



Facebook Advertising Targeting Options

DEMOGRAPHICS

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

Financial

Income

- \$30,000-\$39,999
- \$40,000-\$49,000
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$124,999
- \$150,000-\$249,999
- \$250,000-\$349,999
- \$350,000-\$499,999
- Over \$500,000

Net Worth

- \$1-\$99,999
- \$100,000-\$249,999
- 250,000-\$499,999
- \$500,000-\$749,999
- \$750,000-\$999,999
- \$1,000,000-\$1,999,999
- Over \$2,000,000

Liquid assets

- \$1-\$25,000
- \$25,000-\$49,999
- \$50,000-\$99,999
- \$100,000-\$249,999
- \$250,000-\$499,999
- \$500,000-\$999,999



Facebook Advertising Targeting Options

- \$1,000,000-\$1,999,999
- \$2,000,000-\$2,999,999
- Over \$3,000,000
- Home
 - Home Ownership
 - First time homebuyer
 - Homeowners
 - Renters
 - Home Type
 - Apartment
 - Condo
 - Home value
 - Less than \$50,000
 - \$50,000-\$99,999
 - \$100,000-\$199,999
 - \$200,000-\$299,999
 - \$300,000-\$499,999
 - \$500,000-\$699,999
 - \$700,000-\$999,999
 - \$1,000,000-\$1,999,999
 - Over \$2,000,000
 - Multi-family home
 - Single
 - Household Composition
 - Family-based households
 - Grandparents
 - Housemate-based households
 - New parents
 - Veterans in home
 - Working women
 - Young & hip
 - Young adults in home
- Life Events
 - Anniversary
 - Anniversary within 30 days
 - Anniversary within 31-60 Days
 - Away from family
 - Away from hometown
 - Birthday
 - Birthday Month
 - Birthday in April
 - Birthday in August
 - Birthday in December
 - Birthday in February
 - Birthday in January



Facebook Advertising Targeting Options

- Birthday in July
- Birthday in June
- Birthday in March
- Birthday in May
- Birthday in November
- Birthday in October
- Birthday in September

Upcoming birthday

Friends of

- Close Friends of Men with a Birthday in 0-7 days
- Close Friends of Men with a Birthday in 7-30 days
- Close Friends of Women with a Birthday in 0-7 days
- Close Friends of Women with a Birthday in 7-30 days
- Close friends of people with birthdays in a month
- Close friends of people with birthday in a week
- Friends of Recently Moved
- Friends of newly engaged people
- Friends of newlyweds

Long-distance relationship

New job

New relationship

Newly engaged (1 year)

Newly engaged (6 months)

Newlywed (1 year)

Newlywed (3 months)

Newlywed (6 months)

Parents

All Parents

New parents (0-12 months)

Parents (All)

Parents with preschoolers (03-05 years)

Parents with adult children (18-26 years)

Parents with early school-age children (06-08 years)

Parents with preteens (08-12 years)

Parents with teenagers (13-18 years)

Parents with toddlers (01-02 years)

Moms

Big-city moms

Corporate moms

Fit moms

Green moms

Moms of grade school kids

Moms of high school kids

Moms of preschool kids

New Moms



Facebook Advertising Targeting Options

- Soccer moms
- Stay-at-home moms
- Trendy moms
- Politics (US)
 - Likely to engage with political content (conservative)
 - Likely to engage with political content (liberal)
 - Likely to engage with political content (moderate)
 - Self reported
 - Donate to conservative political causes
 - Donate to liberal political causes
 - US politics (conservative)
 - US politics (liberal)
 - US politics (moderate)
 - US politics (very conservative)
 - US politics (very liberal)
- Relationship
 - Interested In
 - Men
 - Men and Women
 - Unspecified
 - Women
 - Relationship Status
 - Civil Union
 - Complicated
 - Divorced
 - Domestic Partnership
 - Engaged
 - In a relationship
 - Married
 - Open Relationship
 - Separated
 - Single
 - Unspecified
 - Widowed
- Work
 - Employers *
 - Industries
 - Administrative Services
 - Architecture and Engineering
 - Arts, Entertainment, Sports and Media
 - Business and Finance
 - Cleaning and Social Services
 - Community and Social Services
 - Computation and Mathematics
 - Construction and Extraction



Facebook Advertising Targeting Options

- Education and Libraries
- Farming, Fishing and Forestry
- Food and Restaurants
- Government Employees (Global)
- Healthcare and Medical Services
- IT and Technical Services
- Installation and Repair Services
- Legal Services
- Life, Physical and Social Sciences
- Management
- Military (Global)
- Personal Care and Home Services
- Production
- Protective Services
- Sales
- Transportation and Moving
- Veterans (US)

