ALL OF FACEBOOK'S AD TARGETING OPTIONS IN ONE 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.

DEMOGRAPHICS

LOCATION

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

GENDER

- ✓ All
- ✓ Men
- ✓ Women

AGE

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

LANGUAGE

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

INCOME

Household income:

- Top 25-50% of ZIP codes (U.S.)
- Top 10-25% of ZIP codes (U.S.)
- Top 10% of ZIP codes (U.S.)
- Top 5% of ZIP codes (U.S.)

EDUCATION

- Education level:
  - Associate degree
  - College grad
  - Doctorate degree
  - High school grad
  - In college
  - In grad school
  - In high school
  - Master's degree
  - Professional degree
  - Some college
  - Some grad school
  - Some high school
  - Unspecified
- Fields of study
- Schools
- Undergrad years

PARENTS

RELATIONSHIP STATUS

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

WORK

- Employers
- Job Titles
- Industries:
  - Production
  - Arts, Entertainment, Sports, and Media
  - IT and Technical Services
  - Installation and Repair Services
  - Administrative Services
  - Computation and Mathematics
  - Education and Libraries
  - Cleaning and Maintenance Services
  - Farming, Fishing, and Forestry
  - Veterans (U.S.)
  - Construction and Extraction
  - Sales
  - Life, Physical, and Social Sciences
  - Architecture and Engineering
  - Business and Finance
  - Legal Services
  - Transportation and Moving
  - Management
  - Food and Restaurants
  - Government Employees (Global)
  - Healthcare and Medical Services
  - Community and Social Services
  - Military (Global)
  - Protective Services

- All parents
- New parents (0-12 months)
- Parents With Toddlers (1-2 years)
- Parents With Preschoolers (3-5 years)
- Parents With Early School-age Children (6-8 years)
- Parents with Preteens (8-12 years)
- Parents with Teenagers (13-18 years)
- Parents with Adult Children (18-26 years)

POLITICS (U.S.)

- Liberal
- Very Liberal
- Moderate
- Conservative
- Very Conservative
- Likely to engage in politics: liberal, moderate, conservative

LIFE EVENTS

- Anniversary
  - Within 30 days
  - Within 31-60 days
- Friends of...
- New job
- New relationship
- Long distance relationship
- Birthday
  - Birthday month
  - Upcoming birthday (w/i one week)
- Away from family
- Away from hometown
- Recently moved

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

- DATING
- FAMILY
- FATHERHOOD
- FRIENDSHIP
- MARRIAGE
- MOTHERHOOD
- PARENTING
- WEDDINGS

FITNESS & WELLNESS

- BODYBUILDING
- MEDITATION
- PHYSICAL EXERCISE
- RUNNING
- PHYSICAL FITNESS
- YOGA
- WEIGHT TRAINING

FOOD & DRINK

- ALCOHOLIC BEVERAGES
- BEVERAGES
- COOKING
- CUISINE
- FOOD
- RESTAURANT

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**

PAGE LIKES

Type in a page name, e.g., "Coca Cola"

BEHAVIORS

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

MOBILE DEVICE USER

- ✓ All mobile devices by brand
- ✓ All mobile devices by operating system
- ✓ Android: 360 degree media not supported
- ✓ Android: 360 degree media supported

ANNIVERSARY

- ✓ Anniversary within 61-90 days

- Facebook access (mobile): all devices
- Facebook access (mobile): feature phones
- Facebook access (mobile): smartphones & tablets
- Facebook access (mobile): tablets
- Network connection
- New smartphone & tablet users
- Owns: OnePlus
- Mobile device use time

DIGITAL ACTIVITES

- Operating system used
- Canvas gaming
- Console gamers
- Facebook Payments users (30 days)
- Facebook Payments users (90 days)
- Facebook Payments users (higher than average spend)
- Facebook access: older devices and OS
- Facebook page admins
- Primary email domain
- Small business owners
- Technology early adopters

MULTICULTURAL AFFINITY

- African Americans (U.S. - All)
- Asian Americans (U.S. - All)
- Hispanics (U.S. - All)

CONSUMER CLASSIFICATION

- People who prefer mid- and high-value goods
- People who prefer high-value goods

EXPATS

INTERESTED IN UPCOMING EVENTS

MARKETING API DEVELOPERS (LAST 90 DAYS)

PURCHASE BEHAVIOR

- Engaged shoppers

- Hispanics (U.S. - Bilingual)
- Hispanics (U.S. - English Dominant)
- Hispanics (U.S. - Spanish Dominant)

TRAVEL

- Commuters
- Frequent travelers
- Frequent international travelers
- Returned from travel 1 week ago
- Returned from travel 2 weeks ago

SOCCER

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

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.

FACEBOOK PAGES

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

APPS

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

EVENTS

- People who responded to your event
- Exclude people who already responded 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.

IMPROVE YOUR FACEBOOK ADS TODAY

At Alecan Marketing Solutions, we takes care of every component that is involved with truly effective Facebook Ad campaigns. You will never be on your own to figure out Facebook and risk wasting valuable time and money when you should be focusing on running your business.

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