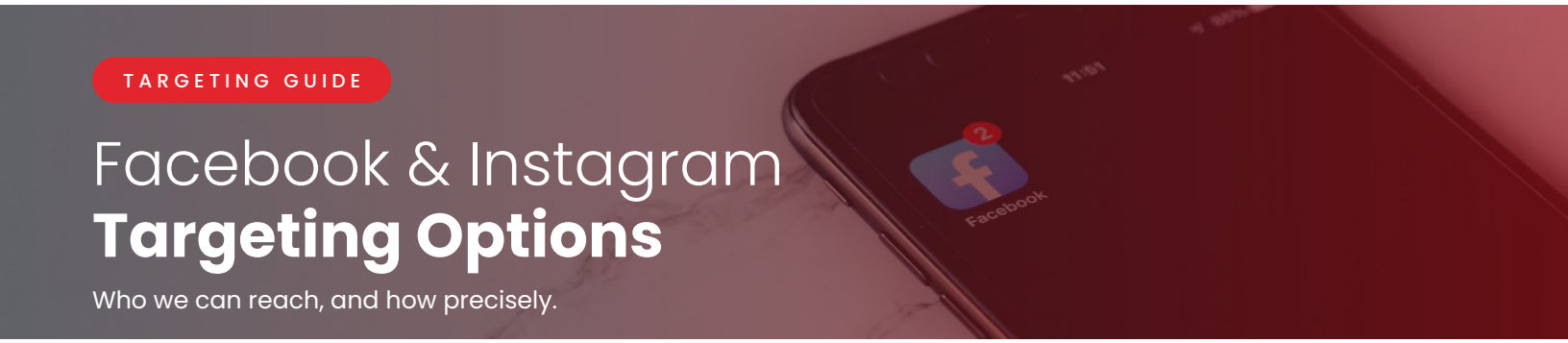


TARGETING GUIDE

Facebook & Instagram **Targeting Options**

Who we can reach, and how precisely.

Meta calls this **"detailed targeting"**: a mix of interest and behavior targeting based on people's activity across Facebook and Instagram. We combine it with the core options below to build your audience.

Location

Country, state, city, congressional district, or ZIP code.

Age

Reach people within a specific age range.

Gender

Women, men, or people of all genders.

Language

People who use specific languages.

Detailed targeting

Include or exclude people based on demographics, interests, and behaviors.

Custom audiences

People who already know you, built from your customer list, website visitors (Meta Pixel), app users, or people who've engaged with you on Facebook and Instagram.

INTEREST AND BEHAVIOR CATEGORIES

BUSINESS AND INDUSTRY

Advertising, Agriculture, Architecture, Aviation, Business, Construction, Economics, Engineering, Entrepreneurship, Higher education, Health care, Management, Marketing, Nursing, Real estate, Retail, Sales, Science, Small business

Banking: Investment banking, Online banking, Retail banking

Design: Fashion design, Graphic design, Interior design

Online: 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

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, 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, Non-fiction books, Romance novels

TV: TV comedies, TV game shows, TV reality shows, TV talkshows

FAMILY AND RELATIONSHIPS

Dating, Family, Fatherhood, Friendship, Marriage, Motherhood, Parenting, Weddings

FITNESS AND WELLNESS

Bodybuilding, Meditation, Physical exercise, Physical fitness, Running, Weight training, Yoga

FOOD AND DRINK

Alcoholic beverages: Beer, Distilled beverages, Wine

Beverages: Coffee, Energy drinks, Juice, Soft drinks, Tea

Cooking: Baking, Recipes

Cuisine: Chinese cuisine, French cuisine, 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

General: Current events

Home and garden: Do it yourself (DIY), 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, Vacations

Vehicles: Automobiles, Boats, Electric vehicles, Hybrids, Minivans, Motorcycles, 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

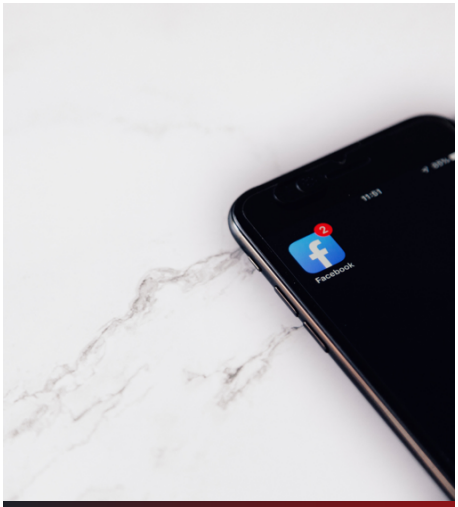
Outdoor recreation: Boating, Camping, Fishing, Horseback riding, Hunting, Mountain biking, Surfing

Sports: American football, Association football (Soccer), Auto racing, Baseball, 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



Not sure where to start?

Tell us about your best customers. We'll combine these options into an audience built around them.

maxmediadigitalllc.com