- Job Titles *
- Office Type
- Small business

INTERESTS

- Business and Industry
 - Advertising
 - Agriculture
 - Architecture
 - Aviation
 - Banking
 - Investment banking
 - Online banking
 - Retail banking
 - Business
 - Construction
 - Design
 - Fashion design
 - Graphic design
 - Interior design
 - Economics
 - Engineering
 - Entrepreneurship
 - Healthcare
 - Higher education
 - Management
 - Marketing
 - Nursing
 - Online



Facebook Advertising Targeting Options

- 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
- Real estate
- Retail
- Sales
- Science
- Small business
- Entertainment
 - Games
 - Action games
 - Board games
 - Browser games
 - Card games
 - Casino games
 - First-person shooter games
 - Gambling
 - Massively multiplayer online games
 - Massively multiplayer online role-playing games
 - Online games
 - Online poker
 - Puzzle video games
 - Racing games
 - Role-playing games
 - Shooter games
 - Simulation games
 - Sports games
 - Strategy games
 - Video games
 - Word games
 - Live events
 - Ballet
 - Bars



Facebook Advertising Targeting Options

- Concerts
- Dancehalls
- Music festivals
- Nightclubs
- Parties
- Plays
- Theatre

Movies

- Action movies
- Animated movies
- Anime movies
- Bollywood movies
- Comedy movies
- Documentary movies
- Drama movies
- Fantasy movies
- Horror movies
- Musical theatre
- Science fiction movies
- Thriller movies

Music

- Blues music
- Classical music
- Country music
- Dance music
- Electronic music
- Gospel music
- Heavy metal music
- Hip hop music
- Jazz music
- Music videos
- Pop music
- Rhythm and blues music
- Rock music
- Soul music

Reading

- Books
- Comics
- E-books
- Fiction books
- Literature
- Magazines
- Manga
- Mystery Fiction
- Newspapers



Facebook Advertising Targeting Options

- Non-fiction books
- Romance novels
- TV
 - TV comedies
 - TV game shows
 - TV reality shows
 - TV talk shows
- Family and relationships
 - Dating
 - Family
 - Fatherhood
 - Friendship
 - Marriage
 - Motherhood
 - Parenting
 - Weddings
- Fitness and wellness
 - Bodybuilding
 - Dieting
 - Gyms
 - Meditation
 - Nutrition
 - Physical exercise
 - Physical fitness
 - Running
 - Weight training
 - Yoga
 - Zumba
- Food and drink
 - Alcoholic beverages
 - Beer
 - Distilled beverage
 - Wine
 - Beverages
 - Coffee
 - Energy drinks
 - Juice
 - Soft drinks
 - Tea
 - Cooking
 - Baking
 - Recipes
 - Cuisine
 - Chinese cuisine
 - French cuisine

Facebook Advertising Targeting Options

- German cuisine
- Greek cuisine
- Indian cuisine
- Italian cuisine
- Japanese cuisine
- Korean cuisine
- Latin American cuisine
- Mexican cuisine
- Middle Eastern cuisine
- Spanish cuisine
- Thai cuisine
- Vietnamese cuisine

Food

- Barbecue
- Chocolate
- Desserts
- Fast food
- Organic food
- Pizza
- Seafood
- Veganism
- Vegetarianism

Restaurants

- Coffeehouses
- Diners
- Fast casual restaurants
- Fast food restaurants

Hobbies and activities

Arts and music

- Acting
- Crafts
- Dance
- Drawing
- Drums
- Fine art
- Guitar
- Painting
- Performing arts
- Photography
- Sculpture
- Singing
- Writing

Current events

Home and garden

- Do it yourself (DIY)



Facebook Advertising Targeting Options

- Furniture
- Gardening
- Home Appliances
- Home Improvement
- Pets
 - Birds
 - Cats
 - Dogs
 - Fish
 - Horses
 - Pet food
 - Rabbits
 - Reptiles
- Politics and social issues
 - Charity and causes
 - Community issues
 - Environmentalism
 - Law
 - Military
 - Politics
 - Religion
 - Sustainability
 - Veterans
 - Volunteering
- Travel
 - Adventure travel
 - Air travel
 - Beaches
 - Car rentals
 - Cruises
 - Ecotourism
 - Hotels
 - Lakes
 - Mountains
 - Nature
 - Theme parks
 - Tourism
 - Vacation
- Vehicles
 - Automobiles
 - Boats
 - Electric vehicle
 - Hybrids
 - Minivans
 - Motocycles



