

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 in this location
 - People who live in this location
 - People recently in this location
 - People traveling in this location

LANGUAGES

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

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

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

ETHNIC AFFINITY

- African American
- Asian American
- Hispanic (US-All)
- Hispanic (US-Bilingual)

HOME

- Homeownership
 - First Time Homebuyer
 - Homeowners
 - Renters
 - Household Composition:
 - Family-based Households
 - Housemate-based households
 - Grandparents
 - Housemate-based households
 - New parents
 - Veterans in home
 - Working women
 - Young & hip
 - Young adults in home
- Home Type
 - Apartment
 - Condo
 - Home Value [\$50k - \$2M+]
 - MultiFamily Size
 - Property Size [,.01 - 40+ Acres]
 - Single
 - SQ Footage [1,000-3,499+ sq. ft.]
 - Year Home Built [1900-2011+]

PARENTS

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

POLITICS [U.S.]

- US Politics (Very Conservative)
- US Politics (Conservative)
- US Politics (Moderate)
- US Politics (Liberal)
- US Politics (Very Liberal)
- Self reported
- Likely to engage in politics (Conservative)
- Likely to engage in politics (Liberal)
- Donate to conservative causes political causes
- Donate to liberal political causes

LIFE EVENTS

- Anniversary within 30 Days
- Away from Family
- Away from Hometown
- Long-Distance Relationship
- New Job
- New Relationship
- Newly Engaged [3 months, 6 months, 1 year]
- Newlywed
- Long-Distance Relationship [3 months, 6 months, 1 year]
- Recently Moved
- Upcoming Birthday

AGE

- Select between age 13 and 65+

WORK

- Office Type
 - Home Office
 - Small Business
 - Small Office
 - Industries
 - Administrative
 - Architecture & Engineering
 - Arts, Entertainment, Sports & Media
 - Business & Financial Operations
 - Cleaning & Maintenance
 - Community & Social Services
 - Computer & Mathematics
 - Construction & Extraction
 - Education & Library
 - Farming, 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 Service
 - Retail
 - Sales
 - Temporary & Seasonal
 - Transportation & Moving
 - Veterans

RELATIONSHIP

- Interested in
 - Men
 - Women
 - Men & Women
 - Unspecified
- Relationship Status
 - Single
 - In a Relationship
 - Married
 - Engaged
 - Civil Union
 - Complicated
 - Open Relationship
 - Domestic Partnership
 - Separated
 - Divorced
 - Widowed
 - Unspecified

GENERATION

- Baby Boomers
- Millennials
- Generation X

GENDER

- All
- Men
- Women

FRIENDS OF

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

CONNECTIONS

FAN 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

- 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 combinations including Fan Pages & Apps

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
 - Do it yourself (DIY)
 - Do it yourself
 - Furniture
 - Gardening
 - Home Appliance
 - Home Improvement
 - 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
 - Association 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
 - Magazine
 - Manga
 - Mystery Fiction
 - Newspaper
 - Non-fiction Books
 - Romance Novels

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
 - SEO
 - 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 & 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

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

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

FAMILY & RELATIONSHIPS

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

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

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
 - 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
 - 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

BEHAVIORS

AUTOMOTIVE

- Motorcycle
- Purchases (New and Used)
- New Vehicle buyers (Near Market)
- Style [10+ Vehicle Types]
- New Vehicle Shoppers (In market)
- Make [30+ Auto Manufactures]
- New Vehicle Shoppers (Max in market)
- All
- Style [10+ Vehicle Types]
- Owners
- Aftermarket
- Make [30+ Auto Manufactures]
- Purchased [0-48+ Months Ago]
- Style [10+ Vehicle Types]
- Vehicle Age [0-20+ Years]
- Vehicle Price [Less than \$20k-\$75k+]
- Purchase Type
- Vehicle Price
- Buy New (In or Near Market)
- Buy New or used (In or Near Market)
- Buy used (In Market)
- Lease (In Market)
- Used vehicle buyers [10+ Vehicle Types]

MOBILE DEVICE USER

- All Mobile Devices by Brand [20+ Manufacturers]
- All Mobile Devices by OS
- All Mobile Devices
- All Android Devices
- All iOS Devices
- **Owners**
- Smartphone Owners
- Windows Phone
- Feature Devices
- Network Connection
- 2G, 3G & 4G
- Wifi Connection
- New Smartphone & Tablet
- Smartphones & Tablets

