FACEBOOK AUDIENCE TARGETING GUIDE

The Comprehensive Targeting Guide

LeadSync

Welcome Facebook Ads Comrade…

If you're anything like I was when I first started out creating Facebook ads campaigns, you're probably overwhelmed by the massive array of targeting options available. Truth be told, I still get overwhelmed, which is why I created this simple Facebook Audience Targeting Guide.

I'm Luke Moulton, founder of leadsymc.me, but back in 2015, I was a Facebook Ads consultant. After creating numerous campaigns for clients, I began to get frustrated sorting through all the targeting options available in Ads Manager (and Power Editor back then). So, one Friday afternoon, I grabbed a cold beverage and decided to map them all out. That map became Version 1.

Much has changed since then… although surprisingly Political Affinity still remains. Go figure!

The Version 1 map was readable… if you printed it out on an A3 page and used a magnifying glass. With this latest 2018 version, I've decided to create a PDF guide with multiple pages, for two reason:

1. There are now so many more targeting options it's impossible to fit them on the one readable map

2. Now you can print out these pages (remember that old format?) and stick them on your wall for easy reference… at least that's what I did for a while.

I hope the maps in this guide help you (and perhaps your clients) more easily discover target audiences for Facebook ads campaign.

Oh, and one last shameless plug: these days I dedicate most of my time to LeadSync.me, an app that helps advertisers easily access lead data generated via Facebook Lead Ads. So if that's an ad format you're using, head over to LeadSync.me and grab a 14 day trial.

You can find me at:
twitter.com/lukemoulton
facebook.com/leadsyncme

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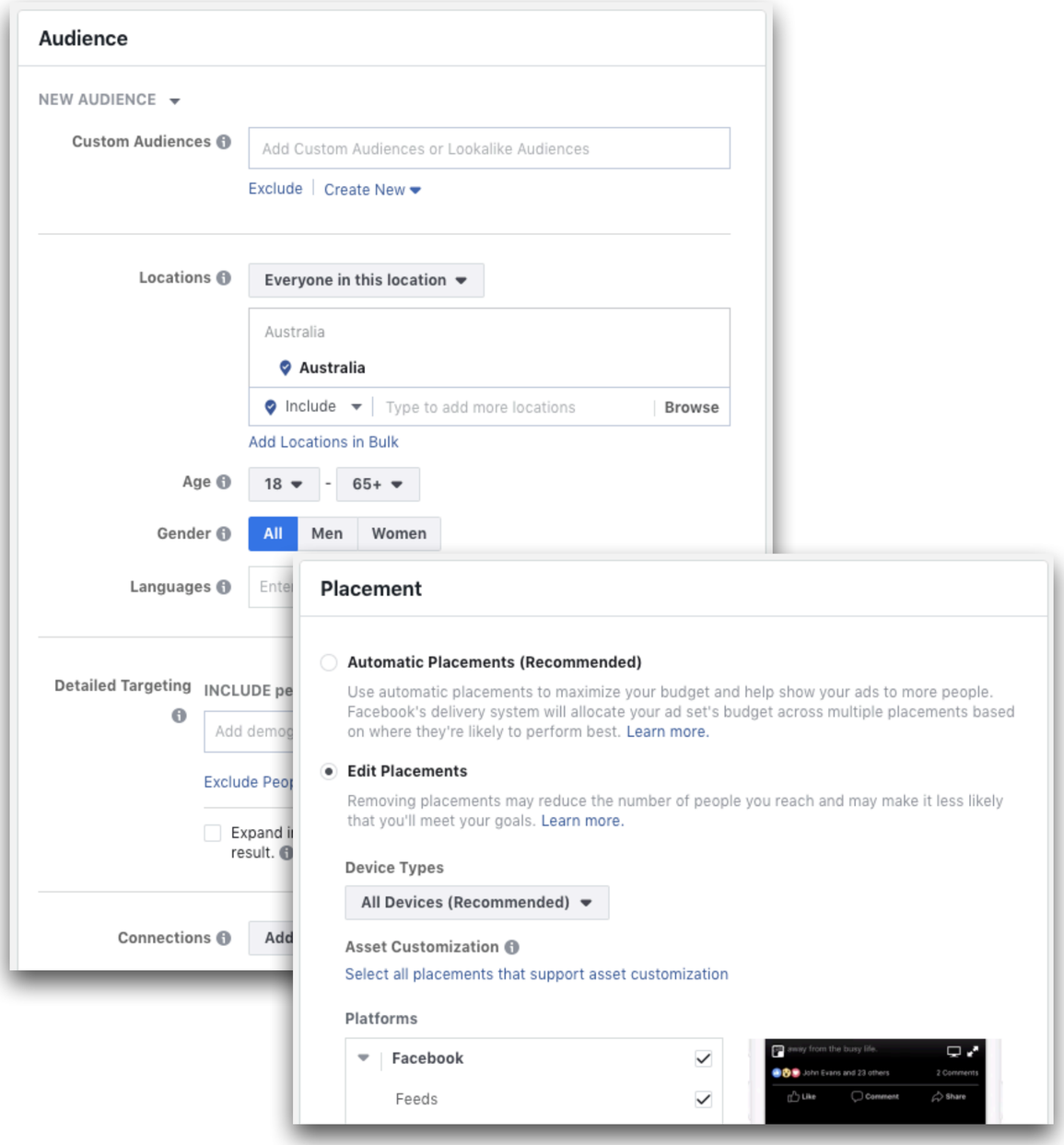
Overview

