

THE COMPLETE GUIDE TO FACEBOOK AD TARGETING

DEMOGRAPHICS

LOCATION

✓ PHYSICAL LOCATION

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

✓ RELATION TO LOCATION

- Everyone who live in this location
- People who live in this location
- People recently in this location
- People Travelling in this location

LANGUAGES

- Arabic
- Chinese
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Polish
- Hebrew
- Hindi
- Hungarian
- Indonesian
- Japanese
- Italian
- Korean
- Norwegian
- Portugese
- Romanian
- Russian
- Spanish
- Swedish
- Thai
- Turkish
- Vietnamese

PARENTS

- Expectant Parents
- New Parents
- Parents with Preschoolers
- Parents with Preschool Kids
- Parents with Early SchoolKids
- Parents with Teenagers
- Parents with Preteens
- Parents with Adult Children
- Parents (All)

HOME

✓ HOME OWNERSHIP

- First time homebuyer
- Homeowners
- Renters

✓ HOUSEHOLD COMPOSITION

- Family based households
- House mate based households
- Grandparents
- New Parents
- Veterans in home
- Working Women
- Young & Hip
- Young adults in home

✓ HOME TYPE

- Apartment
- Condo
- Property Size
- SQ Footage
- Year Home Built
- Home Value
- Multi Family Size

RELATIONSHIPS

✓ INTERESTED IN

- Men
- Women

✓ RELATIONSHIP STATUS

- Single
- In a relationship
- Married
- Engaged
- Civil Union
- Complicated

- Men & Women
- Unspecified
- Open Relationship
- Domestic Partnership
- Seperated
- Divorced
- Widowed
- Unspecified



WORK

✓ OFFICE TYPE

- Home Offices
- Small Businesses
- Small Offices

✓ INDUSTRIES

- Administrative
- Architecture & Engineering
- Arts, Entertainment, Sports & Media
- Business & Financial Operations
- Cleaning & Maintenance
- Community & Social Services
- Computer & Mathematics
- Construction & Extraction
- Education & Library
- Framing, Fishing & Forestry
- Food Preparation & Services

- Government Employees
- Healthcare & Medical

✓ EMPLOYERS

✓ JOB TITLE

- IT & Technical
- Installation & Repair
- Legal
- Life, Physical & Social Science
- Management
- Military
- Nurses
- Personal Care
- Production
- Protective Services
- Retail
- Sales
- Temporary & Seasonal
- Transportation & Moving
- Veterans



EDUCATION

✓ EDUCATION LEVEL

- In High School
- Some High School
- High School Grad
- Professional Degree
- In College
- Some college
- Associates Degree
- College Grad
- In Grad School
- Master's degree
- Doctorate Degree
- Unspecified

- FIELD OF STUDY
- UNDERGRAD YEARS
- SCHOOLS



FINANCE

- Net Income [\$30,000 - \$500,000+]
- Net Worth [\$1 - \$2,000,000+]
- Liquid Assets [\$1 - \$3,000,000+]



LIFE EVENTS

- Anniversary within 30 days
- Away from family
- Away from hometown
- Long distance relationship
- New job relationship
- Newly engaged (3 months, 6 months, 1 year)
- Newly Wed (3 months, 6 months, 1 year)
- Recently Moved
- Upcoming Birthday



FRIENDS OF

- Friends of newly engaged
- Friends of newly wed
- Friends of recently moved
- Friends of upcoming birthday



GENERATION

- Baby boomers
- Millennials
- Generation X



GENDER

All

Men

Women

CONNECTIONS



FAN PAGE

- People who like your page
- Friends of people who like your page
- Exclude people who like your page
- Advanced combination including apps and events.



APP

- People who used your app
- Friends of people who used your app
- Exclude people who used your app
- Advanced combination including fan pages and events.



FAN PAGE

- People who are going to your event
- Friends of people who are going to your event
- Exclude people who are going to your event
- Advanced combination including fan pages and apps

INTERESTS



HOBBIES & ACTIVITIES

✓ ARTS AND MUSIC

- Acting
- Crafts
- Dance
- Drawing
- Drums
- Fine Arts
- Guitar
- Painting
- Performing arts
- Photography
- Sculpture
- Singing
- Writing

✓ PETS

- Birds
- Cats
- Dogs
- Fish
- Horses
- Pet food
- Reptiles
- Rabbit

✓ POLITICAL & SOCIAL ISSUES

- Charity and causes
- Community issues
- Environmentalism
- Law
- Military
- Politics
- Religion
- Sustainability
- Veterans
- Volunteering

