science
 - Small Business
- Online
 - Digital Marketing
 - Display Marketing
 - Email marketing
 - Online Advertising
 - Social Media
 - Social Media Marketing
 - Web Design
 - Web Development
 - Web Hosting

TECHNOLOGY

- Consumer Electronics
 - Audio Equipment
 - Camcorders
 - eBook readers
 - GPS devices
 - Game consoles
 - Mobile Phones
 - Portable Media Players
 - Projectors
 - Smartphones
 - Television
 - Cameras
- Computers
 - Computer Memory
 - Computer Monitors
 - Computer Processors
 - Computer Servers
 - Desktop Computers
 - Free Software
 - Hard Drives
 - Network Storage
 - Software
 - Tablet Computers

FOOD & DRINK

- Alcoholic Beverages
 - Beer
 - Distilled Beverage
 - Wine
- Cooking
 - Baking
 - Recipes
- Cuisine
 - Chinese Cuisine
 - French Cuisine
 - German Cuisine
 - Greek Cuisine
 - Indian Cuisine
 - Italian Cuisine
 - Japanese Cuisine
 - Korean Cuisine
 - Latin American Cuisine
 - Mexican Cuisine
 - Middle Eastern Cuisine
 - Spanish Cuisine
 - Thai Cuisine
 - Vietnamese Cuisine
- Beverages
 - Coffee
 - Energy Drinks
 - Juice
 - Soft Drinks
 - Tea
 - Food
 - BBQ
 - Chocolate
 - Desserts
 - Fast Food
 - Organic Food
 - Pizza
 - Seafood
 - Veganism
 - Vegetarianism
 - Restaurant
 - Coffeehouses
 - Diners
 - Fast Casual Restaurants
 - Fast Food Restaurants

CUSTOM AUDIENCES

WEBSITE TRAFFIC

- Create a list of people who visit your website or view specific web pages (Max: 180 Days)
- Anyone who visits your website
- People who visit specific web pages
- People visiting specific web pages but not others
- People who haven't visited in a certain amount of time
- Based on time spent on your website
- Custom Combination
- Include
- Exclude

CUSTOMER FILE

- Use a customer file to match your customers with people on Facebook and create an audience from the matches.
- Email
- Phone
- Mobile Advertiser ID
- First Name
- Last Name
- Zip Code, Postal Code
- City
- State/Province
- Country
- Date of Birth
- Year of Birth
- Gender
- Age
- Facebook App User ID
- Facebook Page User ID

ENGAGEMENT ON FACEBOOK

- Create a list of people who have engaged with your content on Facebook.
- Video Views
 - People who viewed 3 or 10 sec
 - People who viewed 25%, 50%, 75%, 95%
- Lead Ads [Max: 90 Days]
 - Anyone who opened this form
 - People who opened but didn't submit form
 - People who opened and submitted form
 - Fullscreen Experience [Max: 365 Days]
 - People who opened this Instant Experience
 - People who clicked on this Instant Experience

EVENTS

- People who responded going or interested
- People who have responded going
- People who have responded interested
- People who have visited the event page
- People who have engaged
- People who have engaged with tickets
- People who have purchased tickets
- People who had intention of purchasing tickets

APP ACTIVITY

- Create a list of people who have taken a specific action in your app or game.
- Anyone who opened the App.
- Users by segment
- Include
- Most active users
- Users by purchase amount
- Exclude

FACEBOOK PAGE

- Anyone who visited your page
- People who engaged with any post or ad
- People who clicked any call-to-action button
- People who sent a message to your page
- People who saved your page or any post

INSTAGRAM BUSINESS PROFILE

- Everyone who engaged with your business
- Anyone who visited your business profile
- People who engaged with any post or ad
- People who sent a message to your business profile
- People who saved any post or ad

BEHAVIORS

MULTICULTURAL AFFINITY

- African American (US)
- Hispanic (US-English dominant)
- Hispanic (US-Spanish dominant)
- Asian American (US)
- Hispanic (US-All)
- Hispanic (US-Bilingual)

PURCHASE BEHAVIOR

- Engaged shoppers
- Business and finance
- Purchase behavior > engaged shoppers
- Small business owners
- Console gamers

MOBILE DEVICE USER/DEVICE USE TIME

- Less than 1 month
- 1-3 months
- 10-12 months
- 13-18 months
- 4-6 months
- 7-9 months
- 25 months+
- 19-24 months

TRAVEL

- Frequent international travelers
- Returned from trip 1 week, 2 weeks ago
- Travel > commuters
- Travel & Tourism page admins

SOCCER

- Friends of soccer fans
- Soccer fans (high content engagement)
- Soccer fans (moderate content engagement)

ANNIVERSARY

- Marketing API Developers (Last 90 Days)