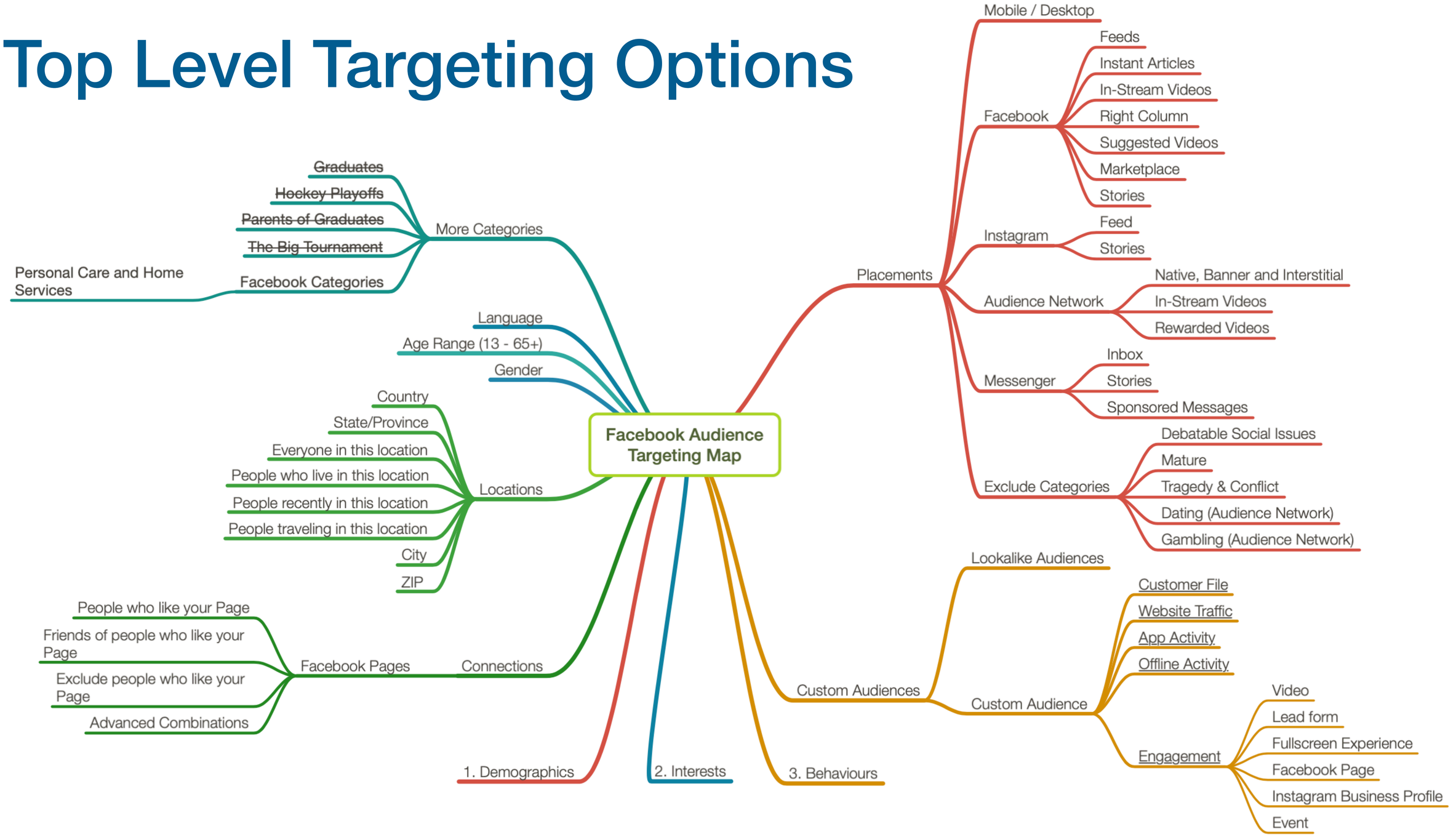
Facebook Ads Audience Targeting is available (mostly) at the Ad Set level where you can target by:

- Custom Audiences
- Location
- Age
- Gender
- Language
- Detailed Targeting
- Connection
- Placement

In the next few pages, we'll drill down to all the targeting option you can access within these sections. Any targeting options with strike throughs may not be available in your region.



Top Level Targeting Options



Digging Down

If you look carefully at the targeting map above, you'll notice I numbered Demographics, Interests and Behaviours. That's because each of these targeting levels have many sub-targeting options.

So, in the next few slides, I'm going to map each of these target categories individually.

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1. Demographics

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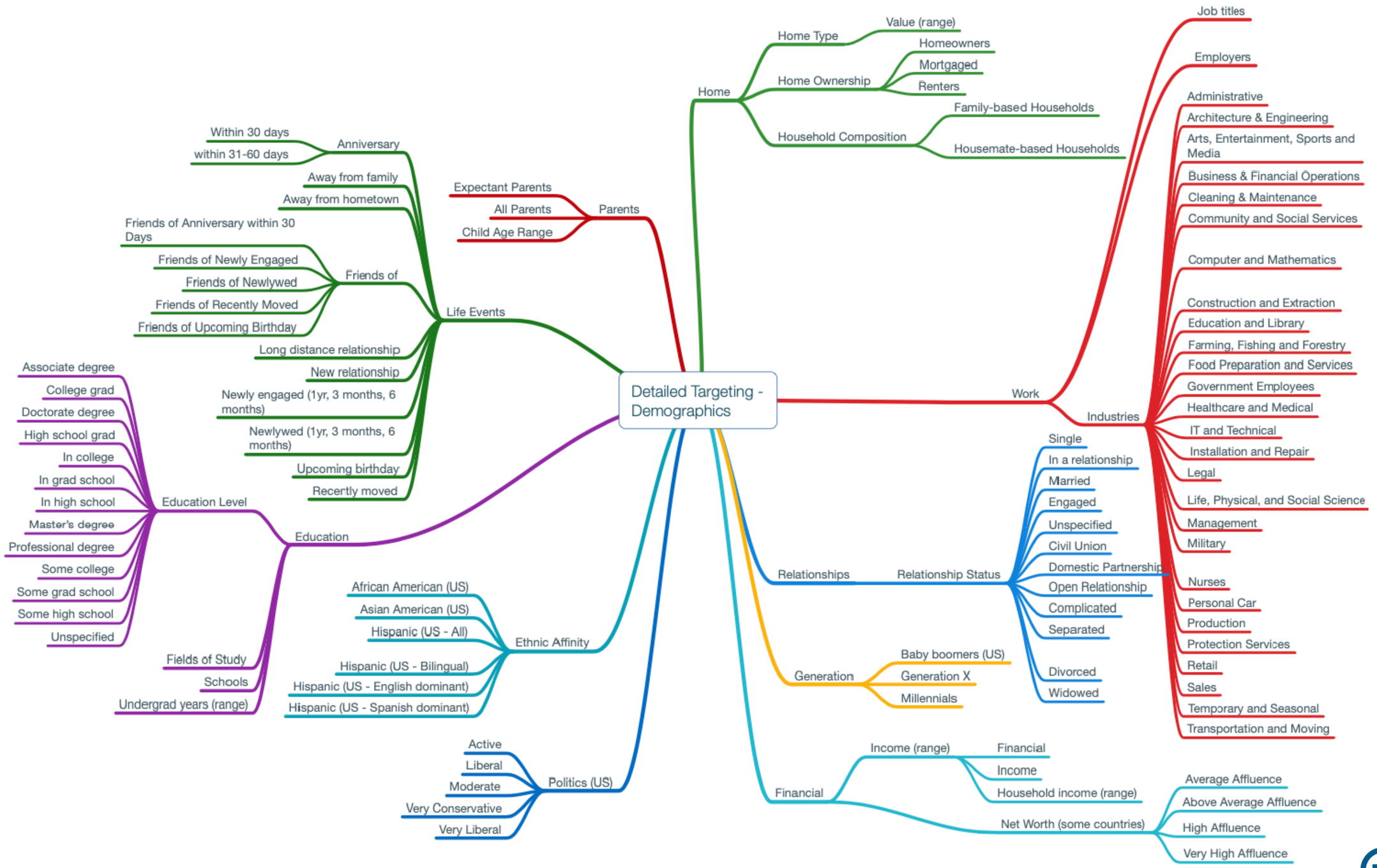
Detailed Targeting - Demographics
Home
Home Type
Value (range)
Home Ownership
Homeowners
Mortgaged
Renters
Household Composition
Family-based Households
Housemate-based Households
Parents
Expectant Parents
All Parents
Child Age Range
Life Events
Anniversary
Within 30 days
within 31-60 days
Away from family
Away from hometown
Friends of
Friends of Anniversary within 30 Days
Friends of Newly Engaged
Friends of Newlywed
Friends of Recently Moved
Friends of Upcoming Birthday
Long distance relationship
New relationship
Newly engaged (1yr, 3 months, 6 months)
Newlywed (1yr, 3 months, 6 months)
Upcoming birthday
Recently moved
Education
Education Level
Associate degree
College grad
Doctorate degree
High school grad
In college
In grad school
In high school
Master's degree
Professional degree
Some college
Some grad school
Some high school
Unspecified
Fields of Study
Schools
Undergrad years (range)
Ethnic Affinity
African American (US)
Asian American (US)
Hispanic (US - All)
Hispanic (US - Bilingual)
Hispanic (US - English dominant)
Hispanic (US - Spanish dominant)
Politics (US)
Active
Liberal
Moderate
Very Conservative
Very Liberal
Work
Job titles
Employers
Industries
Administrative
Architecture & Engineering
Arts, Entertainment, Sports and Media
Business & Financial Operations
Cleaning & 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
Legal
Life, Physical, and Social Science
Management
Military
Nurses
Personal Car
Production
Protection Services
Retail
Sales
Temporary and Seasonal
Transportation and Moving
Relationships
Relationship Status
Single
In a relationship
Married
Engaged
Unspecified
Civil Union
Domestic Partnership
Open Relationship
Complicated
Separated
Divorced
Widowed
Generation
Baby boomers (US)
Generation X
Millennials
Financial
Income (range)
Financial
Income
Household income (range)
Net Worth (some countries)
Average Affluence
Above Average Affluence
High Affluence
Very High Affluence