Facebook Advertising Targeting Options

- RVs
- SUVs
- Scooters
- Trucks
- Shopping and fashion
 - Beauty
 - Beauty salons
 - Cosmetics
 - Fragrances
 - Hair products
 - Spas
 - Tattoos
 - Clothing
 - Children's clothing
 - Men's clothing
 - Shoes
 - Women's clothing
 - Fashion accessories
 - Dresses
 - Handbags
 - Jewelry
 - Sunglasses
 - Shopping
 - Boutiques
 - Coupons
 - Discount stores
 - Luxury goods
 - Online shopping
 - Shopping malls
 - Toys
- Sports and outdoors
 - Outdoor recreation
 - Boating
 - Camping
 - Fishing
 - Hiking
 - Horseback riding
 - Hunting
 - Mountain biking
 - Surfing
- Sports
 - American football
 - Association football (Soccer)
 - Auto racing
 - Baseball



Facebook Advertising Targeting Options

- Basketball
- College football
- Golf
- Marathons
- Skiing
- Snowboarding
- Swimming
- Tennis
- Triathlons
- Volleyball

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

BEHAVIORS

Anniversary

- Anniversary (within 61-90 days)

Automotive

Motorcycle

Purchased

- New

- Used

New vehicle buyers (Near market): People in households that are likely to buy a vehicle in the next 365 days.

Style



Facebook Advertising Targeting Options

Crossover
Economy/compact
Full-size SUV
Full-size sedan
Hybrid/alternative fuel
Luxury SUV
Luxury sedan
Midsize car
Minivan
Pickup truck
Small/midsize SUV
Sports car/convertible

New vehicle shoppers (In market): People in households that are likely to buy a vehicle in the next 180 days.

Make

Acura
Audi
BMW
Buick
Cadillac
Chevrolet car
Chevrolet truck
Chrysler
Dodge RAM
Dodge car
Flat
Ford car
Ford truck
GMC
Honda
Hyundai
Infiniti
Jaguar
Jeep
Kia
Land ROver
Lexus
Lincoln
MINI
Mazda
Mercedes-Benz
Mitsubishi
Nissan
Porsche
Subaru



Facebook Advertising Targeting Options

Toyota
Volkswagen
Volvo

New vehicle shoppers (Max in market): People in households that are likely to buy a vehicle in the next 90 days.

All
Style

Crossover Vehicle
Entry/Economy/Compact
Full-size SUV
Full-size Sedan
Hybrid/Alternative Fuel
Luxury SUV
Luxury Sedan
Midsize Car
Minivan
Pickup Truck
Small/Midsize SUV
Sports Car/Convertible

Owners: What people in household own or are likely to buy.

Aftermarket

Auto parts
Auto parts and accessories
Auto service buyer

Make

Acura
Audi
BMW
Buick
Cadillac
Chevrolet car
Chevrolet truck
Chrysler
Dodge RAM
Dodge car
Fiat
Ford car
Ford truck
GMC
Honda
Hummer
Hyundai
Infiniti
Jaguar



Facebook Advertising Targeting Options

Jeep
Kia
Land Rover
Lexus
Lincoln
MINI
Mazda
Mercedes
Mercury
Mitsubishi
Nissan
Pontiac
Porsche
Saab
Saturn
Subaru
Suzuki
Toyota
Volkswagen
Volvo

Purchased: People in the household purchased their current vehicle during this amount of time.

0-6 months ago
13-24 months ago
25-36 months ago
37-48 months ago
7-12 months ago
Over 48 months ago

Style: People in households that own this type of vehicle.

Crossover
Economy/compact
Full-size SUV
Full-size sedan
Hybrid/alternative fuel
Luxury SUV
Luxury sedan
Midsize car
Minivan
Pickup truck
Small/midsize SUV
Sports car/convertible

Vehicle age

0-1 year old
11-15 years old
16-20 years old



Facebook Advertising Targeting Options

- 2 years old
- 3 years old
- 4-5 years old
- 6-10 years old
- Over 20 years old

- Vehicle Price
 - \$20,000-\$30,000
 - \$30,000-\$40,000
 - \$50,000-\$75,000
 - Less than \$20,000
 - Over \$75,000

