

FACEBOOK AUDIENCE TARGETING GUIDE

The Comprehensive Targeting Guide



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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.

The image shows the Facebook Ads Audience Targeting interface. The main section is titled "Audience" and includes a "NEW AUDIENCE" dropdown. Below this, there's a "Custom Audiences" section with a search bar and "Exclude" and "Create New" buttons. The "Locations" section shows "Everyone in this location" with a dropdown menu displaying "Australia" and "Include" buttons. The "Age" section shows "18" and "65+" ranges. The "Gender" section shows "All", "Men", and "Women" options. The "Languages" section shows "Enter" and "Add" buttons. The "Detailed Targeting" section shows "INCLUDE people" and "Add demographic" buttons. The "Connections" section shows "Add" and "Exclude People" buttons. The "Placement" dropdown menu is open, showing "Automatic Placements (Recommended)" and "Edit Placements" options. Below these, there's a "Device Types" section with "All Devices (Recommended)" and "Asset Customization" section with "Select all placements that support asset customization". The "Platforms" section shows "Facebook" and "Feeds" with checkboxes.

Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▾

Locations ⓘ Everyone in this location ▾

Australia

📍 Australia

📍 Include ▾ | Type to add more locations Browse

Add Locations in Bulk

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter

Detailed Targeting ⓘ INCLUDE people

Add demographic

Exclude People

☐ Expand in result. ⓘ

Connections ⓘ Add

Placement

☐ Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

☒ Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

All Devices (Recommended) ▾

Asset Customization ⓘ

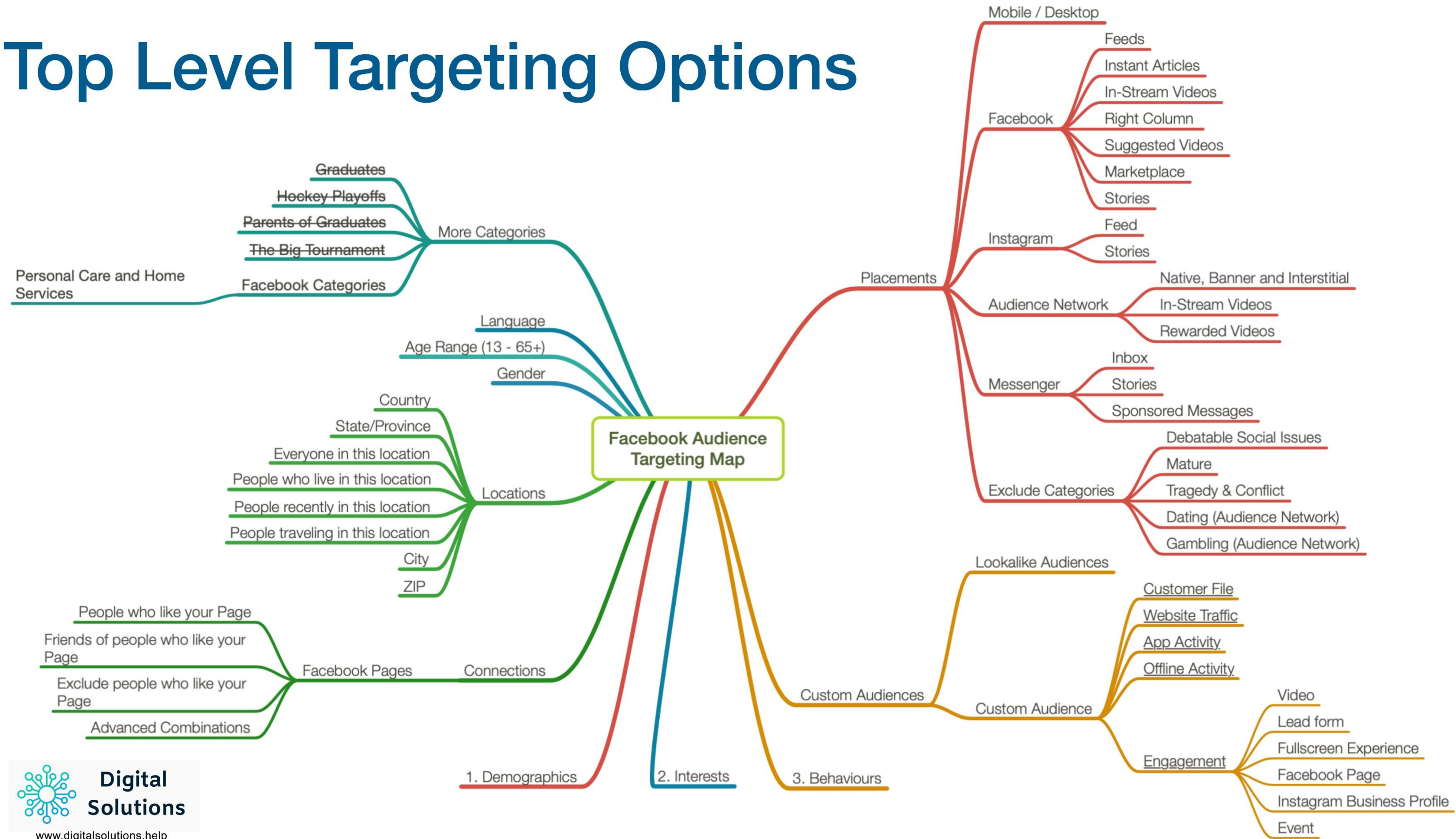
Select all placements that support asset customization