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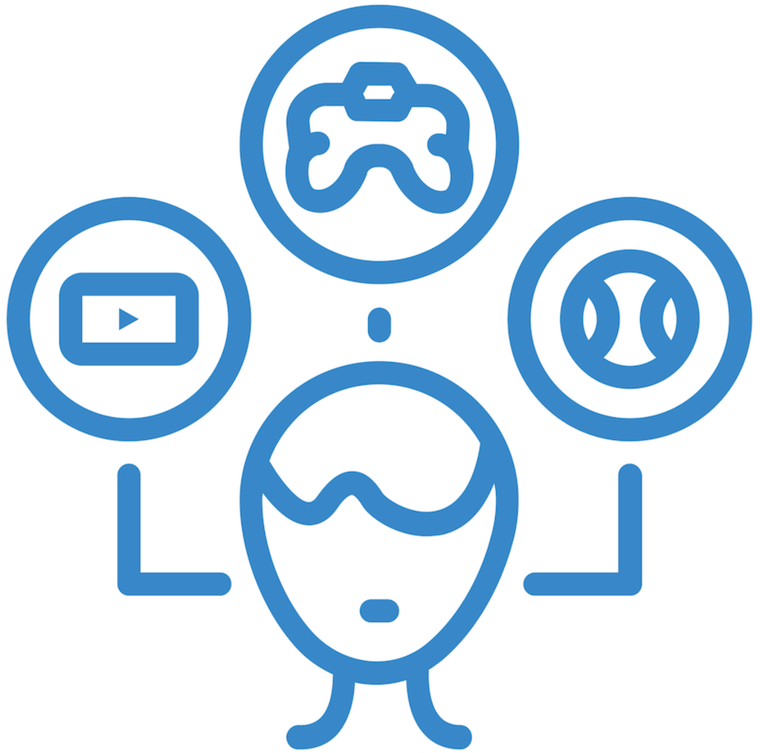
2. Interests



