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ALL OF FACEBOOK'S AD TARGETING OPTIONS

1.37 billion people on average log onto Facebook daily and are considered 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

Location or multiple locations can be included or excluded in your targeting. You can select multiple continents, countries, regions, cities or postal/zip codes to target.

RELATION TO LOCATION

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

Note: You can even target based on distance surrounding specific coordinates, entered by dropping a pin on a map.

GENDER

Allows you to target ads towards

All | Males | Females

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

EDUCATION

Education Level

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

Fields of Study

Search for match

Schools

Search for match

Undergrad Years

Date range

GENERATION

Baby boomers (US) | Generation X | Millennials

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

FINANCIAL

Income	Net Worth	Liquid assets
+$500,000	$1,000,000	+$2,000,000
$100,000	$1	$1

ETHNIC AFFINITY

Ethnic Affinity

- African American (US)
- Asian American (US)
- Hispanic (US – All)
- Hispanic (US – Bilingual)
- Hispanic (US – English dominant)
- Hispanic (US – Spanish dominant)

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RELATIONSHIP

Interested in

- Men
- Men & Women
- Women
- Unspecified

Relationship Status

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

EVENTS

- Anniversary within 30 Days
- Away from family
- Away from hometown
- Long distance relationship
- New job
- New relationship
- Newly engaged 1mo, 6mo, 1yr
- Newlywed 1mo, 6mo, 1yr
- Recently moved
- Upcoming birthday
- Newlywed 1mo, 6mo, 1yr

- Friends of Anniversary within 30 Days
- Friends of Newly Engaged
- Friends of Newlywed
- Friends of Recently Moved
- Friends of Upcoming Birthday

WORK

Employers

Type in an employer to get started

Job Titles

Type in an employer to get started

Office Type

- Home office
- Small business
- Small office

Industries

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

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PARENTS

All Parents

- (0-12 months) New Parents
- (01-02 Years) Parents with Toddlers
- (03-05 Years) Parents with Preschoolers
- (06-08 Years) Parents with Early School Age Children
- (08-12 Years) Parents with Preteens
- (13-18 Years) Parents with Teenagers
- (18-26 Years) Parents with Adult Children
- Expectant parents
- Parents (All)

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

HOME

Home Ownership

- First time homebuyer
- Homeowners
- Renters

Home Type

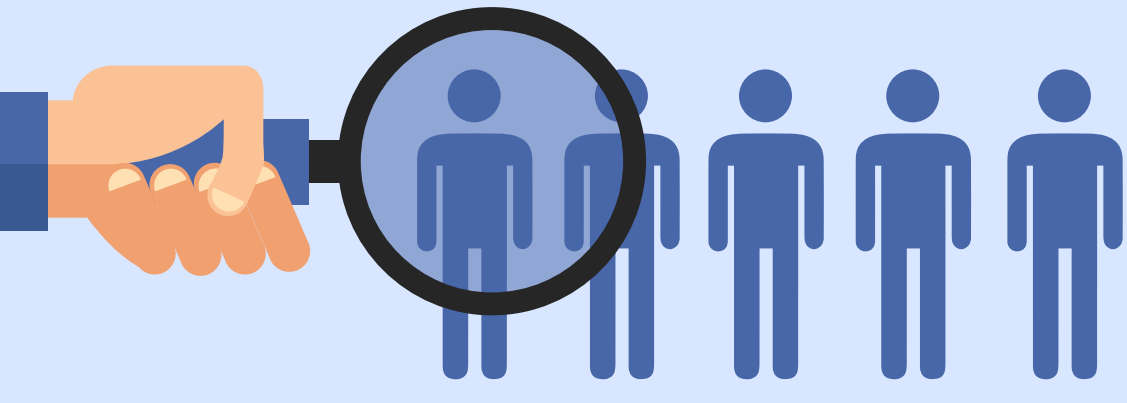
- Apartment
- Condo
- Home value [$50k - $2M+]
- Property size [01 - 40+ Acres]
- Multifamily Size
- Single
- Square footage [1,000-3499+sq. Ft.]
- Year home built [1900-2011+]

