

# THE COMPLETE GUIDE TO AD TARGETING

## DEMOGRAPHICS

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| <b>LOCATION</b> <ul style="list-style-type: none"><li>Physical Location<ul style="list-style-type: none"><li>Region</li><li>Country</li><li>City</li><li>Zip/Postal Code</li><li>Address</li><li>Market Area</li><li>Dropped Pin</li><li>Airport</li></ul></li><li>Relation to Location<ul style="list-style-type: none"><li>Everyone in this location</li><li>People who live in this location</li><li>People recently in this location</li><li>People travelling in this location</li></ul></li></ul> | <b>LANGUAGES</b> <ul style="list-style-type: none"><li>Arabic</li><li>Chinese</li><li>Czech</li><li>Danish</li><li>Dutch</li><li>English</li><li>Finnish</li><li>French</li><li>German</li><li>Afrikaans</li><li>Armenian</li><li>Azerbaijani</li><li>Catalan</li><li>Cebuano</li><li>Esperanto</li><li>Estonian</li><li>Faroese</li><li>Polish</li><li>Hebrew</li><li>Hindi</li><li>Hungarian</li><li>Indonesian</li><li>Italian</li><li>Japanese</li><li>Korean</li><li>Norwegian</li><li>Filipino</li><li>Frisian</li><li>Georgian</li><li>Greek</li><li>Galician</li><li>Guarani</li><li>Gujarati</li><li>Pashto</li><li>Persian</li><li>Portuguese</li><li>Romanian</li><li>Russian</li><li>Spanish</li><li>Swedish</li><li>Thai</li><li>Turkish</li><li>Vietnamese</li><li>Portuguese</li><li>Punjabi</li><li>Hungarian</li><li>Icelandic</li><li>Irish</li><li>Javanese</li><li>Kannada</li><li>Kazakh</li><li>Khmer</li><li>Kurdish</li><li>Nepali</li><li>Serbian</li><li>Sinhala</li><li>Slovak</li><li>Slovenian</li><li>Swahili</li><li>Ukrainian</li><li>Urdu</li><li>Uzbek</li><li>Welsh</li><li>Croatian</li><li>Albanian</li><li>German</li></ul> | <b>FRIENDS OF</b> <ul style="list-style-type: none"><li>Friends of Newly Engaged</li><li>Friends of Newlywed</li><li>Friends of Recently Moved</li><li>Friends of Upcoming Birthday</li></ul>                                                                                                                                                                                                                               | <b>HOME</b> <ul style="list-style-type: none"><li>Veterans in home</li><li>Working women</li><li>Young &amp; hip</li><li>Young adults in home</li></ul> |
| <b>EDUCATION</b> <ul style="list-style-type: none"><li>Education level<ul style="list-style-type: none"><li>In High School</li><li>Some High School</li><li>High School Grad</li><li>Professional Degree</li><li>In College</li><li>Some College</li><li>Field of Study</li><li>Undergrad years</li></ul></li><li>Associate's Degree</li><li>College Grad</li><li>In Grad School</li><li>Master's Degree</li><li>Doctorate Degree</li><li>Unspecified</li><li>Schools</li></ul>                         | <b>WORK</b> <ul style="list-style-type: none"><li>Office Type<ul style="list-style-type: none"><li>Home Office</li><li>Small Business</li><li>Small Office</li><li>Industries<ul style="list-style-type: none"><li>Administrative Services</li><li>Architecture &amp; Engineering</li><li>Arts, Entertainment, Sports &amp; Media</li><li>Business &amp; Financial</li><li>Cleaning &amp; Maintenance Services</li><li>Community &amp; Social Services</li><li>Computation &amp; Mathematics</li><li>Construction &amp; Extraction</li><li>Education &amp; Libraries</li><li>Farming, Fishing &amp; Forestry</li><li>Food