

# ALL OF FACEBOOK'S AD TARGETING OPTIONS

IN 1 EPIC INFOGRAPHIC

With more than 1 billion daily active users, Facebook offers up mind-blowing ad targeting options you simply won't find anywhere else. With what seems like endless combinations of demographics, interests, behaviors and more, you can get as creative as you need to in order to reach your target market on Facebook.

Here's your cheat sheet to all of Facebook's targeting options in one epic infographic ...

## DEMOGRAPHICS

### LOCATION

Enter one or more countries, counties/regions, cities, ZIP/postal codes, addresses or designated market areas to show or exclude your ad to people in those locations. Location targeting is not available in all countries.

- Everyone in this location
- People recently in this location
- People traveling in this location

Note: You can even drop a pin in a location anywhere on the map provided.

### LANGUAGES

Leave this blank unless the audience you are targeting uses a language that is not common to the location you have chosen.

Type in any language to get started

### EDUCATION

Education Level

- In High school
- High school grad
- In college
- Some college
- College grad
- Associate degree
- Professional degree
- In grad school
- Master's degree
- Doctorate degree
- Unspecified

Field of Study

Type in a field to get started

Schools

Type in a school to get started

Undergrad years

Type in a date range to get started

### FINANCIAL

Income:

\$30K ————— \$500K+

Net Worth:

- Liquid Assets
- Total Value

### HOME

Home Type:

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

Home Ownership:

- First-Time Home Buyer
- Homeowners
- Renters

Household Composition:

- Family-based Households
- Grandparents
- Household-based Households
- New Parents
- New Teen Drivers
- Veterans in Home
- Working Women
- Young & Hip
- Young Adults in Home

### ETHNIC AFFINITY

- African-American
- Asian-American
- Hispanic

### PARENTS

All Parents:

- New Parents
- Parents with Toddlers
- Parents with Preschoolers
- Parents with Early School-Age Children
- Parents with Preteens
- Parents with Teenagers
- Parents with Adult Children

Moms:

- Big-City Moms
- Corporate Moms
- Fit Moms
- Green Moms
- Moms of Grade School Kids
- Moms of High School Kids
- Moms of Preschool Kids
- New Moms
- Soccer Moms
- Stay-at-Home Moms
- Tranquil Moms

### POLITICS [U.S.]

Liberal

Very Liberal

Likely to engage in politics: conservative, liberal

Moderate

Self Reported

Conservative

Very Conservative

### AGE

Select the minimum and maximum age of the people who will find your ad relevant.

13 ————— 65+

### GENDER

- All
- Men
- Women

Note: Choose "All" unless you only want your ads to be shown to either men or women.

### RELATIONSHIP

Interested in:

- Men
- Women
- Men & Women
- Unspecified

Relationship Status:

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

### WORK

Employers:

Type in an employer to get started

Job Title:

Type in a job title to get started

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

Office Type:

- Home Office
- Small Business
- Small Office

### GENERATION

- Baby Boomers
- Generation X
- Millennials

### LIFE EVENTS

Anniversary within 30 Days

Away from Family

Away from Hometown

Long-Distance Relationship

New Job

New Relationship

Newly Engaged: 3mo, 6mo, 1yr

Newlywed: 3mo, 6mo, 1yr

Recently Moved

Upcoming Birthday

Friends of: [1 of the above]

## INTERESTS

Reach specific audiences by looking at their interests, activities, the pages they liked and closely related topics. Combine interests to expand your ad's reach.