Household Composition

- Family-based Households
- Housemate-based Households
- Grandparents
- New parents
- Veterans in home
- Working women
- Young & hip
- Young adults in home
- New Teen Drivers

POLITICS (US)

- Likely To Engage in Politics (Conservative)
- Likely To Engage in Politics (Liberal)
- US Politics (Conservative)
- US Politics (Liberal)
- US Politics (Moderate)
- US Politics (Very Conservative)
- US Politics (Very Liberal)
- **Self reported**
  - Donate to conservative political causes
  - Donate to liberal political causes



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INTERESTS

Interests are based on the Fan Pages someone likes or specific things they have listed in their profile.

BUSINESS AND INDUSTRY

- Advertising
- Agriculture
- Architecture
- Business
- Construction
- Economics
- Engineering
- Entrepreneurship
- Health care
- Higher education
- Management
- Marketing
- Nursing
- Real estate
- Retail
- Sales
- Science
- Small business

Aviation

- Banking
- Investment banking
- Online banking
- Retail banking

Design

- Fashion design
- Graphic design
- Interior design

Online

- Digital marketing
- Display advertising
- Email marketing
- Online advertising
- Search engine optimization
- Social media
- Social media marketing
- Web design
- Web development
- Web hosting

Personal finance

- Credit cards
- Insurance
- Investment
- Mortgage loans

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ENTERTAINMENT

Casino Games

Theatre

Games

- Action Games
- Board Games
- Browser Games
- Card Games
- Casino Games
- First-person Shooter Games
- Gambling
- Massively Multiplayer
- Online Games
- Online Poker
- Puzzle Video Games
- Racing Games
- Role-playing Games
- Simulation Games
- Sport Games
- Strategy Games
- Word Games

Live events

- Ballet
- Bars
- Concerts
- Dance halls
- Music Festivals
- Night Clubs
- Parties
- Plays
- Theatre

Movies

- Action Movies
- Animated Movies
- Anime Movies
- Bollywood Movies
- Comedy Drama Movies
- Toy Story Movies
- Documentary Movie
- Fantasy Movie
- Horror Movie
- Musical Theatre
- Biographical Movies
- Crime Movies
- Science Fiction Movie
- Thriller Movie
- Romance Movie
- Science Fiction Movie
- Thriller Movie
- War Movie

Music

- Blues Music
- Classical Music
- Country Music
- Dance Music
- Electronic
- Gospel
- Heavy Mental Music
- Hip Hop Music
- Jazz Music
- Music Videos
- Pop Music
- Rhythm & Blues Music
- Rock Music
- Soul Music

Reading

- Comics
- E-books
- Fiction Books
- Literature
- Magazine
- Manga
- Mystery Fiction
- Newspaper
- Non-Fiction Books
- Romance Novels

TV

- TV Comedies
- TV Talk Shows
- Sports television
- TV Game Shows
- Documentary television
- New television
- TV Reality Shows
- Music television
- Reality television

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FAMILY AND RELATIONSHIPS

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

FITNESS AND WELLNESS

- Bodybuilding
- Dieting
- Gyms
- Meditation
- Nutrition
- Physical exercise
- Physical fitness
- Running
- Weight training
- Yoga
- Zumba

FOOD AND DRINK

Alcoholic beverages

- Beer
- Distilled beverage
- Wine

Cooking

- Baking
- Recipes

Beverages

- Coffee
- Energy drinks
- Juice
- Soft drinks
- Tea
- Water

Cuisine

- Chinese
- French
- German
- Greek
- Indian
- Italian
- Japanese
- Korean
- Latin American
- Mexican
- Middle Eastern
- Spanish
- Thai
- Vietnamese