and Restaurants</li><li>Government Employees</li><li>Healthcare &amp; Medical Services</li></ul></li></ul></li><li>Employers<ul style="list-style-type: none"><li>Job Title</li><li>IT &amp; Technical Services</li><li>Installation &amp; Repair Services</li><li>Legal Services</li><li>Life, Physical &amp; Social Science</li><li>Management</li><li>Military</li><li>Production</li><li>Protective Service</li><li>Sales</li><li>Transportation &amp; Moving</li><li>Veterans</li></ul></li></ul>                                  | <b>PARENTS</b> <ul style="list-style-type: none"><li>Expectant Parents</li><li>New Parents</li><li>Parents with Preschoolers</li><li>Parents with Teenagers</li><li>Parents with Preteens</li><li>Parents with Adult Children</li><li>Parents (All)</li><li>Parents with early school-age children</li><li>Parents with toddlers</li></ul>                                                                                  |                                                                                                                                                         |
| <b>FINANCE</b> <ul style="list-style-type: none"><li>Household income: top 10% of ZIP codes (US)</li><li>Household income: top 10%-25% of ZIP codes (US)</li><li>Household income: top 25%-50% of ZIP codes (US)</li><li>Household income: top 5% of ZIP codes (US)</li></ul>                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>POLITICS [U.S.]</b> <ul style="list-style-type: none"><li>US Politics (Very Conservative)</li><li>US Politics (Conservative)</li><li>US Politics (Moderate)</li><li>US Politics (Liberal)</li><li>US Politics (Very Liberal)</li><li>Likely to engage with political content (conservative)</li><li>Likely to engage with political content (liberal)</li><li>Likely to engage in political content (moderate)</li></ul> |                                                                                                                                                         |
| <b>AGE</b> <ul style="list-style-type: none"><li>Select between age 13 and 65+</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>RELATIONSHIP</b> <ul style="list-style-type: none"><li>Relationship Status<ul style="list-style-type: none"><li>Single</li><li>In a Relationship</li><li>Married</li><li>Engaged</li><li>Civil Union</li><li>Complicated</li></ul></li><li>Open Relationship</li><li>Domestic Partnership</li><li>Separated</li><li>Divorced</li><li>Widowed</li><li>Unspecified</li></ul>                                               |                                                                                                                                                         |
| <b>GENDER</b> <ul style="list-style-type: none"><li>All</li><li>Men</li><li>Women</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                             | <b>LIFE EVENTS</b> <ul style="list-style-type: none"><li>Anniversary within 30 Days</li><li>Away from Family</li><li>Away from Hometown</li><li>Long-Distance Relationship</li><li>New Job</li><li>New Relationship</li><li>Anniversary within 31-60 days</li><li>Newly Engaged [3 months, 6 months, 1 year]</li><li>Newlywed [3 months, 6 months, 1 year]</li><li>Recently Moved</li><li>Upcoming Birthday</li><li>Birthday Month [January-December]</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                         |

