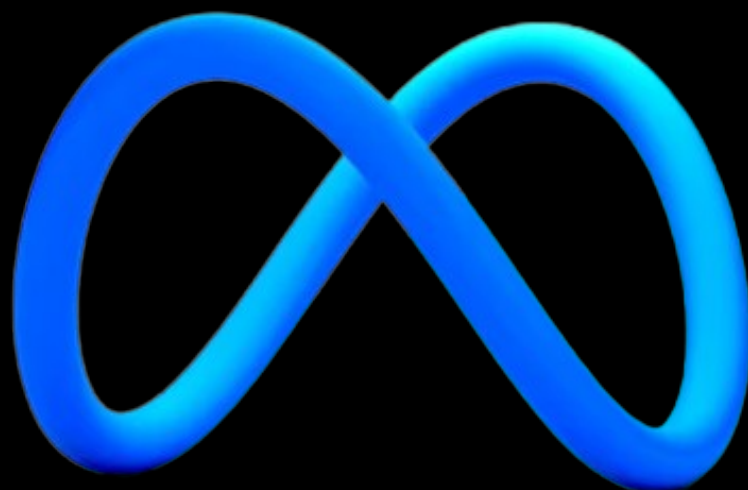


META

**ADS DETAIL
TARGETING
EXPLAINED**

SWIPE



DEMOGRAPHIC > WORK > INDUSTRIES

Computation & Mathematics	People with roles in computation & mathematics. Examples include: computer scientists, analysts, mathematicians, etc
Construction & Extraction	People with roles in construction and extraction. Examples include: service technicians, electricians, bricklayers, mechanics, etc.
Education & Libraries	People with roles in education or libraries. Examples include: educator, instructor, teacher, professor, lecturer, research assistant, tutor, librarian, principal, etc.
Farming, Fishing & Forestry	People with roles in farming, fishing and forestry. Examples include: farmer, rider, crew member, handyman, etc.
Food & Restaurants	People with roles in food and restaurants. Examples include: cashier, server, waiter, waitress, chef, barista, line cook, etc.
Health & Medical Services	People with roles in healthcare and medical services. Examples include: physician, dentist, cardiologist, etc.
Legal Services	People with roles in legal services. Examples include: lawyer, corporate counsel, partner, paralegal, etc.

DEMOGRAPHIC > WORK > INDUSTRIES

Business Decision Makers	People who have become Facebook Page admins within the past 2 weeks.
Business Decision Makers Titles & Interests	Business decision maker titles and interests is a b2b audience segment that targets ads to people who are business decision makers based on their job titles & interests.
Company Founded before 2000	People who work for companies founded before 2000
Company Founded between 2000 & 2009	People who work for companies founded between 2000 and 2009.
Company Founded between 2010 & now:	People who work for companies founded between 2000 and now.
Company Revenue: \$1M to &10M	People who work for companies with revenue of \$1M to \$10M.
Transportation & Moving	People with roles in transportation and moving. Examples include: Driver, operator, sea captain, flight attendant, pilot, etc.

DEMOGRAPHIC > LIFE EVENTS

Friends of recently moved	Friends of people who have bought a house or moved in the past 30 days
Friends of newly engaged people	Friends of people who have gotten engaged in the past 30 days
Friends of newlyweds	Friends of people who have gotten married in the past 30 days
Long distance relationship	People who are in a long-distance relationship
New job	People who have updated their profile with a new job position in the last 6 months
New relationship	People who have updated their profile with a new relationship in the last 6 months
Newly engaged (1 year)	People who have been engaged for less than 1 year
Newly engaged (6 months)	People who have been engaged for less than 6 months

BEHAVIORS

Soccer > Friends of Soccer Fans	Top 2 friends of anyone who is a moderately or highly engaged football fan. Excludes people who are already football fans.
Soccer > Soccer Fans (high content engagement)	Interacted with content related to football (US soccer) 5 or more times over the past 90 days
Soccer > Soccer Fans (moderate content engagement)	Interacted with content related to football (US soccer) and sports less than 5 times over the past 90 days.
Travel > Commuters	People likely commute from their homes to their workplaces on weekdays
Travel > Frequent International Travelers	People who have traveled abroad more than once in the past 6 months
Travel > Frequent Travelers	People whose activities on Facebook suggest they are frequent travelers
Travel > Return From Travels 1 week ago	People whose activities on Facebook suggest they returned from traveling within the past week

BEHAVIORS > DIGITAL ACTIVITIES

New Page Admins	People who have become Facebook Page admins within the past 2 weeks.
Food & Drink Creators	People who are food and drink creators on Facebook and Instagram.
Health & Wellness Creators	People who are food and drink creators on Facebook and Instagram.
Instagram Business Profile Admins	People who are an administrator of an Instagram business profile.
People who have visited Facebook Gaming	People who have recently accessed Facebook Gaming to watch videos, view posts, access tournaments or play games.
Technology Early Adopters	People who are likely to adopt new technologies earlier than others.
Shops Admins	People who manage a shop on Facebook or Instagram.

SAVE IT FOR
YOUR NEXT
CAMPAIGN..