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Food

- Barbecue
- Chocolate
- Desserts
- Fast food
- Organic food
- Pizza
- Seafood
- Vegan
- Vegetarian

Restaurants

- Coffeehouses
- Diners
- Steakhouses
- Fast casual restaurants
- Fast food restaurants
- Coffee Shop
- Fine Dining
- Cafe's

HOBBIES AND ACTIVITIES

Arts and music

- Acting
- Crafts
- Dance
- Drawing
- Drums
- Fine Art
- Guitar
- Painting
- Performing Arts
- Photography
- Photography
- Sculpture
- Singing
- Writing

Current events

- World News
- Science & Technology
- Disasters News

Home and garden

- Interior design
- Entertaining
- Gardening

Pets

- Birds
- Cats
- Dogs
- Fish
- Horses
- Pets Food
- Reptiles
- Rabbits

Politics and social issues

- Charity & Causes
- Community Issues
- Environmentalism
- Law
- Military
- Politics
- Religion
- Sustainability
- Veterans
- Volunteering

Travel

- Adventure Travel
- Air Travel
- Beaches
- Car Rentals
- Cruises
- Ecotourism
- Hotel
- Lakes
- Mountains
- Nature
- Theme Parks
- Tourism
- Vacations

Vehicles

- Automobiles
- Boats
- Electric Vehicle
- Hybrids
- Minivan
- Motorcycles
- RVs
- SUVs
- Scooter
- Trucks

Do it yourself (DIY)

- Do it yourself
- Furniture
- Gardening
- Home Appliance
- Home Improvement

SPORTS AND OUTDOORS

Outdoor recreation

- Boating
- Camping
- Fishing
- Hiking
- Horseback riding
- Hunting
- Mountain biking
- Surfing

Sports

- American football
- Association football (Soccer)
- Auto racing
- Baseball
- Basketball
- Cycling
- College football
- Golf
- Marathons
- Skiing
- Snowboarding
- Soccer
- Swimming
- Tennis
- Triathlons
- Volleyball
- Air sports
- Rugby

TECHNOLOGY

Computers

- Computer memory
- Computer monitors
- Computer processors
- Hard drives
- Computer servers
- Desktop computers
- Free software
- Network storage
- Software
- Tablet computers

Consumer electronics

- Audio equipment
- Camcorders
- Cameras
- E-book readers
- GPS devices
- Game consoles
- Mobile phones
- Portable media players
- Projectors
- Smartphones
- Televisions

SHOPPING AND FASHION

Beauty

- Beauty salons
- Cosmetics
- Hair products
- Spas
- Fragrances
- Tattoos

Clothing

- Children's clothing
- Men's clothing
- Shoes
- Designer brands
- Women's clothing

Fashion accessories

- Handbags
- Hats
- Gloves
- Jewelry
- Leggings
- Watches
- Sunglasses
- Scarves
- Pins

Shopping

- Boutiques
- Coupons
- Discount stores
- Luxury goods
- Online shopping
- Shopping malls

Toys

- Toy animals
- Art and craft toys
- Construction toys
- Mechanical toys
- Dolls
- Educational toys
- Puzzles
- Optical toys
- Electronic toys

BEHAVIORS

AUTOMOTIVE

Motorcycle

- Purchased
  - New
  - Used

Sports car/convertible

New vehicle buyers (Near market)

- Style
  - Crossover
  - Economy/compact
  - Full-size SUV
  - Full-size sedan
  - Hybrid/alternative fuel
  - Luxury SUV
  - Luxury sedan
  - Midsize car
  - Minivan
  - Pickup truck
  - Small/midsize SUV
  - Sports car/convertible

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New vehicle shoppers (In market)