✓ CURRENT EVENTS

✓ DO IT YOURSELF

- Do it yourself
- Furniture
- Gardening
- Home Appliance
- Home Improvement

✓ TRAVEL

- Adventure travel
- Air travel
- Beaches
- Car rentals
- Cruises
- Eco tourism
- Hotels
- Lakes
- Mountains
- Nature
- Theme park
- Tourism
- Vacations

✓ VEHICLES

- Automobiles
- Boats
- Electric Vehicles
- Hybrids
- Minivan
- Motorcycles
- RV'S
- SUV'S
- Scooters
- Trucks



ENTERTAINMENT

✓ GAMES

- Action games
- Board games
- Browser games
- Card games
- Casino games
- First person shooter games
- Massively multiplayer online games
- Gambling
- Online games
- Online poker
- Puzzle video games
- Racing games
- Role-playing games
- Shooter games
- Simulation games
- Strategy games
- Video games
- Word games

✓ LIFE EVENTS

- Ballet
- Bars
- Concerts
- Dance halls
- Music festivals
- Night clubs
- Parties
- Plays
- Theatre

✓ TELEVISION

- TV comedies
- TV game show
- TV reality shows
- TV talk shows

✓ MOVIES

- Action movies
- Animated movies
- Anime movies
- Bollywood movies
- Comedy movies
- Documentary movies
- Drama movies
- Fantasy movies
- Horror movies
- Musical theatre movies
- Science fiction movies
- Thriller movies

✓ MUSIC

- Blues
- Classical
- Country
- Dance
- Electronic
- Gospel
- Heavy metal
- Hip hop
- Jazz
- Music videos
- Pop music
- Rhythm and blues
- Rock music
- Soul music

✓ READING

- Comics
- E-books
- Fiction books
- Manga
- Magazine Literature
- Mystery fiction
- Newspaper
- Non-fiction
- Romance novels



TECHNOLOGY

✓ CONSUMER ELECTRONICS

- Audio equipment
- Camcorders & Cameras
- eBook readers
- GPS Devices
- Game Consoles
- Mobile Phones
- Portable media players
- Projectors
- Smartphones
- Television

✓ COMPUTER

- Computer memory
- Computer monitors
- Computer processors
- Computer servers
- Desktop computers
- Free software
- Hard drives
- Network storage
- Software
- Tablet computers

FAMILY & RELATIONSHIPS

- Family
- Motherhood
- Fatherhood
- Friendship

- Dating
- Marriage
- Weddings
- Parenting



BUSINESS & INDUSTRY

- ✓ **ADVERTISING**
- ✓ **AGRICULTURE**
- ✓ **ARCHITECTURE**
- ✓ **AVIATION**
- ✓ **BANKING**
 - Investment Banking
 - Online Banking
 - Retail Banking
- ✓ **BUSINESS**
- ✓ **CONSTRUCTION**
- ✓ **DESIGN**
 - Fashion Design
 - Interior Design
 - Graphic Design
- ✓ **ECONOMICS**
- ✓ **ENGINEERING**
- ✓ **ENTREPRENEURSHIP**
- ✓ **HEALTH CARE**
- ✓ **HIGHER EDUCATION**
- ✓ **MANAGEMENT**
- ✓ **MARKETING**
- ✓ **NURSING**
- ✓ **ONLINE**
 - Digital Marketing
 - Display Marketing
 - Email Marketing
 - SEO
 - Online Advertising
 - Social Media
 - Social media marketing
 - Web Design
 - Web Development
 - Web Hosting
- ✓ **PERSONAL FINANCE**
 - Credit cards
 - Insurance
 - Investments
 - Mortgage Loans
- ✓ **REAL ESTATE**
- ✓ **RETAIL**
- ✓ **SALES**
- ✓ **SCIENCE**
- ✓ **SMALL BUSINESS**



FOOD & DRINKS

- ✓ **ALCOHOLIC BEVERAGES**
 - Beer
 - Distilled Beverages
 - 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
 - Juices
 - Soft drinks
 - Tea
- ✓ **FOOD**
 - BBQ
 - Chocolates
 - Desserts
 - Fast food
 - organic food
 - Pizza
 - Sea food
 - Veganism
 - Vegetarianism
- ✓ **FOOD**
 - Coffee houses
 - Diners
 - Fast casual restaurants
 - Fast food restaurants



