

NEXTDOOR TARGETING

Location	Location Type	
	City/Region	
	States	
	DMA	
	Postal Code	
Custom Audiences	Email Template	
	Address Template	
	Email & Address Template	
	Postal Code Template	
Targeting Mode	Auto Targeting	<ul style="list-style-type: none">• Let Nextdoor do the targeting for you, based on your selections• Reach all users in geolocation
	Manual Targeting	<ul style="list-style-type: none">• Customize your audience with demographics or interests

Demographics	Gender	<ul style="list-style-type: none"> • Male, Female, All
	Age	<ul style="list-style-type: none"> • 18-24, 25-34, 35-44, 45-54, 55-64, 65 and Over • Note: the ages are bucketed here, however, we can select multiple buckets
	Area Homeownership %	<ul style="list-style-type: none"> • Target based on the % composition of homeowners. Targeting “0-25% homeowners’ means targeting areas with 025% homeowners. • 0 - 25% Homeowners • 26 - 50% Homeowners • 51 - 75% Homeowners • 76 - 100% Homeowners
	Household Income	<ul style="list-style-type: none"> • Top 10% • Top 11 - 20% • Top 21 - 30% • Top 31 - 40% • Top 41 - 50% • Lower 50%
	Interests	<ul style="list-style-type: none"> • Choose from a list of 33 available interests in the platform
	Devices	<ul style="list-style-type: none"> • iOS • Android • Desktop • Mobile (other) • All

Placements	Newsfeed	<ul style="list-style-type: none"> The main feed is where neighbors view posts and content from their area.
	For Sale & For Free	<ul style="list-style-type: none"> A marketplace where neighbors buy, sell, or give away items.
	Right-Hand Rail	<ul style="list-style-type: none"> The area to the right of the main feed on desktop devices contains additional content for neighbors.
Delivery	CPM	<ul style="list-style-type: none"> Flat-rate bid system per 1,000 ad impressions This can be adjusted throughout the flight
	Frequency Cap	<ul style="list-style-type: none"> There is a default option or customizable by the desired number within time options: week, day, and month Example: frequency 25 / week
	Time Zone	<ul style="list-style-type: none"> US/Eastern (UTC-05:00) America/Chicago (UTC-06:00) US/Mountain (UTC-07:00) America/Los_Angeles (UTC-08:00) US/Alaska (UTC-09:00) US/Hawaii (UTC-10:00)
	Time Picker	<ul style="list-style-type: none"> Run ads during specific times of the day Can set up to repeat certain days Start time and end time required Example: 10:00 am - 2:00 pm Monday and Friday