Platforms

Facebook ☒

Feeds ☒

Top Level Targeting Options

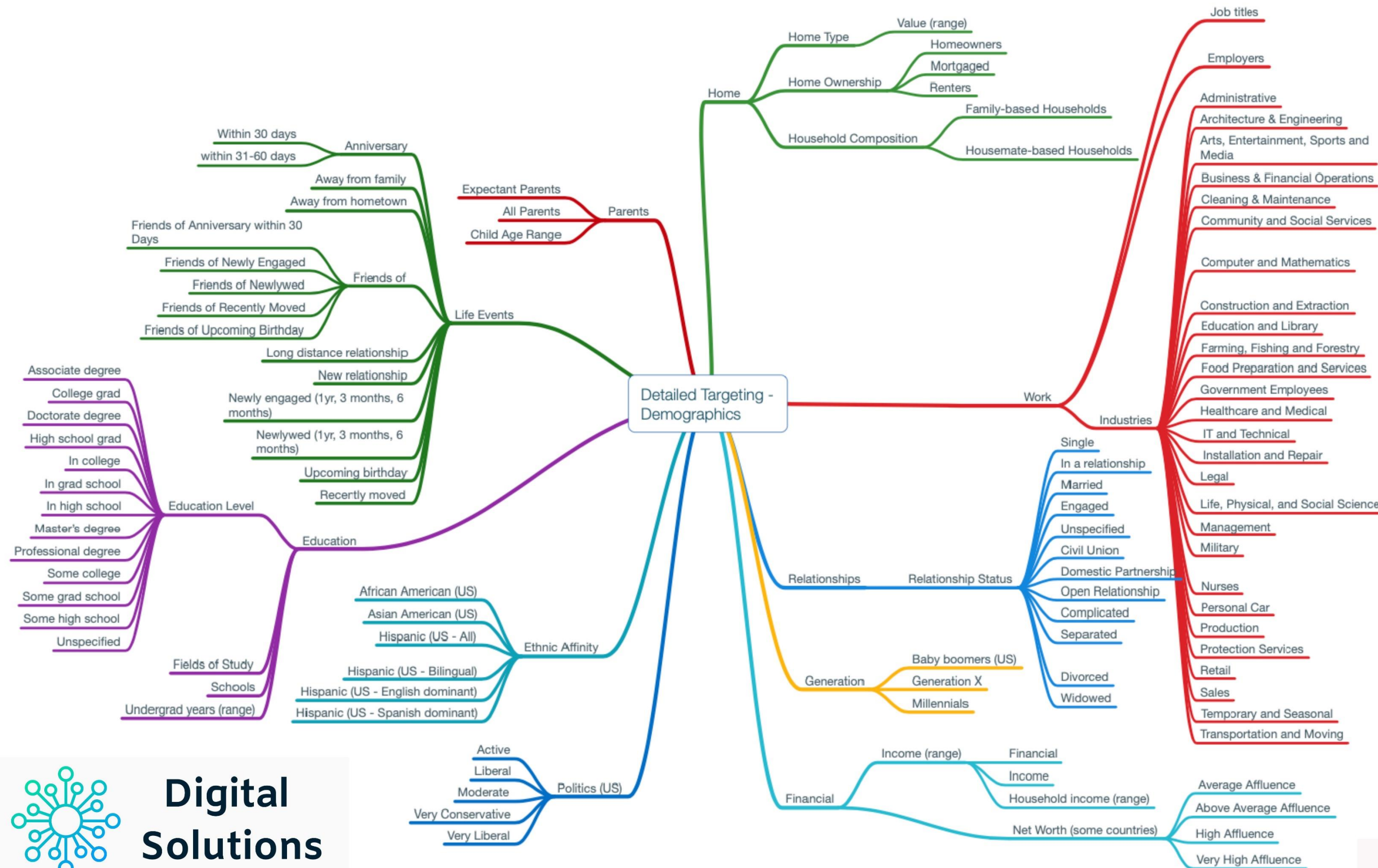


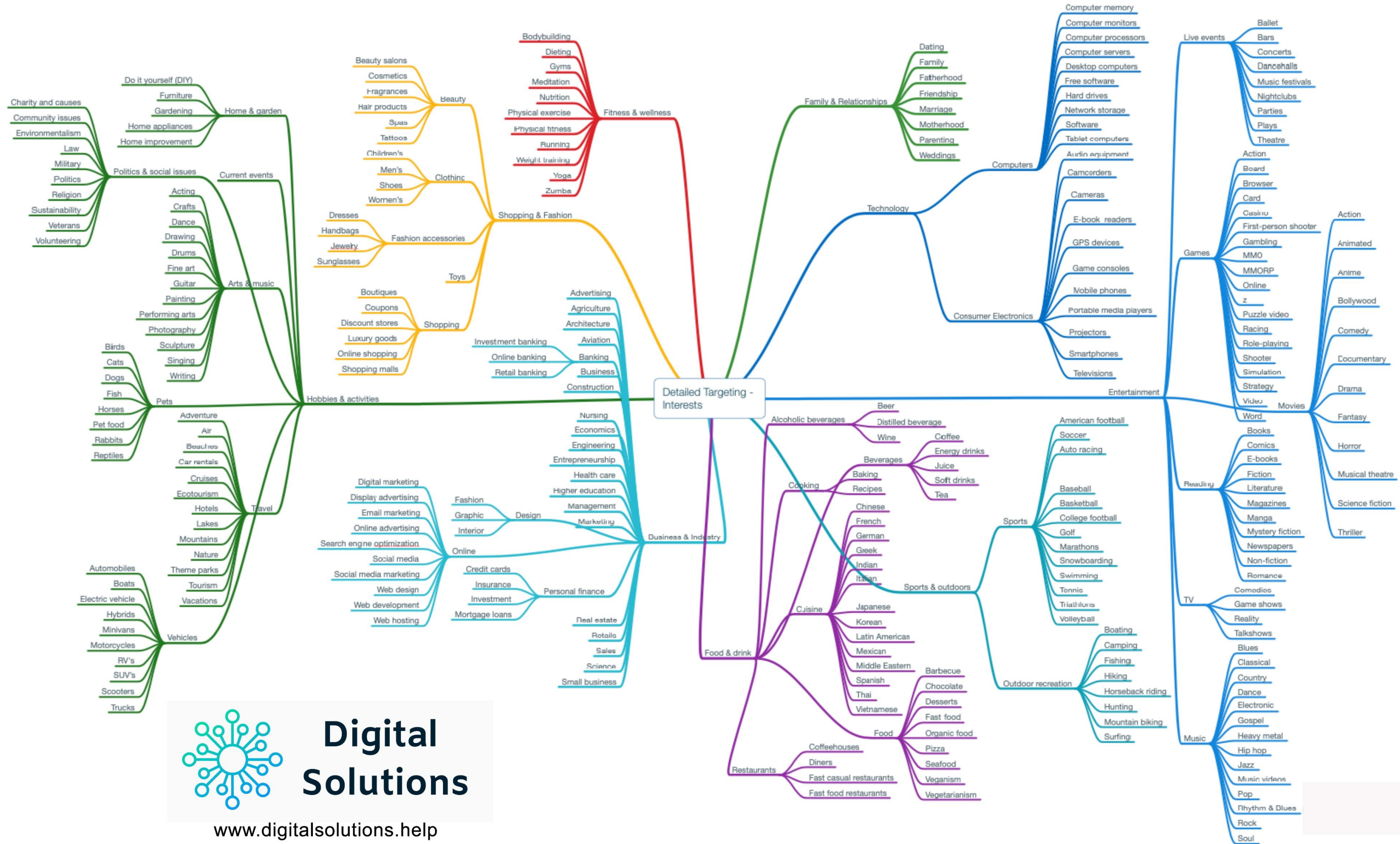
Digging Down

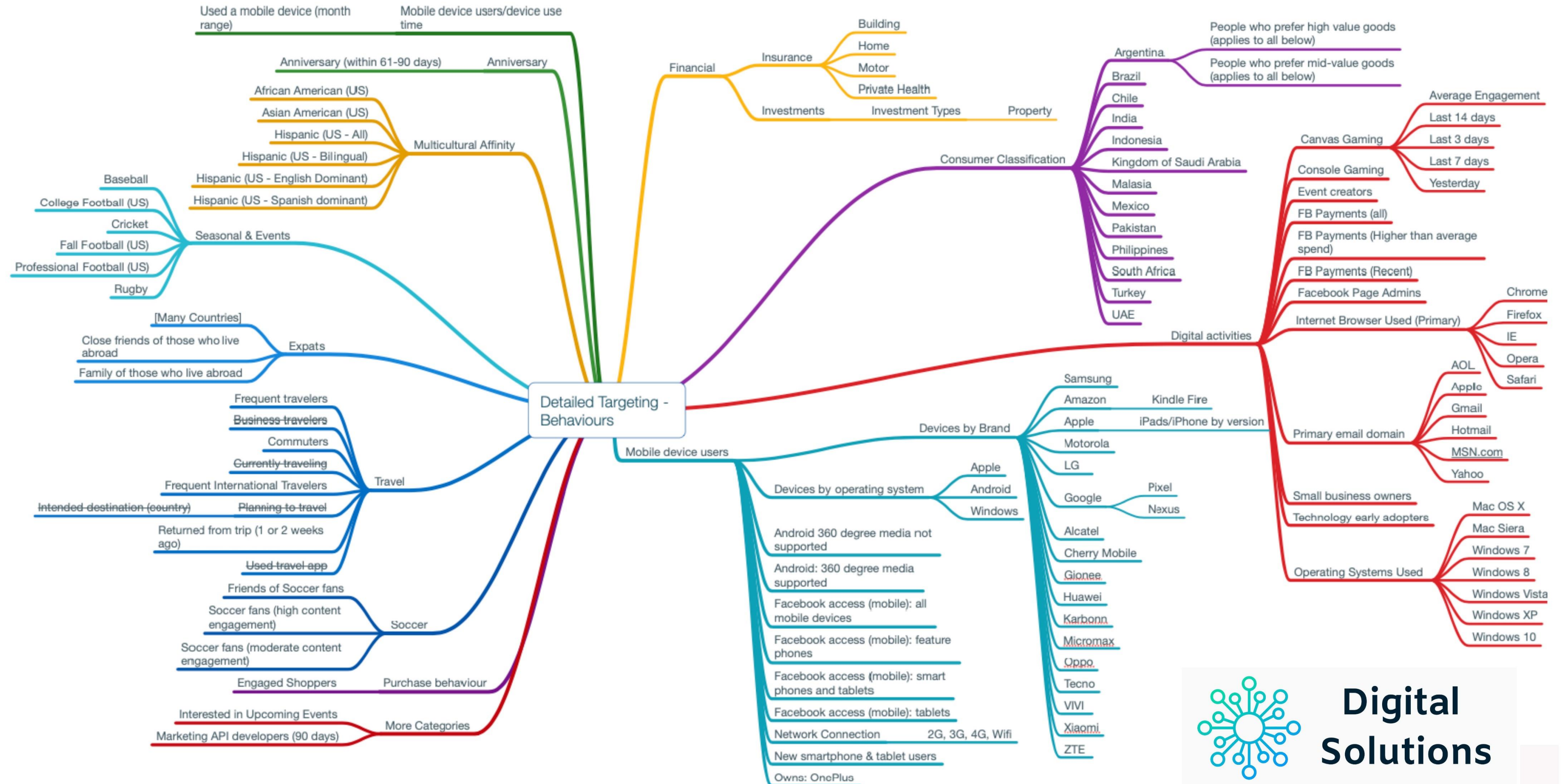
If you look carefully at the targeting map above, you'll notice I numbered Demographics, Interests and Behaviours. That's because each of these targeting levels have many sub-targeting options.

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









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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 do

Detailed Targeting **INCLUDE** people who match at least ONE of the following ⓘ

ⓘ

Interests > Food and drink > Alcoholic beverages

Wine

Add demographics, interests or behaviors | **Suggestions** | **Browse**

and MUST ALSO match at least ONE of the following ⓘ ×

Interests > Sports and outdoors > Outdoor recreation

Outdoor recreation

Add demographics, interests or behaviors | **Suggestions** | **Browse**



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