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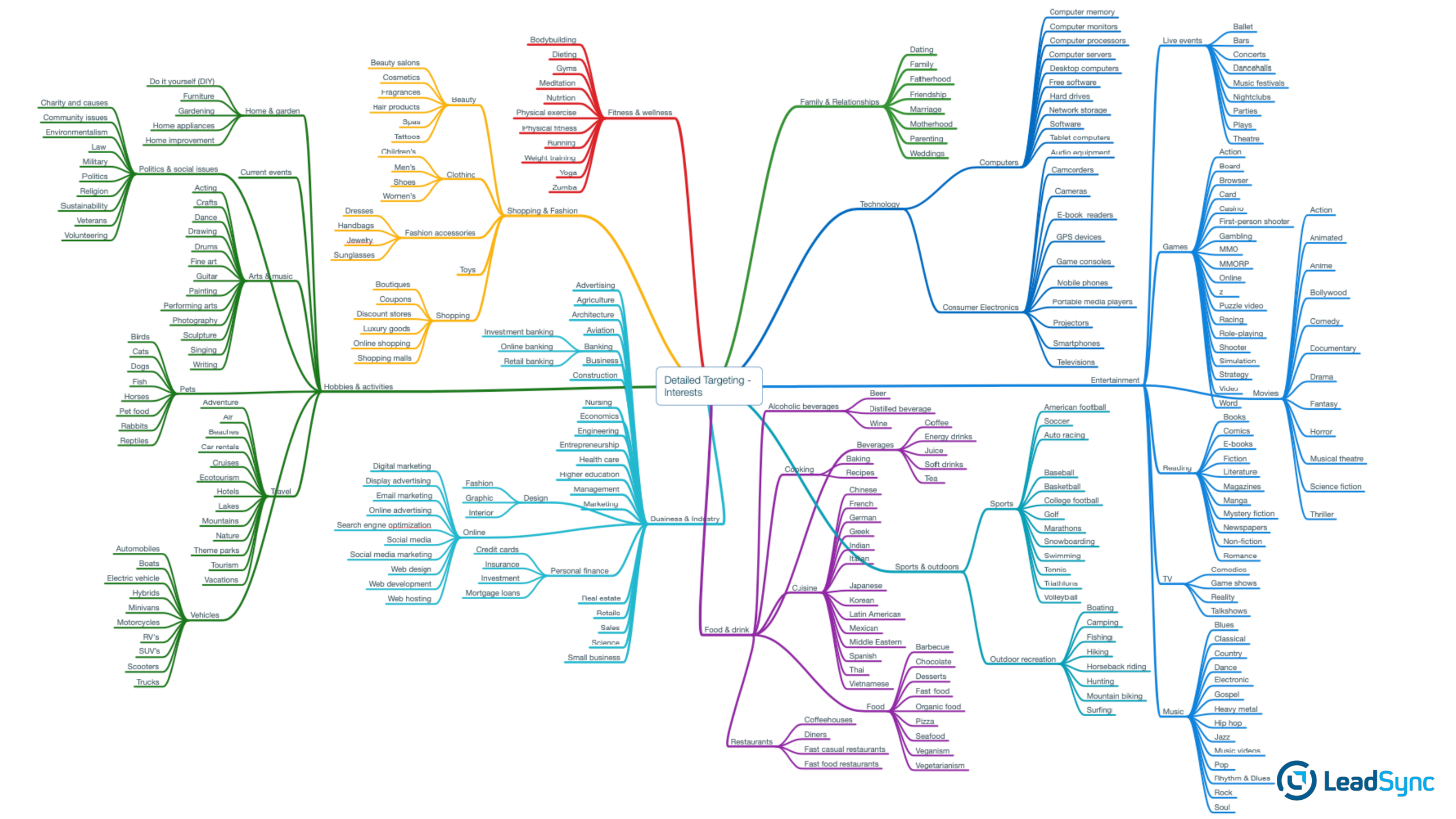
Detailed Targeting - Interests
Hobbies & activities
Home & garden
Do it yourself (DIY)
Furniture
Gardening
Home appliances
Home improvement
Politics & social issues
Charity and causes
Community issues
Environmentalism
Law
Military
Politics
Religion
Sustainability
Veterans
Volunteering
Current events
Arts & music
Acting
Crafts
Dance
Drawing
Drums
Fine art
Guitar
Painting
Performing arts
Photography
Sculpture
Singing
Writing
Pets
Birds
Cats
Dogs
Fish
Horses
Pet food
Rabbits
Reptiles
Travel
Adventure
Air
Beaches
Car rentals
Cruises
Ecotourism
Hotels
Lakes
Mountains
Nature
Theme parks
Tourism
Vacations
Vehicles
Automobiles
Boats
Electric vehicle
Hybrids
Minivans
Motorcycles
RV's
SUV's
Scooters
Trucks
Shopping & Fashion
Beauty
Beauty salons
Cosmetics
Fragrances
Hair products
Spas
Tattoos
Clothing
Children's
Men's
Shoes
Women's
Fashion accessories
Dresses
Handbags
Jewelry
Sunglasses
Toys
Shopping
Boutiques
Coupons
Discount stores
Luxury goods
Online shopping
Shopping malls
Fitness & wellness
Bodybuilding
Dieting
Gyms
Meditation
Nutrition
Physical exercise
Physical fitness
Running
Weight training
Yoga
Zumba
Business & Industry
Advertising
Agriculture
Architecture
Aviation
Banking
Investment banking
Online banking
Retail banking
Business
Construction
Design
Fashion
Graphic
Interior
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
Nursing
Economics
Engineering
Entrepreneurship
Health care
Higher education
Management
Marketing
Real estate
Retail
Sales
Science
Small business
Family & Relationships
Dating