- Purchase type
 - Vehicle Price
 - Buy new (In market)
 - Buy new (Near market)
 - Buy new or used (In market)
 - Buy new or used (Near market)
 - Buy used (In market)
 - Lease (In market)

- Used vehicle buyers (In market)
 - Style
 - Crossover
 - Economy/compact
 - Full-size SUV
 - Full-size sedan
 - Hybrid/alternative fuel
 - Luxury SUV
 - Luxury sedan
 - Midsized car
 - Minivan
 - Pickup truck
 - Small/midsized SUV
 - Sports car/convertible

B2B: Business to Business

- Company size
 - 1,000-4,999 Employees
 - 10-49 Employees
 - 100-499 Employees
 - 5,000+ Employees
 - 50-99 Employees
 - 500-999 Employees
 - Less than 10 Employees

- Industry
 - Agriculture
 - Business Services



Facebook Advertising Targeting Options

Construction
Consumer Services
Cultural & Recreation
Education
Finance
Government
Healthcare
Hospitality & Travel
Insurance
Legal
Logistics & Transportation
Manufacturing
Media & Internet
Real Estate
Restaurant
Retail
Telecommunications
Wholesale Trade

Seniority: People who are in these roles.

Executive/C-Suite
Mid-Management

Charitable donations: People in households that will donate to one of these categories.

All charitable donations
Animal welfare
Arts and cultural
Cancer Causes
Environmental and wildlife
Health
Political
Veterans

Consumer Classification: Consumers in these countries and what type of goods they prefer.

Argentina
(ABC1) Prefer high value goods
(ABC1 + C2) Prefer mid-high-value goods
Brazil
(A+B) Prefer high-value goods
Chile
(A+B) Prefer mid-high-value goods
(ABC1) Prefer high-value goods
India
(A) Prefer high-value goods
(A+B) Prefer mid-high-value goods
Mexico



Facebook Advertising Targeting Options

- (AB) Prefer high-value goods
- (ABC+) Prefer mid-high value goods
- South Africa
 - (5,6,7) Prefer mid-high value goods
 - (8,9,10) Prefer high-value goods
- Digital activities
 - Operating System Used
 - Canvas Gaming
 - Console gamers
 - Facebook Page admins
 - Facebook Payment users (30 days): People who have used Facebook Payments in the last 30 days
 - Facebook Payment users (90 days): People who have used Facebook Payments in the last 90 days
 - Facebook Payment users (higher than average spending)
 - Facebook access: older devices and OS: People who primarily access Facebook on older devices or operating systems before Windows 7, Mac OS X or Windows NT 6.2
 - Internet Browser Used
 - Facebook access (browser): Chrome
 - Facebook access (browser): Firefox
 - Facebook access (browser): Internet Explorer
 - Facebook access (browser): Microsoft Edge
 - Facebook access (browser): Opera
 - Facebook access (browser): Safari
 - Operating System Used
 - Facebook access (OS): Mac OS X
 - Facebook access (OS): Mac Sierra
 - Facebook access (OS): Windows 7
 - Facebook access (OS): Windows 8
 - Facebook access (OS): Windows Vista
 - Facebook access (OS): Windows XP
 - Primary email domain
 - AOL email users
 - Apple email users
 - Gmail users
 - Hotmail users
 - MSN.com email users
 - Yahoo email users
 - Small business owners
 - Technology early adopters
- Expats: People living outside of their home country.
 - Close friend of expats
 - Expats (All countries)
- Financial



Facebook Advertising Targeting Options

Banking

- Credit union member

Investments

- Full-Service Investors
- High likely investors
- Independent investors
- Likely investors
- Personal investments
- Real estate investments
- Semi-independent Investors

Spending methods

- 1-9 Lines of Credit
- Active credit card user
- Any card type
- Bank cards
- Gas, department and retail store cards
- High-end department store cards
- Premium credit cards
- Primarily cash
- Primarily credit cards
- Travel and entertainment cards

Job role

- Corporate executives
- Financial professionals

Media

Radio

- Internet/Satellite

Television

- Show Genre
 - Action
 - Adventure
 - Animals
 - Auto Racing
 - Auto
 - Baseball
 - Biography
 - Childrens
 - Comedy
 - Cooking
 - Docudrama
 - Drama
 - Educational
 - Entertainment
 - Health
 - Historical Drama



