

# THE COMPLETE GUIDE TO FACEBOOK AD TARGETING

## DEMOGRAPHICS

### LOCATION

- Physical Location
  - Region
  - Country
  - City
  - Zip/Postal Code
  - Address
  - Market Area
  - Dropped Pin
  - Airport
- Relation to Location
  - Everyone in this location
  - People who live in this location
  - People recently in this location
  - People traveling in this location

### LANGUAGES

- Arabic
- Chinese
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Hebrew
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese
- Korean
- Norwegian
- Polish
- Portuguese
- Russian
- Spanish
- Swedish
- Thai
- Turkish
- Vietnamese

### EDUCATION

- Education Level
  - In High School
  - Some High School
  - High School Grad
  - Professional Degree
  - In College
  - Some College
  - Field of Study
  - Undergrad years
- Associate's Degree
- College Grad
- In Grad School
- Master's Degree
- Doctorate Degree
- Unspecified
- Schools

### FINANCE

- Net Income (\$30,000 - \$500,000+)
- Net Worth (\$1 - \$2,000,000+)
- Liquid Assets (\$1 - \$3,000,000+)

### ETHNIC AFFINITY

- African American
- Asian American
- Hispanic (U.S.-Ad)
- Hispanic (U.S.-Bilingual)

### HOME

- Homeownership
  - First Time Homebuyer
  - Homeowner
  - Renters
- Homebased Categories
  - Family Based Households
  - Housemate Based Households
  - Couples
  - Housemate Based Households
  - New parents
  - Victims in Home
  - Working women
  - Young & Hip
  - Young adults in home
- Home Type
  - Apartment
  - Condo
  - Home Value (\$50k - \$2M+)
  - Market Value Size
  - Property Size
    - 100 - 40+ Acres
  - Single
  - TQ Property
    - \$1,000 - \$499+ sq. Ft.
  - Year Home Built
    - 1900-2011+

### PARENTS

- Expert Parents
- New Parents
- Parents with Preschoolers
- Parents with Preschool kids
- Parents with Early School Kids
- Parents with Teenagers
- Parents with Babies
- Parents with Adult Children
- Parents US

### POLITICS (U.S.)

- US Politics
  - (Very Conservative)
  - (Liberal)
  - US Politics (Conservative)
  - US Politics (Moderate)
  - US Politics (Liberal)
  - US Politics (Very Liberal)
  - Self reported
- Likely to engage in politics (Conservative)
- Likely to engage in politics (Liberal)
- Don't to conservative causes political causes
- Don't to liberal political causes

### LIFE EVENTS

- Anniversaries within 30 Days
- Away from Family
- Away from hometown
- Long Distance Relationship
- New Job
- New Relationship
- Newly Engaged
  - (3 months, 6 months, 1 year)
- Married
  - (3 months, 6 months, 1 year)
- Recently Moved
- Upcoming Birthday

### AGE

- Select between age 13 and 85+

### WORK

- Office Type
  - Home Office
  - Small Business
  - Small Office
- Industries
  - Administrative
  - Architecture & Engineering
  - Arts, Entertainment, Sports & Media
  - Business & Financial
  - Clerical
  - Cleaning & Maintenance
  - Community & Social Services
  - Computer & Mathematics
  - Construction & Extraction
  - Education & Library
  - Food, Beverage & Retail
  - Food Preparation & Service
  - Government Employee
  - Healthcare & Medical
- Employers
  - Job Title
  - IT & Technical
  - Installation & Repair
  - Legal
  - Life, Physical & Social Science
  - Management
  - Software
  - Humanities
  - Personal Care
  - Production
  - Protective Service
  - Retail
  - Sales
  - Temporary & Seasonal
  - Transportation & Moving
  - Veterans

### RELATIONSHIP

- Interested in
  - Men
  - Women
- Relationship Status
  - Single
  - In a Relationship
  - Married
  - Engaged
  - Civil Union
  - Complicated
- Men & Women
- Unspecified
- Open Relationship
- Domestic Partnership
- Separated
- Divorced
- Widowed
- Unspecified

### GENERATION

- Baby Boomers
- Millennials
- Generation X

### GENDER

- All
- Men
- Women

### FRIENDS OF

- Friends of Newly Engaged
- Friends of Newlywed
- Friends of Recently Moved
- Friends of Upcoming Birthday