SHOPPING & FASHION

- ✓ **BEAUTY**
 - Beauty salons
 - Cosmetics
 - Fragrances
 - Hair products
 - Spas
 - Tattoos
- ✓ **CLOTHING**
 - Children's clothing
 - Men's clothing
 - Shoes
 - Women's clothing
- ✓ **TOYS**
- ✓ **FASHION ACCESSORIES**
 - Dresses
 - Handbags
 - Jewellery
 - Sunglasses
- ✓ **SHOPPING**
 - Boutiques
 - Coupons
 - Discount stores
 - Luxury goods
 - Online shopping
 - Shopping malls



SPORTS & OUTDOORS

- ✓ **SPORTS**
 - American football
 - Association football
 - Auto racing
 - Baseball
 - Basketball
 - College football
 - Golf
 - Marathon
 - Skiing
 - Snowboarding
 - Swimming
 - Tennis
- Triathlons
- Volleyball
- ✓ **OUTDOOR RECREATION**
 - Boating
 - Camping
 - Fishing
 - Hiking
 - Horseback riding
 - Hunting
 - Mountain Biking
 - Surfing



FITNESS & WELLNESS

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

CUSTOM AUDIENCES



WEBSITE TRAFFIC

Create a list of people who visit your website or view specific web pages (MAX: 180 Days)

- Anyone who visit 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 coordination



CUSTOMER FILES

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
- 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 have viewed 3 or 10 secs
- People who have viewed 25%, 50%, 75%, 95%
- Lead ads (Max:90 days)
- Anyone who opened this form
- People who opened but did not submit the form.
- People who opened and submitted the form
- Canvas (MAX:365 Days)
- People who opened this canvas
- People who clicked any links in this canvas
- Link sharing (max: 30 days)



LOOKALIKE AUDIENCE

Find new people on Facebook who are similar to your most valuable audiences:

- Source custom audience
- Audience size (1-10% of country)
- Country



APP ACTIVITY

Create a list of people who have taken a specific action in your app or game.

- Action Taken
- Action not taken

BEHAVIOURS



JOB ROLE

- Corporate activities
- Financial Professionals
- Farmers



RESIDENTIAL EVENTS

- Length of residence
- Likely to move
- New movers
- Recent home buyers
- Recent mortgage borrowers

MORE CATEGORIES

- Facebook categories
- Fast food
- Nail care
- Affinity for high value goods (India)



AUTOMOTIVE

- Motorcycle
- Purchases (new and used)
- New vehicle buyers (near markets)
- Style (10+ vehicle types)
- New vehicle shoppers (in market)
- Make (auto 30+ manufacturers)
- New vehicle shoppers
- All
- Owners
- After Market
- Vehicle age (0+20+ years)
- Vehicle price
- Buy new
- Buy new or used
- Lease
- Used vehicle Buyers



FINANCIAL

✓ FINANCIAL

- Credit union member
- National bank customers
- Regional bank customers

✓ INVESTMENTS

- Full service investors
- Highly likely investors

✓ CARDS

- High end department store cards
- Premium credit cards
- Primarily cash
- Primarily credit cards
- Travel and entertainment cards

✓ INDEPENDENT INVESTORS

- Likely investors
- Personal investments
- Real estate investments
- Semi independent investors

✓ SPENDING METHODS

- 1-9 lines of credits
- Active credit card users
- Any card type
- Banks cards
- Debit cards
- Gas, department & retail stores



MOBILE DEVICE USERS

- All mobile devices by brand
- All mobile devices by OS
- All mobile devices
- All android devices
- All iOS devices
- Windows phone
- Feature devices
- Network connections
- 2G, 3G, 4G
- Wi-Fi connection
- New smartphone & Tablet
- Smartphone & Tablets

✓ OWNERS

- Smartphone users



TRAVEL

- All frequent travellers
- Business travellers
- Casino vacations
- commuters
- Cruise
- Currently travelling
- Family vacations
- Frequent International travelers
- Frequent Flyers
- Leisure Travelers
- Personal travelers
- Returned from Trips (1 or 2 weeks ago)
- Timeshares
- Used travel apps (2 weeks, 1 month)



DIGITAL ACTIVITIES

- Operating System used
- Canvas gaming
- Average Engagement
- Played
- Console gamers
- Event creators
- FB Payments
- FB page owners
- Internet browser used
- Operating system used
- Windows 7, 8, 10, 11, Vista, XP
- Mac OS X
- Photo Uploaders
- Primary email domains
- Small Business Owners
- Technology adopters (early & late)