Facebook Advertising Targeting Options

- History
- Home Improvement
- Horror
- Law
- Motorsports
- News
- Outdoors
- Public Affairs
- Reality
- Religious
- Romance
- Science Fiction
- Sitcom
- Sports Event
- Sports Talk
- Travel
- Western
- Viewership Habits
 - Heavy US TV Viewers
 - Light US TV Viewers
 - Moderate US TV Viewers
- Mobile Device User
 - All Mobile Devices by Brand
 - Amazon
 - Owns: Kindle Fire
 - Apple
 - Facebook access (mobile): iPad 1
 - Facebook access (mobile): iPad 2
 - Facebook access (mobile): iPad 3
 - Facebook access (mobile): iPhone 4
 - Facebook access (mobile): iPhone 4S
 - Facebook access (mobile): iPhone 5
 - Facebook access (mobile): iPhone 5C
 - Facebook access (mobile): 5S
 - Facebook access (mobile): iPod Touch
 - Owns: iPad 4
 - Owns: iPad Air
 - Owns: iPad Air 2
 - Owns: iPad Mini 1
 - Owns: iPad Mini 2
 - Owns: iPad Mini 3
 - Owns: iPhone 6
 - Owns: iPhone 6 Plus
 - Owns: iPhone 6S
 - Owns: iPhone 6S Plus



Facebook Advertising Targeting Options

Owns: iPhone 7

Owns: iPhone 7 Plus

iPhone SE

Facebook access: (mobile): HTC Android mobile devices

Facebook access: (mobile): Motorola Android mobile devices

Facebook access: (mobile): Samsung Android mobile devices

Facebook access: (mobile): Sony Android mobile devices

Facebook access: (mobile): LG Android Gionee devices

Google

Owns: Google Pixel

Owns: Nexus 5

HTC

Owns: HTC One

LG

Owns: LG G2 devices

Owns: LG G3

Owns: LG V10

Owns: Alcatel, Cherry Mobile, Huawei devices, Karbonn, Micromax, Tecno, Xiaomi, ZTE

Samsung

Owns: Galaxy Grand

Owns: Galaxy Grand 2

Owns: Galaxy Note 3

Owns: Galaxy Note 4

Owns: Galaxy Note 5

Owns: Galaxy Note 7

Owns: Galaxy S 4 Mini

Owns: Galaxy S III Mini

Owns: Galaxy S4

Owns: Galaxy S5

Owns: Galaxy S6

Owns: Galaxy S7

Owns: Galaxy S7 Edge

Owns: Galaxy Tab 2

Owns: Galaxy Tab 3

Owns: Galaxy Tab 4

Owns: Galaxy Tab Pro

Owns: Galaxy Tab S

Owns: Galaxy Y devices

Owns: Samsung Galaxy S III devices



Facebook Advertising Targeting Options

- Owns: Samsung galaxy S8
- Sony
 - Owns: Xperia M
 - Owns: Xperia Z
 - Owns: Xperia Ultra
 - Owns: Xperia, Z3
- All Mobile Devices by Operating System
 - Facebook access (mobile): Android devices
 - Facebook access (mobile): Apple (iOS) devices
 - Facebook access (mobile): Windows phones
- 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): smartphones and tablets
- Facebook access (mobile): tablets
- Network Connection
 - Facebook access (network type): 2G
 - Facebook access (network type): 3G
 - Facebook access (network type): 4G
 - Facebook access (network type): WiFi
- New smartphone and tablet users
- Multicultural Affinity
 - African American (US)
 - Asian American (US)
 - Hispanic (US-All)
 - Hispanic (US-Bilingual)
 - Hispanic (US- English dominant)
 - Hispanic (US-Spanish dominant)
- Purchase behavior
 - Business purchases
 - Business marketing
 - Buyer profiles
 - Coupon users
 - DIYers
 - Fashionistas
 - Foodies
 - Gadget enthusiast
 - Gamers
 - Green living
 - Healthy and fit
 - Outdoor enthusiasts
 - Shoppers
 - Skiing
 - Golfing and boating



Facebook Advertising Targeting Options

- Spa enthusiasts
- Sportsmen
- Trendy homemakers
- Clothing
 - Men's
 - Accessories
 - Big and tall apparel
 - Business apparel
 - Jeans
 - Men's fashion & apparel buyers
 - Seasonal
 - Winter seasonal shoppers
 - Women's
 - Accessories
 - Business apparel
 - Fine jewelry
 - Jewelry
 - Low-ticket apparel and accessories
 - Luxury brand apparel
 - Luxury retailers
 - Mid-ticket apparel and accessories
 - Plus sizes
 - Women's shoes
 - Women's fashion & apparel buyers
 - Young women's apparel
- Engaged Shoppers: Women who click on the Call-to-Action button "Shop Now" in the past week
- Food and Drink
 - Alcoholic beverages
 - Beer
 - Craft beer
 - Domestic beer
 - Import beer
 - Light beer
 - Premium beer
 - Spirits
 - Wine
 - Bakery
 - Bakery products
 - Beverages
 - Bottled water
 - carbonated drinks
 - Coffee
 - Coffee (K-Cup)
 - Diet drinks