### BUSINESS & INDUSTRY

- Advertising
- Agriculture
- Architecture
- Aviation
- Banking
- Business
- Construction
- Design
- Economics
- Engineering
- Entrepreneurship
- Healthcare
- Higher Education
- Management
- Marketing
- Nursing
- Online
- Personal Finance
- Real Estate
- Retail
- Sales
- Science
- Small Business

### ENTERTAINMENT

- Games
- Live Events
- Movies
- Music
- Reading
- TV

### FAMILY & RELATIONSHIPS

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

### FITNESS & WELLNESS

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

### FOOD & DRINK

- Alcoholic Beverages
- Beverages
- Cooking
- Cuisine
- Food
- Restaurants

### HOBBIES & ACTIVITIES

- Arts & Music
- Current Events
- Home & Garden
- Pets
- Politics & Social Issues
- Travel
- Vehicles

### SHOPPING & FASHION

- Beauty
- Clothing
- Fashion Accessories
- Shopping
- Toys

### SPORTS & OUTDOORS

- Outdoor Recreation
- Sports

### TECHNOLOGY

- Computers
- Consumer Electronics

## BEHAVIORS

Reach people based on purchase behaviors or intent, device usage and more. Some behavior data is available for U.S. audiences only.

### AUTOMOTIVE

- Motorcycle
- Owners
- Purchase Type
- New Vehicle Buyers [near market]
- New Vehicle Shoppers [in market, max in market]
- Used Vehicle Buyers [in market]

### CHARITABLE DONATIONS

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

### EXPATS

- Multiple Countries

### JOB ROLE

- Corporate Executives
- Farmers
- Financial Professionals

### MOBILE DEVICE USER

- All Mobile Devices by Brand
- All Mobile Devices by OS
- All Mobile Devices
- Feature Phones
- Network Connection
- New Smartphone & Tablet Owners
- Smartphone & Tablet Owners
- Smartphone Owners
- Smartphones & Tablets
- Tablet Owners

### TRAVEL

- All Frequent Travelers
- Business Travelers
- Casino Vacations
- Commuters
- Cruises
- Currently Traveling
- Family Vacations
- Frequent International Travelers
- Frequent Flyers
- Leisure Travelers
- Personal Travelers
- Returned from Trip [1 week, 2 weeks ago]
- Timeshares
- Used Travel App [2 weeks, 1 month]

### BUSINESS-TO-BUSINESS

- Seniority
- Industry
- Company Size

### DIGITAL ACTIVITIES

- Operation System Used
- Canvas Gaming
- Console Gamers
- Event Creators
- Facebook Payments
- Facebook Page Admins
- Internet Browsers Used
- Operating System Used
- Photo Uploaders
- Primary Email Domain
- Small Business Owners
- Technology Adopters [early, late]
- Unity Plugin

### FINANCIAL

- Banking
- Investments
- Spending Methods [line of credit]

### MEDIA

- Radio
- Television

### PURCHASE BEHAVIOR

- Business Purchases
- Buyer Profiles
- Clothing
- Food & Drink
- Health & Beauty
- Home & Garden
- Household Products
- Kids' Products
- Pet Products
- Purchase Habits
- Purchase Types
- Sports & Outdoors
- Store Types
- Subscription Services
- Technology

### RESIDENTIAL PROFILES

- Length of Residence
- Likely to Move
- New Mover
- Recent Home Buyer
- Recent Mortgage Borrower

### SEASONAL & EVENTS

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

## CONNECTIONS

Reach people who have a specific kind of connection to your page, app or event. This narrows the audience to include only people with that specific connection who also meet the other targeting categories you select.

People who like your page

- Friends of people who like your page
- Exclude people who like your page

People who used your app

- Friends of people who used your app
- Exclude people who used your app

People who are going to your event

- Friends of people who are going to your event
- Exclude people who are going to your event

## REMARKETING

People who visited your website

Custom lists of emails

Custom lists of phone numbers

Custom lists of Facebook user-IDs

If you're not already advertising on Facebook, I have one question for you: Why not? As you can see, with all these killer targeting options, you can reach a local or global audience like never before.

## WOULD FACEBOOK ADS WORK FOR ME?

Discover the value of Facebook ads for FREE with the Facebook Opportunity Calculator.

TRY IT NOW

www.wordstream.com/facebook-advertising