MOBILE DEVICE USER

- All mobile devices by operating system
- Android devices, Apple iOS devices, Windows phones
- Samsung Galaxy S4, S5, S6, S7, S7 Edge, S8, S8+, S9+, S9
- Samsung Grand, Grand 2
- Samsung Galaxy Note 3, 4, 5, 7, 8
- Samsung Galaxy S4 Mini
- Samsung Galaxy III Mini
- Samsung S III devices
- Samsung Galaxy Tab 2, 3, 4, Pro, 5
- Samsung Galaxy Y devices
- Sony Xperia M
- Xperia Z
- Xperia Z Ultra
- Xperia Z3
- Amazon Kindle Fire
- iPad 1, 2, 3, 4
- iPad Air, Air 2
- iPad Mini 1, 2, 3
- iPhone 4, 4S, 5, 5C, 5S, 6, 6 Plus, 7, 7 Plus, SE, 8, 8 Plus, iPhone X
- iPod Touch
- HTC mobile devices
- Motorola Android mobile devices
- Samsung Android mobile devices
- Sony Android mobile devices
- LG Android mobile devices
- Google Pixel
- Nexus 5
- HTC One
- LG G2 devices
- LG G3
- LG V10
- Alcatel
- Cherry Mobile
- Gionee
- Huawei
- Karbonn
- Micromax
- Oppo
- Tecno
- VIVI devices
- Xiaomi
- ZTE
- Android: 360 degree media not supported
- Android 360: degree media supported
- All mobile devices
- Feature phone
- Smartphones and tablets Tablets
- New smartphone and tablet users
- OnePlus
- Network connection 2G, 3G, 4G, WiFi

MORE CATEGORIES

- Personal Care & home services
- Interested in upcoming events
- Mancting API Developers
- Fast Food
- Nail Care

FACEBOOK PAGE

- Business page admins
- Food & restaurant page admins
- Health & beauty page admins
- Sports page admins

DIGITAL ACTIVITIES

- Canvas gaming [played canvas games] last 3.7 14 days or yesterday/FB payments users
- [30 days, 80 days, or higher than the average spend]
- Internet browser used-mac os, mac sierra, windows 7 windows 8 windows vista, windows xp
- Business page admins
- Community & club page admins
- Facebook page admins
- Facebook & restaurant page admins
- Health and beauty page admins
- Retail page admins
- Sports page admins
- Travel & Tourism page admins
- Operating System Used-Facebook Access (OS) windows
- Average Engagement [0/7 days/7-7 days]
- Console gamers
- Internet Browser used
- Primary Email Domain [AOL, Apple, Gmail, Hotmail, MSN, Yahoo]
- Small Business Owners
- Technology Adopters
- FB access: older devices and OS

BEHAVIORS

EXPATS

- Close friends of expats
- Family of expats
- Algeria
- Argentina
- Australia
- Austria
- Bangladesh
- Brazil
- Cameroon
- Canada
- Chile
- China
- Colombia
- Egypt
- Ethiopia
- France
- Germany
- Greece
- Cyprus
- Lithuania
- India
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Kenya
- Malaysia
- Mexico
- Morocco
- Nepal
- New Zealand
- Nigeria
- Pakistan
- Pakistan
- Peru
- Philippines
- Hungary
- Belgium
- Rwanda
- Honduras
- Puerto Rico
- Romania
- Russia
- Senegal
- Serbia
- Singapore
- South Africa
- South Korea
- Spain
- Switzerland
- UAE
- UK
- Venezuela
- Vietnam
- Portugal
- Hong Kong
- Cuba
- Czech Republic
- Denmark
- El Salvador
- Estonia
- Finland
- Ghana
- Guatemala
- Haiti
- Flory Coast
- Jamaica
- Jordan
- KSA
- Kuwait
- Latvia
- Lebanon
- Cituvania
- Sierra Leone
- Thailand
- Ghana
- Luxembourg
- Malta
- Monaco
- Netherlands
- Norway
- Qatar
- Slovakia
- Slovenia
- Sri Lanka
- Sweden
- Switzerland
- Thailand
- Uganda
- Zimbabwe
- Congo DRC
- Zambia
- Tanzania

CONSUMER CLASSIFICATION

- People who prefer high-value goods in Argentina
- People who prefer mid and high-value goods in Argentina
- People who prefer high-value goods in Brazil
- People who prefer mid and high-value goods in Brazil
- People who prefer high-value goods in Chile
- People who prefer mid and high-value goods in Chile
- People who prefer high-value goods in India
- People who prefer mid and high-value goods in India
- People who prefer high-value goods in Indonesia
- People who prefer mid and high-value goods in Indonesia
- People who prefer high-value goods in Kingdom of Saudi Arabia
- People who prefer mid and high-value goods in Kingdom of Saudi Arabia
- People who prefer high-value goods in Malaysia
- People who prefer mid and high-value goods in Malaysia
- People who prefer high-value goods in Pakistan
- People who prefer mid and high-value goods in Pakistan
- People who prefer high-value goods in Philippines
- People who prefer mid and high-value goods in Philippines
- People who prefer mid and high-value goods in South Africa
- People who prefer high-value goods in Turkey
- People who prefer mid and high-value goods in Turkey
- People who prefer high-value goods in UAE
- People who prefer mid and high-value goods in UAE



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