

## 4. Behaviours

Reach people based on purchase behaviours or intent, device usage and more.

### AUTOMOTIVE



- Motorcycle
- Owners
- Purchase Type
- New Vehicle Buyers (near market)
- New Vehicle Buyers (in market, max in market)
- Used Vehicle Buyers (in market)

### CHARITABLE DONATIONS



- All Charitable Donations
- Animal Welfare
- Arts & Culture
- Cancer Causes
- Childrens' Causes
- Environmental & Wildlife
- Health
- Political
- Religious
- Veterans
- World Relief

### EXPATS



- Multiple Countries

### MOBILE DEVICE USERS

- All Mobile Devices by Brand
- All Mobile Devices by OS
- All Mobile Devices
- Feature Phones
- Network Connection
- New Smartphone & Tablet Owners
- Smartphone & Tablet Owners
- Smartphone Owners
- Smartphone & Tablets
- Tablet Owners

### TRAVEL



- All Frequent Travellers
- Business Travellers
- Commuters
- Cruises
- Currently Travelling
- Family Vacations
- Frequent Flyers
- Leisure Travellers
- Returned from Trip (1 week, 2 weeks ago)
- Timeshares
- Used Travel App (2 weeks, 1 month)
- Frequent International Travellers

### SEASONAL & EVENTS



- Football
- Cricket
- Festivals
- Rugby
- Tennis
- Golf

### BUSINESS-TO-BUSINESS



- Seniority
- Industry
- Company Size

### DIGITAL ACTIVITIES



- Operation System Used
- Canvas Gaming
- Console Gamers
- Event Creators
- Facebook Payments
- Facebook Page Admins
- Internet Browsers Used
- Operating System Used
- Photo Uploaders
- Primary Email Domain
- Small Business Owners
- Technology Adopters (early, late)

### FINANCIAL



- Banking
- Investments
- Spending Methods

### MEDIA



- Radio
- Television

### PURCHASE BEHAVIOUR



- Business Purchases
- Buyer Profiles
- Clothing
- Food & Drink
- Health & Beauty
- Home & Garden
- Household Products
- Kids' Products
- Pet Products
- Purchase Habits
- Purchase Types
- Sports & Outdoors
- Shop Type
- Subscription Services
- Technology

### RESIDENTIAL PROFILES



- Length of Residence
- Likely to Move
- New Mover
- Recent Home Buyer
- Recent Mortgage Borrower

and Coming Soon...

### HOUSEHOLD TARGETTING

- Target family members in the same household who can influence purchase decisions!

## 5. Connections

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



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

# Your cheat sheet TO ALL OF FACEBOOK'S UK TARGETING OPTIONS



IN ONE FANTASTIC INFOGRAPHIC



Facebook offers mind-blowing ad targeting options that you simply won't find anywhere else. With what seems like endless combinations of demographics, interests, behaviours and more, you can get as creative as you need to in order to reach your target market on Facebook.

If you're not already advertising on Facebook, why not?

As you can see Facebook has all these incredible targeting options that you can use to reach a local (or global) audience like never before.

## 1. Remarketing



### PEOPLE WHO VISITED YOUR WEBSITE

- PEOPLE WHO:
- Visit your website
  - Visit Specific Pages
  - Haven't visited in a specific amount of time
  - People who visit multiple times



### CUSTOM LIST OF EMAILS OR PHONE NO

- OR OTHER DATA SUCH AS:
- City
  - Postcode
  - Gender
  - Age



### ENGAGE WITH YOUR VIDEOS

- ANYBODY WHO WATCHES:
- 3 seconds
  - 10 seconds
  - 25%
  - 50%
  - 75%
  - All of any video you posted on Facebook



### ENGAGE WITH YOUR FACEBOOK CONTENT

- ANYBODY WHO HAS ENGAGED WITH YOUR FACEBOOK PAGE:
- Visited Your Page
  - Clicked on a call to action
  - Sent a message to your page
  - Saved a post from your page

# 2. Demographics

## LOCATION

Enter one or more countries, counties/regions, cities, postal codes, addresses or designated market areas to show or exclude your ad to people in these locations.