EXPATS

- Argentina
- Australia
- Austria
- Bangladesh
- Brazil
- Cameron
- Canada
- Chile
- China
- Colombia
- Egypt
- Ethiopia
- France
- Senegal
- Serbia
- Switzerland
- Turkey
- Germany
- Greece
- Hong kong
- Hungary
- India
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Kenya
- Malaysia
- Mexico
- Singapore
- South Africa
- UAE
- UK
- Morocco
- Nepal
- Newzeland
- Nigeria
- Pakistan
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Romania
- Russia
- Saudi Arabia
- South Korea
- Spain
- USA
- Venezuela



SEASONAL & EVENTS

- Baseball
- Cricket
- Rugby
- Football
- Fall Football
- Professional Football



PURCHASE BEHAVIOURS

✓ BUSINESS PURCHASE

- Business marketing
- Maintenance, repair & operations

✓ BUYERS PROFILES

- Coupon users
- DIY's
- Fashionistas
- Foodies
- Gadget Enthusiasts
- Gamers
- Green Living
- Healthy & Fit
- Outdoor enthusiasts
- Shoppers
- Skiing, Golfing & Boating
- Spa enthusiasts
- Sportsmen
- Trend homemakers
- Clothing
- Men's
- Women's
- Seasonal

✓ FOOD & DRINKS

- Alcoholics beverages
- Bakery
- Beverages
- Cereals
- Children's food
- Condiments & dressing
- Cooking supplies
- Dairy & eggs
- Fresh & healthy
- Frozen food
- Grocery shopper type
- Health food
- Home cooking & Grilling
- Meat & sea food
- Soup
- Sweet & snacks
- Vegetarians

✓ HEALTH & BEAUTY

- Allergy relief
- Antidepressants & Deodorants
- Beauty products & cosmetics
- Cough & Cold relief
- Fragrance
- Hair care
- Health & Wellness buyers
- Men's Grooming
- Oral care
- Over the counter medication
- Pain relief
- Skin care
- Sun care
- Vitamins & Supplements

✓ HOME & GARDEN

- Entertaining
- Home improvement
- Home Renovation
- Organisation
- Tools

- Green cleaners & Supplies
- Laundry supplies

✓ KIDS PRODUCTS

- Baby care
- Baby toys
- Children's products

✓ PET PRODUCTS

- Cat food and products
- Cat owners
- Cat products
- Dog food and products
- Dog owners
- Dog products
- Other pet products
- Pet care products
- Pet products

✓ HOUSEHOLD PRODUCTS

- Cleaning Supplies
- Food Storage



PURCHASE BEHAVIOURS

✓ PURCHASE HABITS

- Above average spending
- Offline Buyers
- Online buyers
- Purchase types
- Appliances & Accessories
- Art & Craft
- Baby Products
- Beauty Accessories
- Books
- Children's apparel
- Collectibles
- Consumer electronics buyers
- Cosmetics
- Electronics
- Gift products
- High end home decor
- Home Furnishings
- Home office
- Low end home decor

- Men's apparel
- Music & videos
- Restaurants
- Senior products
- Shoes
- Small & Home office products
- Software
- Speciality food & gifts

✓ SPORTS & OUTDOORS

- Tools & Electronics
- Toys
- Travel Supplies
- Upscale travel & services
- Women's apparel
- Sports & outdoors
- Cycling
- Fishing
- Fitness
- Golf & tennis
- Hiking & camping

- Hunting
- Running
- Winter sports

✓ STORE TYPES

- Department stores
- Discount department stores
- Gift shoppers
- Gym & fitness clubs
- High end retail
- Low end department store
- Luxury store

✓ SUBSCRIPTION SERVICES

- Auto insurance online
- Higher education
- Mortgage online
- Prepaid debit cards
- Satellite TV's

✓ TECHNOLOGY

- Kindle e-reader
- Use an e-reader



BUSINESS-TO-BUSINESS

- Company size (under 10-5000+ employees)
- Agriculture
- Business services
- Construction
- Consumer services
- Cultural & recreation
- Education
- Finance
- Government
- Healthcare
- Mid-management
- Hospitality & travel
- Insurance
- Legal
- Logistics & Transportation
- Manufacturing
- Media & Internet
- Real estate
- Restaurant
- Retail
- Telecommunications
- Wholesale trade
- Seniority
- Executive/C-suite



CHARITABLE DONATIONS

- All charitable donations
- Animal welfare
- Art & culture
- Cancer cause
- Children's cause
- World relief
- Environmental & wildlife
- Health
- Political
- Religious
- Veterans