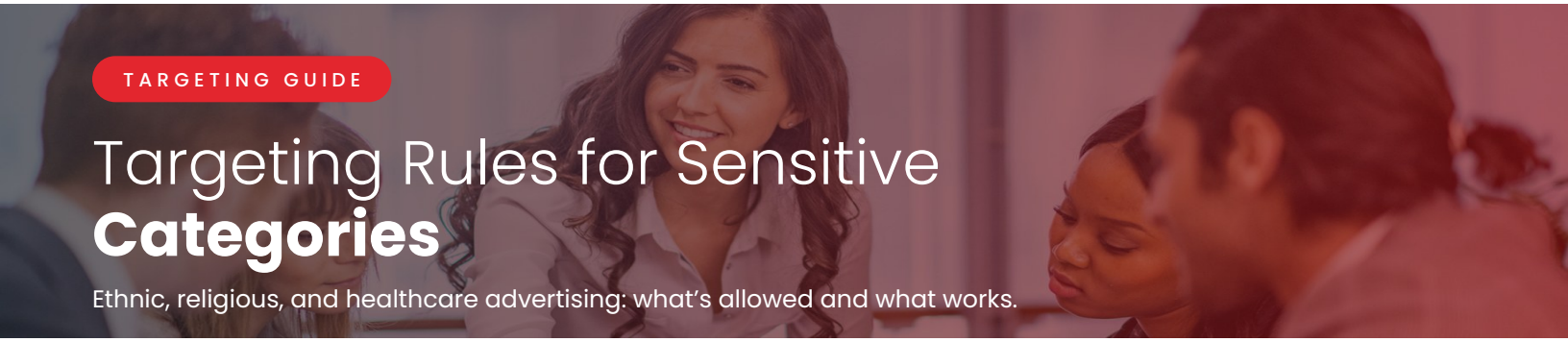


TARGETING GUIDE

Targeting Rules for Sensitive **Categories**

Ethnic, religious, and healthcare advertising: what's allowed and what works.

WHAT CHANGED

Across the digital advertising industry, major platforms including Google and Meta no longer allow ads to target people based on their **ethnic or religious identity**, and **healthcare-related** campaigns face added limits.

These rules are designed to prevent discrimination, protect privacy, and support laws like the GDPR and the California Consumer Privacy Act (CCPA). The good news: there are still plenty of effective ways to reach the right people.

Effective alternatives we use

- Interests
- Content and context
- Language
- Retargeting
- Geography



Ethnic targeting

Example: a Mexican restaurant. You can't target people who identify as Mexican, Hispanic, or Latino. Instead, target by:

Language

- Spanish speakers

Interests

- Mexican food
- Latino music
- Hispanic culture

Context and geography

- World cuisines
- Latin America
- Restaurants
- Your local area



Religious targeting

Example: a Christian organization. You can't target people who identify as Christian or Catholic. Instead, target by:

Interests

- Christian music
- Christian television
- Christian organizations
- Religious reading

Context and geography

- Christianity
- Religious music
- Spirituality
- Your local area



Healthcare advertising

If your business, your targeting, or your ad creative is related to health in any way, talk with us before we build your plan. We'll review your landing page, creative, and products to make sure your campaign meets every platform's rules.