Family
Fatherhood
Friendship
Marriage
Motherhood
Parenting
Weddings
Technology
Computers
Computer memory
Computer monitors
Computer processors
Computer servers
Desktop computers
Free software
Hard drives
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
Food & drink
Alcoholic beverages
Beer
Distilled beverage
Wine
Cooking
Beverages
Coffee
Energy drinks
Juice
Soft drinks
Tea
Baking
Recipes
Cuisine
Chinese
French
German
Greek
Indian
Italian
Japanese
Korean
Latin American
Mexican
Middle Eastern
Spanish
Thai
Vietnamese
Food
Barbecue
Chocolate
Desserts
Fast food
Organic food
Pizza
Seafood
Veganism
Vegetarianism
Restaurants
Coffeehouses
Diners
Fast casual restaurants
Fast food restaurants
Entertainment
Live events
Ballet
Bars
Concerts
Dancehalls
Music festivals
Nightclubs
Parties
Plays
Theatre
Games
Action
Board
Browser
Card
Casino
First-person shooter
Gambling
MMO
MMORP
Online
Puzzle video
Racing
Role-playing
Shooter
Simulation
Strategy
Video
Word
Movies
Action
Animated
Anime
Bollywood
Comedy
Documentary
Drama
Fantasy
Horror
Musical theatre
Science fiction
Thriller
Reading
Books
Comics
E-books
Fiction
Literature
Magazines
Manga
Mystery fiction
Newspapers
Non-fiction
Romance
TV
Comedies
Game shows
Reality
Talkshows
Music
Blues
Classical
Country
Dance
Electronic
Gospel
Heavy metal
Hip hop
Jazz
Music videos
Pop
Rhythm & Blues
Rock
Soul
Sports & outdoors
Sports
American football
Soccer
Auto racing
Baseball
Basketball
College football
Golf
Marathons
Snowboarding
Swimming
Tennis
Triathlons
Volleyball
Outdoor recreation
Boating
Camping
Fishing
Hiking
Horseback riding
Hunting
Mountain biking
Surfing