Facebook Advertising Targeting Options

- Energy drinks
- Hot tea
- Iced tea and lemonade
- Juice
- Non-dairy milk
- Sports drinks
- Cereal
 - All cereal
 - Children's cereals
 - Fiber cereals
 - Hot cereals
- Children's food
 - Baby food and products
 - Children's food
 - Children's food and products
- Condiments and dressings
 - Condiments
 - Salad dressings
- Cooking supplies
 - Baking
 - Spices
- Dairy and eggs
 - Cheese
 - Dairy free
 - Eggs
 - Milk
 - Yogurt
- Fresh and Healthy
 - Fresh & healthy
- Frozen food
 - Frozen: appetizers & snacks
 - Bread & dough
 - Breakfast
 - Desserts
 - Entrees
 - Ethnic foods
 - Fruit
 - Meats and seafood
 - Pasta
 - Pizza
 - Vegetables
 - Ice cream and novelties
- Grocery shopper type
 - Premium brand groceries
 - Top spenders



Facebook Advertising Targeting Options

- Health food
 - Diet foods
 - Fresh produce
 - Low-fat foods
 - Natural and organics
- Home Cooking & Grilling
 - Home cooking & grilling
- Meat and seafood
 - Meat
 - Seafood
- Soup
 - Soup
- Sweets and snacks
 - Breakfast bars
 - Chocolate candy
 - Cookies
 - Crackers
 - Granola bars
 - Non-chocolate candy
 - Peanut butter and jelly
 - Salty snacks
- Vegetarian
 - Vegetarian
- Health and beauty
 - Allergy relief
 - Antiperspirants & deodorants
 - Cosmetics
 - Cough and cold relief
 - Fragrance
 - Hair care
 - Health & wellness buyers
 - Men's grooming
 - Oral care
 - Over-the-counter medication
 - Pain relief
 - Skin care
 - Sun care
 - Vitamins
- Home and garden
 - Entertaining
 - Home improvement
 - Home renovation
 - Organization
 - tools
- Household products



Facebook Advertising Targeting Options

- Cleaning supplies
- Food storage
- Green cleaners and supplies
- Laundry supplies
- Kids products
 - Baby care
 - Baby toys
- Pet products
 - Cat food and products
 - Cat owners
 - Dog food and products
 - Dog owners
 - Pet products
- Purchase types
 - Appliances & accessories
 - Arts and crafts
 - Baby products
 - Beauty accessories
 - Childrens apparel
 - Consumer electronics buyer
 - Cosmetics
 - Electronics
 - Home furnishing and accessories
 - Home office
 - Restaurant
 - Fine dining
 - Mid-range restaurants/non quick serve
 - Quick serve
 - Small and home office products
 - Software
 - Toys
 - Travel supplies
 - Upscale travel and services
 - Women's apparel
- Sports and outdoors
 - Cycling
 - Fishing
 - Fitness
 - Golf and tennis
 - Hiking and camping
 - Hunting
 - Running
 - Winter sports
- Store types
 - Department stores



Facebook Advertising Targeting Options

- Discount department store
- Gift shoppers
- Gyms & fitness clubs
- High-end retail
- Low-end department store
- Luxury Store
- Subscription services
 - Auto insurance online
 - Mortgage online
 - Prepaid debit cards
 - Satellite TV
- Technology
 - Kindle eReader
 - Use eReader
- Residential profiles
 - Likely to move
 - New mover
 - Recent homebuyer
 - Recent mortgage borrower
- Travel
 - Business travelers
 - Business travelers (International)
 - Business travelers (US)
 - Casino vacations
 - Commuters
 - Cruises
 - Family vacations
 - Frequent Travelers
 - Frequent flyers
 - frequent international travelers
 - Leisure travelers
 - Personal travelers (International)
 - Personal travelers (US)
 - Returned from travels 1 week ago
 - Returned from travels 2 weeks ago
 - Timeshares

Date of research: January 2, 2018

See any updates or changes? Send us an email at:
info - at -TwoWheelsMarketing.com and we'll update it!