EVERYONE IN THIS LOCATION



PEOPLE RECENTLY IN THIS LOCATION



PEOPLE TRAVELLING IN THIS LOCATION

**Note:** You can drop a pin in a location anywhere on the map provided. You can do the exact location or a radius around.

## LANGUAGES

Leave this blank unless the audience you are targeting doesn't speak English.



TYPE IN ANY LANGUAGE TO GET STARTED

## FINANCIAL

**INCOME:**  
£20K £75,000+

**NET WORTH:**  
 UK high affluence  UK very high affluence

## AGE

Select the minimum and maximum age of the people who will find your ad relevant



## GENDER



ALL MEN WOMEN

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

## 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 GENERATION X MILLENNIALS

## PARENTS



ALL PARENTS

- New Parents
- Parents with Toddlers
- Parents with Nursery Kids
- Parents with Primary School Kids
- Parents with Secondary School Kids
- Parents with Teenagers
- Parents with Adult Children



MUMS

- Big-City Mums
- Corporate Mums
- Fit Mums
- Green Mums
- New Mums
- Mums of Nursery Kids
- Mums of Primary School Kids
- Mums of Secondary School Kids
- Football Mums
- Stay-at-Home Mums
- Trendy Mums

## PROPERTY



HOMEOWNER

- Likely Mortgaged
- Likely to be a 1st Time Buyer
- Likely to be a 2nd Time Buyer
- Likely to be a 3rd+ Time Buyer
- Private Home Renter

PROPERTY TYPE

- Bungalow
- Detached
- Flat/Maisonette
- Semi-Detached
- Terraced

## EDUCATION



EDUCATION LEVEL

- In Secondary School
- Secondary School Leaver
- In College
- Further Education
- University
- Master's Degree
- Postgraduate Study
- Professional Training



FIELD OF STUDY

TYPE IN A FIELD TO GET STARTED



SCHOOLS

TYPE IN A SCHOOL TO GET STARTED



UNDERGRAD YEARS

TYPE IN A DATE RANGE TO GET STARTED

## WORK



EMPLOYERS

TYPE IN AN EMPLOYER TO GET STARTED

### 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



JOB TITLE

TYPE IN A JOB TITLE TO GET STARTED

- Installation & Repair
- Legal
- Life, Physical & Social Science
- Management
- Military
- Nursing
- Personal Care
- Production
- Protective Service
- Retail
- Sales
- Temporary & Seasonal
- Transportation & Moving

## LIFE EVENTS



ANNIVERSARY WITHIN 30 DAYS



AWAY FROM FAMILY



AWAY FROM HOMETOWN



LONG-DISTANCE RELATIONSHIP



NEW JOB



NEW RELATIONSHIP



NEWLY ENGAGED 3M, 6M, 1YR



NEWLY WED 3M, 6M, 1YR



RECENTLY MOVED



UPCOMING BIRTHDAY

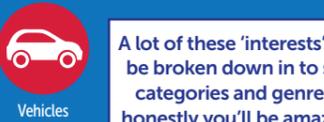


FRIENDS OF (1 OF THE ABOVE)

# 3. Interests

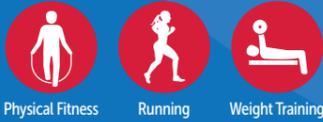
Reach specific audiences by looking at their interests, activities, the pages they liked and closely related topics. Combine interests to expand your ad's reach.

## HOBBIES & ACTIVITIES



A lot of these 'interests' can be broken down in to sub categories and genres - honestly you'll be amazed!

## FITNESS & WELLBEING



## ENTERTAINMENT



## SPORTS & OUTDOORS



## FOOD & DRINK



## SHOPPING & FASHION



## FAMILY & RELATIONSHIPS



## TECHNOLOGY



## BUSINESS & INDUSTRY