## CONNECTIONS

### FAN PAGE

- People who like your page
- Friends of people who like your page
- Exclude people who like your page
- Advanced combinations including Apps & Events

### APP

- People who used your app
- Friends of people who used your app
- Exclude people who used your app
- Advanced combinations including Fan Pages & Events

### EVENT

- People who are going to your event
- Friends of people who are going to your event
- Exclude people who are going to your event
- Advanced combinations including Fan Pages & Apps

# Facebook Ad Targeting The Complete List Of Terms

**Philip M. Napoli**



## **Facebook Ad Targeting The Complete List Of Terms:**

*Social Informatics* Steffen Staab, Olessia Koltsova, Dmitry I. Ignatov, 2018-09-19 The two volume set LNCS 11185 11186 constitutes the proceedings of the 10th International Conference on Social Informatics SocInfo 2018 held in Saint Petersburg Russia in September 2018 The 30 full and 32 short papers presented in these proceedings were carefully reviewed and selected from 110 submissions They deal with the applications of methods of the social sciences in the study of socio technical systems and computer science methods to analyze complex social processes as well as those that make use of social concepts in the design of information systems

*Killer Facebook Ads* Marty Weintraub, 2011-07-13 Expert Facebook advertising techniques you won't find anywhere else Facebook has exploded to a community of more than half a billion people around the world making it a deliciously fertile playground for marketers on the cutting edge Whether you want to leverage Facebook Ads to generate Likes promote events sell products market applications deploy next gen PR this unique guide is the ultimate resource on Facebook's wildly successful pay per click advertising platform Featuring clever workarounds unprecedented tricks and little known tips for triumphant Facebook advertising it's a must have on the online marketer's bookshelf Facebook advertising expert Marty Weintraub shares undocumented how to advice on everything from targeting methods advanced advertising techniques writing compelling ads launching a campaign monitoring and optimizing campaigns and tons more Killer Facebook Ads serves up immediately actionable tips tactics that span the gambit Learn what Facebook ads are good for how to set goals and communicate clear objectives to your boss and stakeholders Master highly focused demographic targeting on Facebook's social graph Zero in on relevant customers now Get extraordinary advice for using each available ad element headline body text images logos etc for maximum effect How to launch a Facebook advertising campaign and crucial monitoring and optimizing techniques Essential metrics and reporting considerations Captivating case studies drawn from the author's extensive Facebook advertising experience highlighting lessons from challenges and successes Tasty bonus a robust targeting appendix jam packed with amazing targeting combos Packed with hands on tutorials and expert level techniques and tactics for executing an effective advertising campaign this one of a kind book is sure to help you develop implement measure and maintain successful Facebook ad campaigns

**Terms of Disservice** Dipayan Ghosh, 2020-06-16 Designing a new digital social contract for our technological future High technology presents a paradox In just a few decades it has transformed the world making almost limitless quantities of information instantly available to billions of people and reshaping businesses institutions and even entire economies But it also has come to rule our lives addicting many of us to the march of megapixels across electronic screens both large and small Despite its undeniable value technology is exacerbating deep social and political divisions in many societies Elections influenced by fake news and unscrupulous hidden actors the cyber hacking of trusted national institutions the vacuuming of private information by Silicon Valley behemoths ongoing threats to vital infrastructure from terrorist groups and even foreign governments all

these concerns are now part of the daily news cycle and are certain to become increasingly serious into the future In this new world of endless technology how can individuals institutions and governments harness its positive contributions while protecting each of us no matter who or where we are In this book a former Facebook public policy adviser who went on to assist President Obama in the White House offers practical ideas for using technology to create an open and accessible world that protects all consumers and civilians As a computer scientist turned policymaker Dipayan Ghosh answers the biggest questions about technology facing the world today Proving clear and understandable explanations for complex issues Terms of Disservice will guide industry leaders policymakers and the general public as we think about how we ensure that the Internet works for everyone not just Silicon Valley

