

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

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
- Married
- 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

FINANCIAL

Type in a job title to get started



Income:

\$30K \$500K+



Net Worth:

Liquid Assets Total Value



Industries:

- Administrative
- Installation & Repair
- Architecture & Engineering
- Legal
- Arts, Entertainment, Sports & Media
- Life, Physical, & Social Science
- Business & Financial Operations
- Management
- Cleaning & Maintenance
- Military
- Community & Social Services
- Nurses
- Computer & Mathematics
- Personal Care
- Construction & Extraction
- Production
- Education & Library
- Protective Service
- Farming, Fishing, & Forestry
- Retail
- Food Preparation & Services
- Sales
- Government Employees
- Temporary & Seasonal
- Healthcare & Medical
- Transportation & Moving
- IT & Technical
- Veterans

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



Office Type:

- Home Office
- Small Business
- Small Office

ETHNIC AFFINITY



African-American



Asian-American



Hispanic

GENERATION



Baby Boomers



Generation X



Millennials

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
- Trendy Moms

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



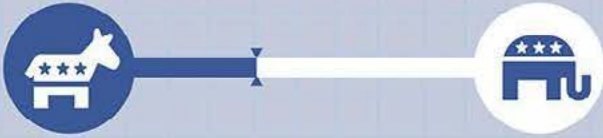
Recently Moved



Upcoming Birthday



Friends of: [1 of the above]



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

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.

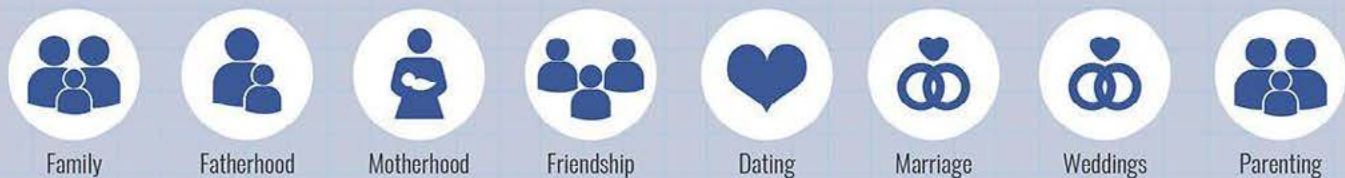
BUSINESS & INDUSTRY



ENTERTAINMENT



FAMILY & RELATIONSHIPS



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