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3. Behaviours

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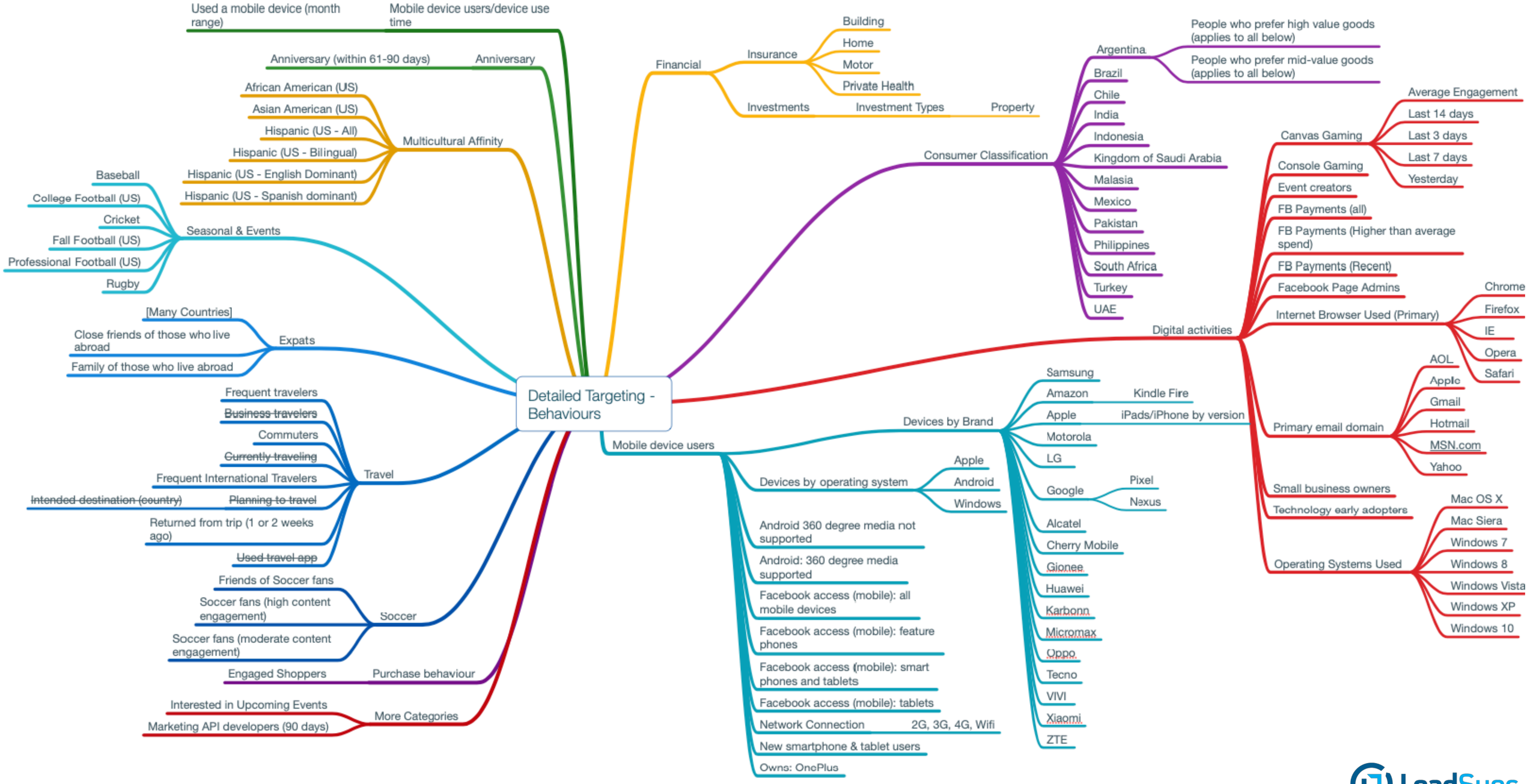
Detailed Targeting - Behaviours
Used a mobile device (month range)
Mobile device users/device use time
Anniversary (within 61-90 days)
Anniversary
African American (US)
Asian American (US)
Hispanic (US - All)
Hispanic (US - Bilingual)
Hispanic (US - English Dominant)
Hispanic (US - Spanish dominant)
Multicultural Affinity
Baseball
College Football (US)
Cricket
Fall Football (US)
Professional Football (US)
Rugby
Seasonal & Events
[Many Countries]
Close friends of those who live abroad
Family of those who live abroad
Expats
Frequent travelers
Business travelers
Commuters
Currently traveling
Frequent International Travelers
Intended destination (country)
Planning to travel
Returned from trip (1 or 2 weeks ago)
Used travel app
Travel
Friends of Soccer fans
Soccer fans (high content engagement)
Soccer fans (moderate content engagement)
Soccer
Engaged Shoppers
Purchase behaviour
Interested in Upcoming Events
Marketing API developers (90 days)
More Categories
Financial
Insurance
Building
Home
Motor
Private Health
Investments
Investment Types
Property
Consumer Classification
Argentina
People who prefer high value goods (applies to all below)
People who prefer mid-value goods (applies to all below)
Brazil
Chile
India
Indonesia
Kingdom of Saudi Arabia
Malasia
Mexico
Pakistan
Philippines
South Africa
Turkey
UAE
Digital activities
Canvas Gaming
Average Engagement
Last 14 days
Last 3 days
Last 7 days
Yesterday
Console Gaming
Event creators
FB Payments (all)
FB Payments (Higher than average spend)
FB Payments (Recent)
Facebook Page Admins
Internet Browser Used (Primary)
Chrome
Firefox
IE
Opera
Safari
Primary email domain
AOL
Apple
Gmail
Hotmail
MSN.com
Yahoo
Small business owners
Technology early adopters
Operating Systems Used
Mac OS X
Mac Siera
Windows 7
Windows 8
Windows Vista
Windows XP
Windows 10
Mobile device users
Devices by Brand
Samsung
Amazon
Kindle Fire
Apple
iPads/iPhone by version
Motorola
LG
Google
Pixel
Nexus
Alcatel
Cherry Mobile
Gionee
Huawei
Karbonn
Micromax
Oppo
Tecno
VIVI
Xiaomi
ZTE
Devices by operating system
Apple
Android
Windows
Android 360 degree media not supported
Android: 360 degree media supported
Facebook access (mobile): all mobile devices
Facebook access (mobile): feature phones
Facebook access (mobile): smart phones and tablets
Facebook access (mobile): tablets
Network Connection
2G, 3G, 4G, Wifi
New smartphone & tablet users
Owns: OnePlus

