

META ADS TARGETING CHEAT SHEET

Facebook and Instagram audience options at a glance - Page 1



1. REMARKETING

Reconnect with people who already know or have interacted with your business.

WEBSITE VISITORS	CUSTOMER LIST	VIDEO VIEWERS	FACEBOOK ENGAGEMENT
- Visited your website - Visited specific pages - Have not visited within a set period - Visited multiple times	- Email addresses - Phone numbers - City - Postcode - Gender - Age - Other eligible customer data	- Watched 3 seconds - Watched 10 seconds - Watched 25% - Watched 50% - Watched 75% - Watched 95% or more	- Visited your Page - Clicked a call-to-action - Sent a message - Saved a post - Engaged with a post or advert

4. BEHAVIOURS

Reach people based on purchase behaviour or intent, digital activity, device usage and more.

AUTOMOTIVE	BUSINESS TO BUSINESS	CHARITABLE DONATIONS	DIGITAL ACTIVITIES
- Motorcycle - Owners - Purchase type - New vehicle buyers - near market - New vehicle buyers - in market - New vehicle buyers - max in market - Used vehicle buyers - in market	- Seniority - Industry - Company size	- All charitable donations - Animal welfare - Arts and culture - Cancer causes - Children's causes - Environmental and wildlife - Health - Political - Religious - Veterans - World relief	- Operating system used - Internet browser used - Canvas gaming - Console gamers - Event creators - Facebook payments - Facebook Page admins - Photo uploaders - Primary email domain - Small business owners - Technology adopters
FINANCIAL	EXPATS	MEDIA	MOBILE DEVICE USERS
- Banking - Investments - Spending methods	Multiple countries	- Radio - Television	- All devices by brand - All devices by operating system - All mobile devices - Feature phones - Network connection - New smartphone and tablet owners - Smartphone and tablet owners - Smartphone owners - Smartphones and tablets - Tablet owners
PURCHASE BEHAVIOUR	TRAVEL	RESIDENTIAL PROFILES	SEASONAL AND EVENTS
- Business purchases - Buyer profiles - Clothing - Food and drink - Health and beauty - Home and garden - Household products - Kids' products - Pet products - Purchase habits - Purchase types - Shop type - Sports and outdoors - Subscription services - Technology	- All frequent travellers - Business travellers - Commuters - Cruises - Currently travelling - Family vacations - Frequent flyers - Leisure travellers - Returned from trip - Timeshares - Used a travel app - Frequent international travellers	- Length of residence - Likely to move - New mover - Recent home buyer - Recent mortgage borrower	- Football - Cricket - Festivals - Rugby - Tennis - Golf

5. CONNECTIONS

Narrow the audience to people with a specific connection to your Page, app or event.

PAGE	APP	EVENT
- 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 going to your event - Friends of people going to your event - Exclude people going to your event