DIGITAL ACTIVITIES

- Operating System Used
- Canvas Gaming
- Average Engagement [0/7 days-7/7 days]
- Played [Yesterday-Last 14 days]
- Console Gamers
- Event Creators
- FB Payments [All, Higher than Average, Recent]
- FB Page Admins
- Internet Browser Used [Chrome, Firefox, IE, Opera, Safari]
- Operating System Used
- Windows 7, 8, Vista, XP
- Mac OS X
- Photo Uploaders
- Primary Email Domain [AOL, Apple, Gmail, Hotmail, MSN, Yahoo]
- Small Business Owners
- Technology Adopters (Early & Late)

CHARITABLE DONATIONS

- All Charitable Donations
- Animal Welfare
- Arts & Culture
- Cancer Cause
- Children's Causes
- World Relief
- Environmental & Wildlife
- Health
- Political
- Religious
- Veterans

MORE CATEGORIES

- Facebook Categories
- Affinity for High Value Goods (India)
- Fast Food
- Nail Care

JOB ROLE

- Corporate Executives
- Financial Professionals
- Farmers

FINANCIAL

- **Financial**
- Credit Union Member
- National Bank Customers
- Regional Bank Customers
- **Investments**
- Full-Service Investors
- High Likely Investors
- **Cards**
- High End Department Store Cards
- Premium Credit Cards
- Primarily Cash
- Primarily Credit Cards
- Travel & Entertainment Cards
- **Independent Investors**
- Likely Investors
- Personal Investments
- Real Estate Investments
- Semi-Independent Investors
- **Spending Methods**
- 1-9 Lines of Credit
- Active Credit Card User
- Any Card Type
- Bank Cards
- Debit Card
- Gas, Department & Retail Store

TRAVEL

- All Frequent Travelers
- Business Travelers (US & International)
- Casino Vacations
- Commuters
- Cruises
- Currently Traveling
- Family Vacations
- Frequent International Travelers
- Frequent Flyers
- Leisure Travelers
- Personal Travelers (US & International)
- Returned from Trip [1 Week, 2 Weeks Ago]
- Timeshares
- Used Travel App [2 Weeks, 1 Month]

BUSINESS-TO-BUSINESS

- Company Size [Under 10 - 5000+ Employees]
- Industry
- Agriculture
- Business Services
- Construction
- Consumer Services
- Cultural & Recreation
- Education
- Finance
- Government
- Healthcare
- Hospitality & Travel
- Insurance
- Legal
- Logistics & Transportation
- Manufacturing
- Media & Internet
- Real Estate
- Restaurant
- Retail
- Telecommunications
- Wholesale Trade
- Seniority
- Executive / C-Suite
- Mid-Management

EXPATS

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

RESIDENTIAL PROFILES

- Length of Residence [<1 - 6+ years]
- Likely to Move
- New Movers
- Recent Home Buyer
- Recent Mortgage Borrower

PURCHASE BEHAVIOR

- **Business Purchase**
- Business Marketing
- Maintenance, repair & Operations
- **Buyer Profiles**
- Coupon Users
- DIYers
- 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 & Drink**
- Alcoholic Beverages
- Bakery
- Beverages
- Cereal
- Children's Food
- Condiments & Dressing
- Cooking Supplies
- Dairy & Eggs
- Fresh & Healthy
- Frozen Food
- Grocery Shopper Type
- Health Food
- Home Cooking & Grilling
- Meat & Seafood
- Soup
- Sweets & Snacks
- Vegetarian
- **Health & Beauty**
- Allergy Relief
- Antiperspirants & Deodorants
- Beauty Products & Accessories
- 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
- Organization
- Tools
- **Household Products**
- Cleaning Supplies
- Food Storage
- Green Cleaners & Supplies
- Laundry Supplies
- **Kids Products**
- Baby Care
- Baby Toys
- Children's Products
- **Pet Products**
- Cat Food & Products
- Cat Owners
- Cat Products
- Dog Food & Products
- Dog Owners
- Dog Products
- Other Pet Products
- Pet Care Products
- Pet Products
- **Purchase Habits**
- Above Average Spending
- Offline Buyers
- Online Buyers
- Purchase Types
- Appliances & Accessories
- Arts & Crafts
- Baby Products
- Beauty Accessories
- Books
- Children's Apparel
- Collectibles
- Consumer Electronic Buyers
- Cosmetics
- Electronics
- Gift Products
- High-end Home Decor
- Home Furnishings
- Home Office
- Low-end Home Decor
- Men's Apparel
- Music & Videos
- Restaurant
- Senior Products
- Shoes
- Small & Home Office Products
- Software
- Speciality Foods & 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
- Gyms & 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
- **Technology**
- Kindle eReader
- Use an eReader

SEASONAL & EVENTS

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