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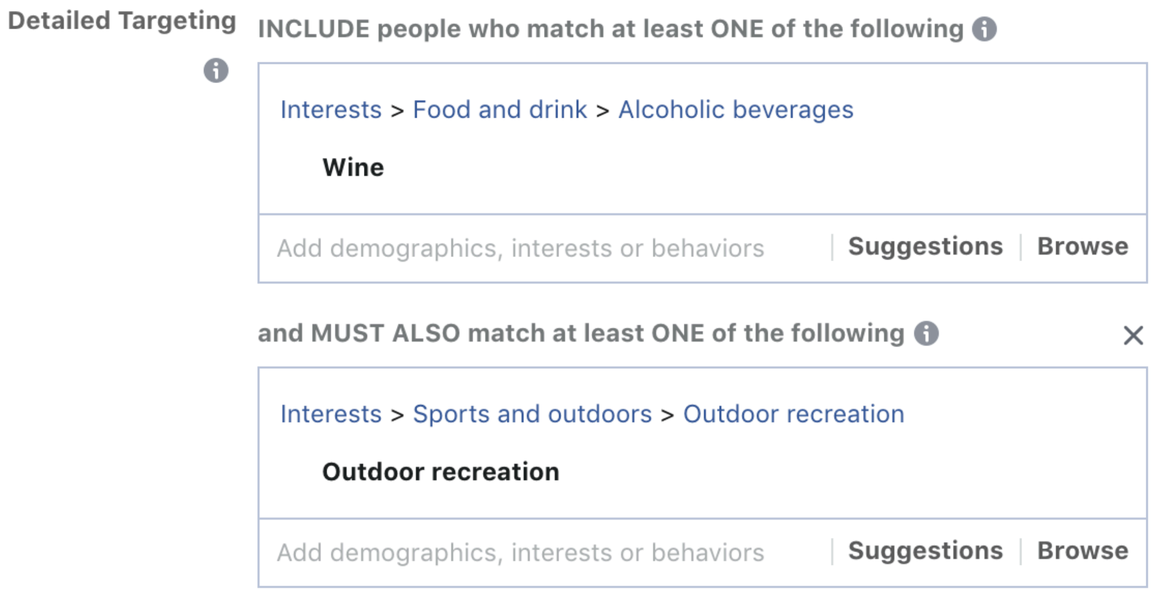
Power Tip: Combine Targets

While there's an overwhelming variety of targeting, the power comes when you combine Detailed Targeting options at the Ad Set level.

Mix and match your targeting along with Demographics, age, gender and placement to really niche down.



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