THE COMPLETE GUIDE TO FACEBOOK AD TARGETING

DEMOGRAPHICS

LOCATION

- Physical Location
  - Region
  - Country
  - City
  - Zip/Postal Code
  - Address
  - Market Area
  - Dropped Pin
  - Airport
- Relation to Location
  - Everyone in this location
  - People who live in this location
  - People recently in this location
  - People traveling in this location

LANGUAGES

- Arabic
- Chinese
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Polish
- Hebrew
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese
- Korean
- Norwegian
- Portuguese
- Romanian
- Russian
- Spanish
- Swedish
- Thai
- Turkish
- Vietnamese

EDUCATION

- Education level
  - In High School
  - Some High School
  - High School Grad
  - Professional Degree
  - In College
  - Some College
  - Associate's Degree
  - College Grad
  - In Grad School
  - Master's Degree
  - Doctorate Degree
  - Unspecified
- Field of Study
- Undergrad years
- Schools

FINANCE

- Net Income ([$1,000 - $500,000+])
- Net Worth ([$1 - $1,000,000+])
- Liquid Assets ([$1 - $1,000,000+])

ETHNIC AFFINITY

- African American
- Asian American
- Hispanic (US-All)
- Hispanic (US-Bilingual)

HOME

- Homeownership
  - First Time Homebuyer
  - Homeowners
  - Renters
- Household Composition
  - Family-based Households
  - Housemate-based Households
  - Grandparents
  - Housemate-based Households
  - New parents
  - Veterans in home
  - Working women
  - Young & Hip
  - Young adults in home
- Home Type
  - Apartment
  - Condo
- Home Value ([$50k - $2m+])
- Multifamily Size
- Property Size ([.01 - 40+ Acres])
- Single
- SQ Footage ([1,000- 3,499+ sq. ft.])
- Year Home Built ([1900-2011+])

PARENTS

- Expectant Parents
- New Parents
- Parents with Preschoolers
- Parents with Preschool Kids
- Parents with Early School Kids
- Parents with Teenagers
- Parents with Preteens
- Parents with Adult Children
- Parents (All)

POLITICS [U.S.]

- US Politics (Very Conservative)
- US Politics (Conservative)
- US Politics (Moderate)
- US Politics (Liberal)
- US Politics (Very Liberal)
- Self-reported
- Likely to engage in politics (Conservative)
- Likely to engage in politics (Liberal)
- Donate to conservative causes
- Donate to liberal causes

LIFE EVENTS

- Anniversary within 30 Days
- Away from Family
- Away from Hometown
- Long Distance Relationship
- New Job
- New Relationship
- Newly Engaged ([3 months, 6 months, 1 year])
- Newlywed ([3 months, 6 months, 1 year])
- Recently Moved
- Upcoming Birthday

AGE

- Select between ages [13 and 65+]

WORK

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

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

GENERATION

- Baby Boomers
- Millennials
- Generation X

GENDER

- All
- Men
- Women

FRIENDS OF

- Friends of Newly Engaged
- Friends of Newlywed
- Friends of Recently Moved
- Friends of Upcoming Birthday

CONNECTIONS

FAN PAGE

- People who like your page
- Friends of people who like your page
- Exclude people who like your page
- Advanced combinations including Apps & Events

APP

- People who used your app
- Friends of people who used your app
- Exclude people who used your app
- Advanced combinations including Fan Pages & Events

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

ADVERTISEMINT

Facebook Ad Targeting The Complete List Of Terms

Xiaolong Qi

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15 Flashcards Study with Quizlet and memorize flashcards containing terms like climate, climatic normal, Koeppen system and more. Chapter 15 Air, Weather, and Climate Jul 19, 2014 — Weather and Climate. How does the Sun affect Earth's atmosphere? How does atmospheric pressure distribute energy? How do global wind belts ... Chapter 5, Section 1 - Rome and the Rise of Christianity Chapter 5, Section 1 - Rome and the Rise of Christianity - Guided Reading Activity Flashcards | Quizlet. Guided Reading 5-1 and 5-2 Flashcards | Quizlet Study with Quizlet and memorize flashcards containing terms like list the four reasons that the location of the city of Rome was especially favorable, ... The Romans Guided Reading Activity. The Romans. Lesson 1 The Rise of Rome networks. Review Questions. Directions: Read each main idea. Use your textbook to supply the ... Guided Reading Activity: The Rise of Rome Review Questions. Directions: Read each main idea. Use your textbook to supply the details that support or explain each main idea. Class - inetTeacher Rome: Republic to Empire: Guided Reading Lesson 1 The Founding of Rome. ROME ... 5. Summarizing What legal tools did the Roman Republic use to uphold the rule ... The Byzantine Empire and Emerging Europe Guided Reading Activity Cont. The Byzantine Empire and Emerging Europe ... Lesson 5 The Byzantine Empire. Review Questions networks. Directions: Read each main ... The rise of rome | TPT This PowerPoint details the beginnings of the Christian religion and its main beliefs, as well as Rome 's role at the time of its ... Ancient Rome packet Answer Key.pdf BEFORE YOU READ. In this lesson, you will learn how geography influenced the development of the Roman civilization. AS YOU READ. Use a web diagram like the one ... Ch. 11-2 Rome As A Republic Guided Reading | PDF - Scribd Lesson 2 Rome as a Republic. ESSENTIAL QUESTION How do governments change? Governing Rome. Comparing As you read, fill in these web diagrams with facts.