WordStream

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. Here's your cheat sheet to all of Facebook's targeting options in one epic infographic ...

DEMOGRAPHICS

AGE

65+

find your ad relevant.

GENDER

Women

shown to either men or women.

Relationship Status:

■ In a Relationship ■ Domestic Partnership

Installation & Repair

Life, Physical, & Social Science

Legal

Management

Personal Care

Protective Service

Temporary & Seasonal

Transportation & Moving

Small Office

GENERATION

Millennials

LIFE EVENTS

Away from

Hometown

New Relationship

Recently Moved

Design

Nursing

Parenting

Production

Military

Nurses

Retail

Sales

Veterans

Single

Married

Engaged

Civil Union

Complicated

RELATIONSHIP

Open Relationship

Separated

Divorced

Widowed

Unspecified

WORK

Men

Note: Choose "All" unless you only want your ads to be

Select the minimum and maximum age of the people who will 13

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.

LOCATION

Everyone in this location **Note:** You can even drop a pin in a location anywhere

People recently People traveling in this location in this location

LANGUAGES

on the map provided.

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

In high school

EDUCATION Education Level

High school grad

In college

Field of Study

In grad school Some college

Type in a field to get started

College grad

Associate degree

Professional degree Unspecified

Master's degree

Doctorate degree

\$500K+

Household Composition:

Housemate-based Households

Family-based Households

Grandparents

New Parents

New Teen Drivers

Veterans in Home

Working Women

Young Adults in Home

Young & Hip

Hispanic

Moms:

Moms of Grade School Kids Moms of High School Kids

Moms of Preschool Kids

Conservative

Very Conservative

INTERESTS

BUSINESS & INDUSTRY

Banking

Higher Education

Music

Dating

Meditation

Cuisine

Yoga

Politics & Social Issues

HIII

Shopping

Computers

Seniority

Industry

Operation System Used

Console Gamers

Canvas Gaming

Sales

Reading

Marriage

Nutrition

Food

Zumba

Travel

Toys

TECHNOLOGY

Consumer Electronics

BUSINESS-TO-BUSINESS

Company Size

Operating System Used

Primary Email Domain

Small Business Owners

Technology Adopters [early, late]

Spending Methods [line of credit]

MEDIA

Television

Pet Products

Purchase Habits

Purchase Types

Store Types

Technology

Sports & Outdoors

Subscription Services

Photo Uploaders

Unity Plugin

FINANCIAL

DIGITAL ACTIVITIES

Retail

ENTERTAINMENT

FAMILY & RELATIONSHIPS

FITNESS & WELLNESS

Weight Training

FOOD & DRINK

HOBBIES & ACTIVITIES

Pets

Aviation

Healthcare

Movies

Friendship

Gyms

555

Cooking

Big-City Moms

Fit Moms

Green Moms

New Moms

Trendy Moms

Soccer Moms Stay-at-Home Moms

Corporate Moms

FINANCIAL

Income:

\$30K

Net Worth:

Liquid Assets

Home Ownership:

First-Time Home Buyer

Asian-American

Homeowners Renters

Total Value

HOME

Home Type:

Single

Square Footage

Year Home Built

Home Value

Property Size

Apartment Condo Multi-Family Home

ETHNIC AFFINITY

PARENTS

African-American

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 POLITICS [U.S.]

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

Advertising **Economics**

Agriculture

Engineering

Games

Fatherhood

Bodybuilding

Alcoholic Beverages

Physical Fitness

Current Events

Architecture

Entrepreneurship

Live Events

Motherhood

Dieting

Beverages

Running

Personal Finance

Real Estate

Online

Family

Arts & Music

SPORTS & OUTDOORS

Outdoor Recreation

AUTOMOTIVE New Vehicle Buyers [near market] Motorcycle New Vehicle Shoppers [in market, max in market]

All Charitable Donations

Animal Welfare

Arts & Culture

Cancer Causes

Children's Causes

Multiple Countries

Farmers

All Mobile Devices

Network Connection

TRAVEL

Feature Phones

Environmental & Wildlife

EXPATS

JOB ROLE

Purchase Type Used Vehicle Buyers [in market] CHARITABLE DONATIONS Health **Political**

Religious Veterans World Relief

Tablet Owners

Frequent Flyers

Leisure Travelers

Personal Travelers

Timeshares

Frequent International Travelers

Returned from Trip [1 week, 2 weeks ago]

Used Travel App [2 weeks, 1 month]

Corporate Executives Financial Professionals MOBILE DEVICE USER All Mobile Devices by Brand New Smartphone & Tablet Owners All Mobile Devices by OS Smartphone & Tablet Owners **Smartphone Owners** Smartphones & Tablets

All Frequent Travelers **Business Travelers** Casino Vacations Commuters Cruises **Currently Traveling** Family Vacations

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 visited your website

REMARKETING Customer lists of emails

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.

Custom lists of phone numbers

Custom lists of Facebook user-IDs

Employers: Schools Type in an employer to get started Type in a school to get started Undergrad years Type in a date range to get started Job Title:

Interested in:

Men

Women

Men & Women

Unspecified

Type in a job title to get started Industries: Administrative Architecture & Engineering Arts, Entertainment, Sports & Media **Business & Financial Operations**

Cleaning & Maintenence

Computer & Mathematics

Construction & Extraction

Farming, Fishing, & Forestry

Food Preparation & Services

Government Employees

Healthcare & Medical

Education & Library

Community & Social Services

IT & Technical Office Type: Home Office **Small Business Baby Boomers** Generation X

Anniversary within Away from 30 Days Family Long-Distance New Job Relationship

Newlywed:

3mo, 6mo, 1yr

Newly Engaged:

3mo, 6mo, 1yr

Upcoming Birthday Friends of: [1 of the above] 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** Construction Management Marketing **Small Business** Science

> > TV

Weddings

Physical Exercise

Restaurants

Vehicles

SHOPPING & FASHION Beauty **Fashion Accessories** Clothing

Home & Garden

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

Sports

Event Creators Facebook Payments Facebook Page Admins Internet Browsers Used Banking Investments

Radio PURCHASE BEHAVIOR **Business Purchases Buyer Profiles** Clothing Food & Drink Health & Beauty Home & Garden **Household Products**

Kids' Products RESIDENTIAL PROFILES Length of Residence Likely to Move

New Mover

Baseball

Cricket

CONNECTIONS

People who used your app

Friends of people who used your app

Exclude people who used your app

College Football

Recent Home Buyer Recent Mortage Borrower **SEASONAL & EVENTS** Fall Football **Professional Football** Rugby

> People who are going to your event Friends of people who are going to your event Exclude people who are going to your event

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WOULD FACEBOOK ADS WORK FOR ME? Discover the value of Facebook ads for FREE with the Facebook Opportunity Calculator.

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