**10000+ ChatGPT Prompts for Digital Marketing Success** Nick Wishstone, Dive into the digital marketing revolution with 10000 ChatGPT Prompts for Digital Marketing Success Leveraging AI to Elevate Digital Marketing Efforts Generate More Leads and Close More Deals This comprehensive guide is your indispensable resource for harnessing the power of AI in your marketing strategies offering a treasure trove of over 10 000 prompts designed to innovate your approach captivate your audience and skyrocket your sales In today s fast paced digital world staying ahead of the curve is crucial This book is meticulously crafted to help marketers entrepreneurs and businesses of all sizes break through the noise connect with their target audience more effectively and drive unparalleled growth Whether you re looking to refine your social media presence enhance your content strategy master paid advertising or explore the frontiers of AI in digital marketing this collection has something for everyone 10000 ChatGPT Prompts for Digital Marketing Success not only guides you through leveraging ChatGPT for content creation and strategy development but also dives deep into applying AI for analytical insights optimizing ad campaigns and personalizing customer experiences From organic reach and influencer marketing to the nuances of e commerce and lead generation this book covers the entire digital marketing spectrum

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[Amazon Ads for Authors: Unlock Your Full Advertising Potential](#) Ricardo Fayet,2023-01-09 Have you been struggling to sell your books on Amazon In theory Amazon ads should be the most effective way to boost sales a well targeted ad can reach potential readers

at the precise moment they're looking for their next book. But in practice, authors often struggle to run profitable campaigns. After helping hundreds of authors run their Amazon Ads and managing over a million dollars in advertising spend in the process, Reedsy's Co-founder Ricardo Fayet is sharing his best-kept secrets in this Amazon Ads book. In this second book of the popular Reedsy Marketing Guides series, you will learn the fundamental guiding principles of advertising books on Amazon. How to build a comprehensive list of product and keyword targets. What type of ad campaign will best suit your book. How to optimize your click-through rate to boost delivery. How to optimize your campaigns for profit and how to scale and progressively grow your spend while keeping your profit levels. Each step is illustrated with examples and screenshots so that you can immediately apply the advice to your own campaigns. Whether you're just starting with Amazon Advertising or have been running ads for years, this is the book to take your advertising game to the next level. Get your copy now and benefit from all the experience of a seasoned advertising professional.

**Mediated Communication** Philip M. Napoli, 2018-09-24  
Media scholarship has responded to a rapidly evolving media environment that has challenged existing theories and methods while also giving rise to new theoretical and methodological approaches. This volume explores the state of contemporary media research. Focusing on Intellectual Foundations, Theoretical Perspectives, Methodological Approaches, Context and Contemporary Issues, this volume is a valuable resource for media scholars and students.

**How to Become an Amazon Bestseller:** Jonathan K. Hari, Unlock the Secrets to Becoming an Amazon Best Seller. Breaking into the competitive world of Amazon publishing may seem overwhelming, but with the right strategy, success is within reach. This book provides a step-by-step blueprint to help you rise through the ranks, maximize book sales, and achieve best-seller status on the world's largest online marketplace. Inside This Book You'll Discover Proven techniques to optimize your book listing for maximum visibility. The secrets behind effective keyword research and category selection. How to leverage marketing strategies that drive consistent sales. Step-by-step guidance on launching a book that ranks on day one. The power of reviews and how to generate them effortlessly. Advanced tactics to maintain long-term success as an author. The ultimate roadmap to transforming your book into a bestseller. If you're ready to take your publishing career to the next level, this book is your go-to resource. Whether you're a first-time author or an experienced writer looking to boost sales, the strategies inside will give you a competitive edge. Scroll Up and Grab Your Copy Today.

**The Real Estate Wholesaling Bible** Than Merrill, 2014-03-31  
Learn how to make money wholesaling real estate without having to swing a hammer or deal with tenants. Wholesaling is one of the best ways to get started making money in the world of real estate investing. Think of it as the day trading of real estate, except it is simpler and has less risk if you learn how the process works. In fact, when you learn how to do it the right way, you can minimize your risk substantially. The Real Estate Wholesaling Bible teaches what you need to know to profit from real estate wholesaling without needing a lot of capital or previous experience. This rapidly expanding business is relatively simple, profitable, and perfect for today's real estate market. Plus, it's an ideal system for making money even in the toughest real

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**Politics** ,2009 **Brandweek** ,2008-10 **Mediaweek** ,2010-10 *Small Business Sourcebook* ,2010 The Times Index ,2011 Indexes the Times Sunday times and magazine Times literary supplement Times educational supplement Times educational supplement Scotland and the Times higher education supplement