Make

- Acura
- Audi
- BMW
- Buick
- Cadillac
- Chevrolet car
- Chevrolet truck
- Chrysler
- Dodge RAM
- Dodge car
- Fiat
- Ford car
- Ford truck
- GMC
- Honda
- Hyundai
- Infiniti
- Jaguar
- Jeep
- Kia
- Land Rover
- Lexus
- Lincoln
- MINI
- Mazda
- Mercedes-Benz
- Mitsubishi
- Nissan
- Porsche
- Subaru
- Toyota
- Volkswagen
- Volvo

New vehicle shoppers (Max in market)

Style

- Crossover Vehicle
- Entry/Economy/Compact
- Full-size SUV
- Full-size Sedan
- Hybrid/Alternative Fuel
- Luxury SUV
- Luxury Sedan
- Midsize Car
- Minivan
- Pickup Truck
- Small/Mid-size SUV
- Sports Car/Convertible

Owners

After market

- Auto parts
- Auto parts and accessories
- Auto service buyer

Make

- Acura
- Audi
- BMW
- Buick
- Cadillac
- Chevrolet car
- Chevrolet truck
- Chrysler
- Dodge RAM
- Dodge car
- Fiat
- Ford car
- Ford truck
- GMC
- Honda
- Hummer
- Hyundai
- Infiniti
- Jaguar
- Jeep
- Kia
- Land Rover
- Lexus
- Lincoln
- MINI
- Mazda
- Mercedes
- Mercury
- Mitsubishi
- Nissan
- Pontiac
- Porsche
- Saab
- Saturn
- Subaru
- Suzuki
- Toyota
- Volkswagen
- Volvo

Purchased

- 0-6 months ago
- 13-24 months ago
- 25-36 months ago
- 37-48 months ago
- 7-12 months ago
- Over 48 months ago

Style

- Crossover
- Economy/compact
- Full-size SUV
- Full-size sedan
- Hybrid/alternative fuel
- Luxury SUV
- Luxury sedan
- Midsize car
- Minivan
- Pickup truck
- Small/midsize SUV
- Sports car/convertible

Vehicle age

- 0 – 1 year old
- 11 – 15 years old
- 16 – 20 years old
- 2 years old
- 3 years old
- 4 – 5 years old
- 6 – 10 years old
- Over 20 years old

Vehicle price

- $20,000 – $30,000
- $30,000 – $40,000
- $40,000 – $50,000
- $50,000 – $75,000
- Less than $20,000
- Over $75,000

Purchase type

Vehicle price

- Buy new (In market)
- Buy new (Near market)
- Buy new or used (In market)
- Buy new or used (Near market)
- Buy used (In market)
- Lease (In market)

Used vehicle buyers (In market)

Style

- Crossover
- Economy/compact
- Full-size SUV
- Full-size sedan
- Hybrid/alternative fuel
- Luxury SUV
- Luxury sedan
- Midsize car
- Minivan
- Pickup truck
- Small/midsize SUV
- Sports car/convertible

BUSINESS TO BUSINESS

Company size

- Less Than 10 Employees
- 10-49 Employees
- 50-99 Employees
- 100-499 Employees
- 500-999 Employee
- 1,000-4,999 Employees
- 5,000+ Employees

Industry

- Agriculture
- Business Services
- Construction
- Consumer Services
- Cultural & Recreation
- Education
- Finance
- Government
- Healthcare
- Hospitality & Travel
- Insurance
- Legal
- Logistics & Transportation
- Manufacturing
- Media & Internet
- Real Estate
- Restaurant
- Retail
- Telecommunications
- Wholesale Trade
- eCommerce

Seniority

- Executive/C-Suite
- Intern
- Volunteer
- Vice President
- Mid-Management
- Owner
- Senior
- Director
- Junior-Management
- Senior-Management

CHARITABLE DONATIONS

- Animal welfare
- Arts and cultural
- Cancer Causes
- Children's Causes
- Environmental and wildlife
- Health
- Political
- Religious
- Veterans
- World relief

