

Targeting Capabilities

FACEBOOK



Audience Targeting

Audiences	<u>Custom audiences</u>	<p>Connect with people who have already shown an interest in your business or product</p> <p>This includes retargeting, CRM data (1PD), and Third-Party data. (See slides 27-28)</p>
	<u>Lookalike audiences</u>	<p>Reach new people who are similar to audiences you already care about.</p> <p>***Most custom audiences can be turned into lookalike audiences.</p>

Demographics	Age	13-65+
	Gender	All, men, women
	Language	Delivery to users based on app language or select languages

<p>Demographics</p>	<p>Detailed Demographic Targeting</p>	<p>Education: Education Level, Fields of Study, Schools, Undergrad Years Financial: Household Income Top X% of Zip Codes Life Events: Anniversary, Birthday, New Job, Recently Moved, Newly Married, etc. Parents: Parents (All), Parents with Teenagers (13-17 years), etc. Relationship Status: Engaged, In a Relationship, Domestic Partnership, etc. Work: Employers, Industries, Job Titles</p>
----------------------------	---------------------------------------	---

<p>Interests and Behaviors</p>	<p>Interests</p>	<p>Deliver to users based on ads they click or pages they engage with e.g. agriculture, Ariana Grande, concerts.</p>
	<p><u>Behaviors</u></p>	<p>Deliver to users based on ads they click or pages they engage with e.g. frequent travelers</p>
	<p>Advantage Detailed Targeting +</p>	<p>Reach people beyond your detailed targeting selections when it's likely to improve performance.</p> <p>***This lets Facebook show your ads to more people, which may help you reach your optimization goal (recommended).</p>

Placements	Facebook	Feed, Marketplace, Video feeds, Right column, Business Explore, Stories, Reels, In-stream videos, Ads on Facebook Reels, Search results, Instant Articles
	Instagram	Feed, Profile Feed, Explore, Explore Home, Shop, Stories, Reels
	Audience Network	Native, Banner and Interstitial; Rewarded videos, In-stream videos
	Messenger	Inbox, Stories,
Devices	Operation System	All mobile devices, Android devices only, IOS devices only, Feature phones only
	Device Type	All devices (recommended), Mobile, Desktop

Location Targeting

<u>People living in or recently in this location</u>	Countries (up to 25)
	States
	Provinces
	Cities (up to 250)
	Congressional districts (mainly used for political advertising)
	DMA's
	Address Targeting
	ZIP or post codes (up to 50,000)
	Note: Depending on your campaign objective and audience selections, you can also include broad locations (for example, "Worldwide" or "Asia") and geographical regions (for example, "European Economic Area," "Android app countries" or "Emerging Markets").
	Special Ad Category can NOT use zip codes