**The New York Times Index** ,2007 **The Shopper Economy: The New Way to Achieve Marketplace Success by Turning Behavior Into Currency** Liz Crawford,2012-04-10 This title provides a framework to understand an important new phenomenon currency based on shopper behaviour and offers ways to use this knowledge to drive marketing programmes

**Official Report of the Debates of the House of Commons** Canada. Parliament. House of Commons,2009-05 **Business World** ,2008 **Parliamentary Debates (Hansard)**. Great Britain. Parliament. House of Commons,2010

**Facebook Advertising For Dummies** Paul Dunay,Richard Krueger,Joel Elad,2010-10-26 Profitable ideas and techniques for advertising on Facebook Tap into the explosive growth of social media and reach your customers with effective Facebook advertising campaigns and savvy insights into how to use this social media phenomenon effectively It s all here and more in this detailed easy to follow guide from two award winning marketers You ll learn what makes a good Facebook ad how to apply the latest strategies and tactics for effective pay per click and cost per impression advertising how to test your ad results and much more Explores Facebook advertising inside and out there are now more than 400 million active Facebook users and over 1 6 million active Pages on Facebook Works as an all around hands on guide for both experienced and new Facebook advertisers Walks you through planning and creating an advertising campaign Explains writing effective ad copy how to use landing pages and how to test and optimize your ads Shows you how to use Facebook Insights to understand your results and how to create reports that analyze data Put your company s best face forward with the sound advertising tips and techniques in Facebook Advertising For Dummies

**Unlocking the Power of Facebook Ads** Helena Judge,2023-05-07 In this book Unlocking the Power of Facebook Ads A Comprehensive Guide to Understanding Ad Targeting Options we will explore the various ad targeting options available on Facebook including interest targeting behavior targeting demographic targeting and more We will dive deep into each targeting option providing insights and best practices for how to use each one effectively to reach your ideal audience and achieve your business goals Whether you re new to Facebook Ads or looking to optimize your current campaigns this guide will provide

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## **Table of Contents Facebook Ad Targeting The Complete List Of Terms**

1. Understanding the eBook Facebook Ad Targeting The Complete List Of Terms
  - The Rise of Digital Reading Facebook Ad Targeting The Complete List Of Terms
  - Advantages of eBooks Over Traditional Books
2. Identifying Facebook Ad Targeting The Complete List Of Terms
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Facebook Ad Targeting The Complete List Of Terms
  - User-Friendly Interface
4. Exploring eBook Recommendations from Facebook Ad Targeting The Complete List Of Terms
  - Personalized Recommendations
  - Facebook Ad Targeting The Complete List Of Terms User Reviews and Ratings
  - Facebook Ad Targeting The Complete List Of Terms and Bestseller Lists

5. Accessing Facebook Ad Targeting The Complete List Of Terms Free and Paid eBooks
  - Facebook Ad Targeting The Complete List Of Terms Public Domain eBooks
  - Facebook Ad Targeting The Complete List Of Terms eBook Subscription Services
  - Facebook Ad Targeting The Complete List Of Terms Budget-Friendly Options
6. Navigating Facebook Ad Targeting The Complete List Of Terms eBook Formats
  - ePub, PDF, MOBI, and More
  - Facebook Ad Targeting The Complete List Of Terms Compatibility with Devices
  - Facebook Ad Targeting The Complete List Of Terms Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Facebook Ad Targeting The Complete List Of Terms
  - Highlighting and Note-Taking Facebook Ad Targeting The Complete List Of Terms
  - Interactive Elements Facebook Ad Targeting The Complete List Of Terms
8. Staying Engaged with Facebook Ad Targeting The Complete List Of Terms
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Facebook Ad Targeting The Complete List Of Terms
9. Balancing eBooks and Physical Books Facebook Ad Targeting The Complete List Of Terms
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Facebook Ad Targeting The Complete List Of Terms
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Facebook Ad Targeting The Complete List Of Terms
  - Setting Reading Goals Facebook Ad Targeting The Complete List Of Terms
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Facebook Ad Targeting The Complete List Of Terms
  - Fact-Checking eBook Content of Facebook Ad Targeting The Complete List Of Terms
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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