DIGITAL ACTIVITIES

Operating System Used

- Primary OS Mac OS X
- Primary OS Windows 7
- Primary OS Windows 8
- Primary OS Windows Vista
- Primary OS Windows XP
- Primary OS Windows 10

Canvas Gaming

- Average Engagement
- Plays 0 out of 7 days
- Plays 1 out of 7 days
- Plays 2 out of 7 days
- Plays 3 out of 7 days
- Plays 4 out of 7 days
- Plays 5 out of 7 days
- Plays 6 out of 7 days
- Plays 7 out of 7 days
- Played game in last 14 days
- Played game in last 3 days
- Played game in last 7 days
- Played game yesterday

Internet Browser Used

- Primary Browser: **Chrome**
- Primary Browser: **Firefox**
- Primary Browser: **Safari**
- Primary Browser: **Opera**
- Primary Browser: **Internet Explorer**

Primary email domain

- AOL Email Addresses
- Apple Email Addresses
- Gmail Users
- Hotmail Email Addresses
- MSN Email Addresses
- Yahoo Email Addresses

Console gamers

Event creators

FB Payments (Recent)

Facebook Page Admins

Photo uploaders

Small business owners

Technology early adopters

Technology late adopters

Unity Plugin

FB Payments (All)

FB Payments (Higher than average spend)

EXPATS

All

Argentina

Australia

Austria

Bangladesh

Brazil

Cameroon

Canada

Chile

China

Colombia

Egypt

Ethiopia

France

Germany

Greece

Vietnam

Hungary

India

Indonesia

Ireland

Israel

Italy

Japan

Kenya

Malaysia

Mexico

Morocco

Nepal

New Zealand

Nigeria

Pakistan

Peru

Philippines

Poland

Portugal

Puerto Rico

Romania

Russia

Saudi Arabia

Senegal

Serbia

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Singapore

South Africa

South Korea

Spain

Switzerland

Turkey

UAE

UK

US

Venezuela

FINANCIAL

Banking

- Credit union member
- National bank customers
- Regional bank customers

Investments

- Full-Service Investors
- Highly likely investors
- Independent Investors
- Likely investors
- Personal investments
- Real estate investments
- Semi-Independent Investors

Spending methods

- 1 Line of Credit
- 2 Lines of Credit
- 3 Lines of Credit
- 4 Lines of Credit
- 5 Line of Credit
- 6 Lines of Credit
- 7 Lines of Credit
- 8 Lines of Credit
- 9 Lines of Credit
- Active credit card user
- Any card type
- Bank cards
- Credit card high spenders
- Debit card
- Gas, department and retail store cards
- High-end department store cards
- Premium credit cards
- Primarily cash
- Primarily credit cards
- Travel and entertainment cards

Job role

- Corporate executives
- Farmers
- Financial professionals

Media

- Radio
- Satellite

Television

- Action shows
- Adventure shows
- Animals shows
- Auto Racing shows
- Auto shows
- Baseball shows
- Biography shows
- Childrens shows
- Comedy shows
- Cooking shows
- Docudrama shows
- Drama shows

- Educational shows
- Entertainment shows
- Health shows
- Historical Drama shows
- History shows
- Home improvement shows
- Horror shows
- Law shows
- Motorsports shows
- News shows
- Outdoors shows
- Public Affairs shows
- Reality shows
- Religious shows
- Romance shows
- Science Fiction shows
- Sitcom shows
- Sports Event shows
- Sports Talk shows
- Travel shows
- Western shows

MOBILE DEVICE USER

All Mobile Devices by Brand

Alcatel

Cherry Mobile

Huawei

Karbonn

Apple

- iPad 1
- iPad 2
- iPad 3
- iPad 4
- iPad Air
- iPad Air 2
- iPad Mini 1
- iPad Mini 2
- iPad Mini 3
- iPhone 4
- iPhone 4S
- iPhone 5
- iPhone 5C
- iPhone 5S
- iPhone 6
- iPhone 6 Plus
- iPhone 6S
- iPhone 6S Plus
- iPhone 7
- iPhone 8
- iPod Touch

