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 traveling 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
- 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
- Vietnamese
- Portuguese
- Punjabi
- Hungarian
- Icelandic
- Irish
- Javanese
- Kannada
- Kazakh
- Khmer
- Kurdish
- Nepali
- Serbian
- Sinhala
- Slovak
- Slovenian
- Swahili
- Leet Speak
- Tajik
- Tamil
- Telugu
- Ukrainian
- Urdu
- Uzbek
- 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
  - Education & Libraries
  - 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
- Birthday 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
- Vehicles
- Automobiles
- Boats
- Electric Vehicle
- Hybrids
- Minivan
- Motorcycles
- RVs
- SUVs
- Scooters
- Trucks

SPORTS & OUTDOORS
- Sports
- American Football
- American Football (Soccer)
- 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
- 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
- Video Games
- Word Games
- Life Events
- Ballet
- Bars
- Concerts
- Dancehalls
- 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
- Fantasy 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
- Manga
- Mystery Fiction
- Newspaper
- Non-fiction Books
- Romance Novels
- Books

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
- Jewelry
- Sunglasses
- Shopping
- Boutiques
- Coupons
- Discount Stores
- Luxury Goods
- Online Shopping
- 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
- Construction
- Design
- Fashion Design
- Graphic Design
- Interior Design
- Economics
- Engineering
- Entrepreneurship
- Health Care
- Higher Education
- Management
- Marketing
- Nursing
- Online
- Digital Marketing
- Display Marketing
- Email marketing
- Online Advertising
- Social Media
- Social Media Marketing
- Web Design
- Web Development
- Web Hosting
- Personal Finance
- Credit Cards
- Insurance
- Investment
- Mortgage Loans
- Real Estate
- Retail
- Sales
- Science
- Small Business

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
- Italian 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 add
- People who sent a message to your business profile
- People who saved any post or ad

LOOKALIKE AUDIENCE
Find new people on facebook who are similar to your most valuable audiences.
- Source Custom Audience
- Audience Size [1-10% of Country]
- Location

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, S
- 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 V30
- 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 phones
- Smartphones and tablets Tablets
- New smartphone and tablet users
- OnePlus
- Network connection 2G, 3G, 4G, WiFi

DIGITAL ACTIVITIES
- Canvas gaming [played canvas games] last 3,7 14 days or yesterday [FB payments users]
- [30 days, 90 days, or higher than the average spend]
- Internet browser used=mac os x, 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
- Event page admins
- Sports page admins
- Travel & tourism page admins
- Operating System Used=Facebook Access (OS) windows
- Apple
- Average Engagement [0/7 days-7/7 day]
- 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

MORE CATEGORIES
- Personal Care & home services
- Interested in upcoming events
- Maceting API Developers
- Fast Food
- Nail Care

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

BEHAVIORS

EXPATS
- Close friends of expats
- Family of expats
- Algeria
- Argentina
- Australia
- Austria
- Bangladesh
- Brazil
- Cambroon
- 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
- Peru
- Philippines
- Hungary
- Belgium
- Rwanda
- Honduras
- Puerto Rico
- Romania
- Russia
- Senegal
- Serbia
- Singapore
- South Africa
- South Korea
- Spain
- Switzerland
- UAE
- USA
- Venezuela
- Vietnam
- Portugal
- Hong Kong
- Cuba
- Czech Republic
- Denmark
- El Salvador
- Estonia
- Finland
- Ghana
- Guatemala
- Haiti
- Flong Coast
- Jamaica
- Jordan
- KSA
- Kuwait
- Latvia
- Lebanon
- Chisvania
- Sierra Leone
- Thailand
- Ghana
- Luxembourg
- Malta
- Monaco
- Netherlands
- Norway
- Qatar
- Slovakia
- Slovenia
- Sri Lanka
- Sweden
- Tanzania
- Thailand
- Uganda
- Zambedia
- Zimbabwe
- Congo DRC
- Sweden
- Zambia
- Estonia
- 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 mid and high-value goods in Indonesia
- People who prefer mid-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 Mexico
- People who prefer mid and high-value goods in Mexico
- People who prefer mid and high-value goods in Pakistan
- People who prefer mid-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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