Asus

- Fonepad
- MeMO Pad
- Transformer Pad

BlackBerry

- Bold 9700
- Curve 8520
- Curve 9220
- Curve 9320

Google

- Nexus 10
- Nexus 5
- Nexus 7

HTC

- HTC One

Amazon

- Kindle Fire

LG

- G3
- LG G2
- Optimus L3
- Optimus L5
- Optimus L7

Lava

Micromax

Motorola

Nokia

- 2700 Classic
- 5130 XpressMusic
- Asha
- Asha 200
- Asha 302
- Asha 305
- Asha 311
- C1-01
- C3
- Lumia 1020
- Lumia 1320
- Lumia 1520
- Lumia 520
- Lumia 625
- Lumia 630
- Lumia 720
- Lumia 900
- Lumia 920
- X2-01

Samsung

- Alpha
- Champ
- Galaxy Ace
- Galaxy Ace 2
- Galaxy Grand
- Galaxy Grand 2
- Galaxy Mini
- Galaxy Note
- Galaxy Note 3
- Galaxy Note 4
- Galaxy Note II
- Galaxy Pocket Duos
- Galaxy Pocket Plus
- Galaxy S 4 Mini
- Galaxy S Advance
- Galaxy S Duos
- Galaxy S II
- Galaxy S III
- Galaxy S III Mini
- Galaxy S4
- Galaxy S5
- Galaxy S6
- Galaxy S7
- Galaxy S8 & 8 Plus
- Galaxy Note 8
- Galaxy Tab
- Galaxy Tab 2
- Galaxy Tab 3
- Galaxy Tab 4
- Galaxy Tab Pro
- Galaxy Tab S
- Galaxy Y
- Galaxy Y Duos

Sony

- Xperia E
- Xperia M
- Xperia P
- Xperia S
- Xperia SL
- Xperia SP
- Xperia T
- Xperia U
- Xperia Z
- Xperia Z Ultra
- Xperia Z1
- Xperia Z2
- Xperia Z3
- Xperia ZL
- Xperia ZR

Tecno

XOLO

Xiaomi

ZTE

All Mobile Devices by Operating System

- All Android devices
- All iOS devices
- Windows Phones

Network Connection

- 2G (US)
- 2G Connection
- 3G (US)
- 3G Connection
- 4G (US)
- 4G Connection
- WiFi Connection

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All mobile devices

Feature phones

New smartphone and tablet owners

Smartphone Owners

Smartphones and tablets

Tablet Owners

PURCHASE BEHAVIOR

Business purchases

- Business marketing
- Maintenance, repair and operations

Buyer profiles

- Coupon users
- DIYers
- Fashionistas
- Foodies
- Gadget enthusiast
- Gamers
- Green living
- Healthy and fit
- Outdoor enthusiasts
- Shoppers
- Skiing, golfing and boating
- Spa enthusiasts
- Sportsmen
- Trendy homemakers

Clothing

- Men's
  - Accessories
  - Big and tall apparel
  - Business apparel
  - Jeans
  - Men's fashion & apparel buyers
- Seasonal
  - Fall seasonal shoppers
  - Spring seasonal shoppers
  - Summer seasonal shoppers
  - Winter seasonal shoppers
- Women's
  - Accessories
  - Business apparel
  - Fine jewelry
  - High-ticket apparel and accessories
  - Jewelry
  - Low-ticket apparel and accessories
  - Luxury brand apparel
  - Luxury retailers
  - Mid-ticket apparel and accessories
  - Plus sizes
  - Women's shoes
  - Womens fashion & apparel buyers
  - Young women's apparel

Food and drink

- Alcoholic beverages
- Bakery
- Beverages
- Cereal
- Children's food
- Condiments and dressings
- Cooking supplies
- Dairy and eggs
- Fresh & Healthy

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- Frozen food
- Grocery shopper type
- Health food
- Home Cooking & Grilling
- Meat and seafood
- Soup
- Sweets and snacks
- Vegetarian

Health and beauty

- Allergy relief
- Antiperspirants & deodorants
- Beauty products and accessories
- Cosmetics
- Cough and cold relief
- Fragrance
- Hair care
- Health & wellness buyers
- Men's grooming
- Oral care
- Over-the-counter medication
- Pain relief
- Skin care
- Sun care
- Vitamins
- Vitamins and supplements

Home and garden

- Entertaining
- Home improvement
- Home renovation
- Organization
- Tools

Household products

- Cleaning supplies
- Food storage
- Green cleaners and supplies
- Laundry supplies

Business apparel

Kids products

- Baby care
- Baby toys
- Children's products

Purchase habits

- Above average spending
- Offline buyers
- Online buyers

Pet products

- Cat food and products
- Cat owners
- Cat products
- Dog food and products
- Dog owners
- Dog products
- Other pet products
- Pet care products
- Pet products

Purchase types

- Appliances & accessories
- Arts and crafts
- Baby products
- Beauty accessories
- Books
- Childrens apparel
- Collectibles
- Consumer electronics buyers
- Cosmetics
- Electronics
- Gift products
- Gifts and flowers
- Gifts and party supplies
- High-end home decor
- Home office
- Low-end home decor
- Men's apparel
- Music and videos
- Restaurant
- Senior products
- Small and home office products
- Home furnishing and accessories
- Shoes
- Software
- Specialty foods and gifts
- Sports and outdoors
- Tools and electronics
- Toys
- Travel supplies
- Upscale travel and services
- Women's apparel

Sports and outdoors

- Cycling
- Fishing
- Fitness
- Golf and tennis
- Hiking and camping
- Hunting
- Running
- Winter sports

Store types

- Department stores
- Discount department store
- High-end retail
- Low-end department store
- Luxury Store

Subscription services

- Auto insurance online
- Higher education
- Mortgage online
- Prepaid debit cards
- Satellite TV

Technology

- Kindle eReader
- Use an eReader

RESIDENTIAL PROFILES

- Length of residence
- Likely to move
- New mover
- Recent homebuyer
- Recent mortgage borrower

SEASONAL AND EVENTS

- Baseball
- College Football (US)
- Cricket Enthusiasts
- Fall Football (US)
- Professional Football (US)
- Rugby

TRAVEL

- All frequent Travellers
- Business Travellers
- Business Travellers (International)
- Business Travellers (US)
- Casino vacations
- Commuters
- Cruises
- Currently Travellers
- Family vacations
- Frequent flyers
- Leisure Travellers
- Personal Travellers (US)
- Personal Travellers (International)
- Frequent International Travellers
- Returned from trip 1 week ago
- Returned from trip 2 weeks ago
- Timeshares
- Used travel app (1 month)
- Used travel app (2 weeks)

CONNECTIONS

Connections targeting allows you to target people who already have a specific connection to your brand.

FAN PAGE

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

- Exclude people who like your page
- Advanced combinations including Fan Pages & Apps

APP

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

- Exclude people who used your app
- Advanced combinations including Fan Pages & Apps

EVENT

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

- Exclude people who are going to your event
- Advanced combinations including Fan Pages & Apps

FACEBOOK CATEGORIES

Family Movie

Fast Food

Nail Care

Elite Inc.

RE MARKETING

People who visited your website

Customer lists of emails

Custom lists of phone numbers

Custom lists of Facebook user-IDs

Target engaged users

Target your current customers

Summary

Not only does Facebook enable you to reach a huge proportion of the world's population, it also allows you to segment and target people with incredible precision. This means Facebook shouldn't just be considered as a tool to get some engagement on your Facebook posts.

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