## CONNECTIONS

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| <b>FACEBOOK PAGE</b> <ul style="list-style-type: none"><li>People who like your page</li><li>Friends of people who like your page</li><li>Exclude people who like your page</li><li>Advanced combinations including Apps &amp; Events</li></ul> | <b>APP</b> <ul style="list-style-type: none"><li>People who used your app</li><li>Friends of people who used your app</li><li>Exclude people who used your app</li><li>Advanced combinations including Fan Pages &amp; Events</li></ul> | <b>EVENT</b> <ul style="list-style-type: none"><li>Advanced combinations including Fan Pages &amp; Apps</li><li>People who respond to your event</li><li>Exclude people who already responded to your event</li></ul> |
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## INTERESTS

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| <b>HOBBIES &amp; ACTIVITIES</b> <ul style="list-style-type: none"><li>Arts &amp; Music<ul style="list-style-type: none"><li>Acting</li><li>Crafts</li><li>Dance</li><li>Drawing</li><li>Drums</li><li>Fine Art</li><li>Guitar</li><li>Painting</li><li>Performing Arts</li><li>Photography</li><li>Sculpture</li><li>Singing</li><li>Writing</li></ul></li><li>Pets<ul style="list-style-type: none"><li>Birds</li><li>Cats</li><li>Dogs</li><li>Fish</li><li>Horses</li><li>Pet Food</li><li>Reptiles</li><li>Rabbits</li></ul></li><li>Politics &amp; Social Issues<ul style="list-style-type: none"><li>Charity &amp; Causes</li><li>Community Issues</li><li>Environmentalism</li><li>Law</li><li>Military</li><li>Politics</li><li>Religion</li><li>Sustainability</li><li>Veterans</li><li>Volunteering</li></ul></li><li>Current Events<ul style="list-style-type: none"><li>Home &amp; Garden</li><li>Do it yourself</li><li>Furniture</li><li>Gardening</li><li>Home Appliance</li><li>Home Improvement</li><li>Do it yourself (DIY)</li></ul></li><li>Travel<ul style="list-style-type: none"><li>Adventure Travel</li><li>Air Travel</li><li>Beaches</li><li>Car Rentals</li><li>Cruises</li><li>Ecotourism</li><li>Hotel</li><li>Lakes</li><li>Mountains</li><li>Nature</li><li>Theme Parks</li><li>Tourism</li><li>Vacations</li></ul></li><li>Vehicles<ul style="list-style-type: none"><li>Automobiles</li><li>Boats</li><li>Electric Vehicle</li><li>Hybrids</li><li>Minivan</li><li>Motorcycles</li><li>RVs</li><li>SUVs</li><li>Scoters</li><li>Trucks</li></ul></li></ul> | <b>ENTERTAINMENT</b> <ul style="list-style-type: none"><li>Games<ul style="list-style-type: none"><li>Action Games</li><li>Board Games</li><li>Browser Games</li><li>Card Games</li><li>Casino Games</li><li>First-person Shooter Games</li><li>Gambling</li><li>Massively Multiplayer Online Games</li><li>Massively Multiplayer Online Role-Playing Games</li><li>Online Games</li><li>Online Poker</li><li>Puzzle Video Games</li><li>Racing Games</li><li>Role-playing Games</li><li>Shooter Games</li><li>Simulation Games</li><li>Sports Games</li><li>Strategy Games</li><li>Video Games</li><li>Word Games</li></ul></li><li>Life Events<ul style="list-style-type: none"><li>Ballet</li><li>Bars</li><li>Concerts</li><li>Dancehalls</li><li>Music Festivals</li><li>Nightclubs</li><li>Parties</li><li>Plays</li><li>Theatre</li></ul></li><li>TV<ul style="list-style-type: none"><li>TV Comedies</li><li>TV Game Shows</li><li>TV Reality Shows</li><li>TV Talk Shows</li></ul></li><li>Movies<ul style="list-style-type: none"><li>Action Movies</li><li>Animated Movies</li><li>Anime Movies</li><li>Bollywood Movies</li><li>Comedy Movies</li><li>Documentary Movies</li><li>Drama Movies</li><li>Fantasy Movies</li><li>Horror Movies</li><li>Musical Theater</li><li>Science Fiction Movies</li><li>Thriller Movies</li></ul></li><li>Music<ul style="list-style-type: none"><li>Blues Music</li><li>Classical Music</li><li>Country Music</li><li>Dance Music</li><li>Electronic</li><li>Gospel</li><li>Heavy Metal Music</li><li>Hip Hop Music</li><li>Jazz Music</li><li>Music Videos</li><li>Pop Music</li><li>Rhythm &amp; Blues Music</li><li>Rock Music</li><li>Soul Music</li></ul></li><li>Reading<ul style="list-style-type: none"><li>Comics</li><li>E-books</li><li>Fiction Books</li><li>Literature</li><li>Magazines</li><li>Manga</li><li>Mystery Fiction</li><li>Newspaper</li><li>Non-fiction Books</li><li>Romance Novels</li><li>Books</li></ul></li></ul> | <b>BUSINESS &amp; INDUSTRY</b> <ul style="list-style-type: none"><li>Advertising<ul style="list-style-type: none"><li>Agriculture</li><li>Architecture</li><li>Aviation</li><li>Banking<ul style="list-style-type: none"><li>Investment Banking</li></ul></li><li>Online Banking</li><li>Retail Banking</li><li>Business</li><li>Construction</li><li>Design<ul style="list-style-type: none"><li>Fashion Design</li><li>Graphic Design</li><li>Interior Design</li></ul></li><li>Economics</li><li>Engineering</li><li>Entrepreneurship</li><li>Health Care</li><li>Higher Education</li><li>Management</li><li>Marketing</li><li>Nursing</li></ul></li><li>Online<ul style="list-style-type: none"><li>Digital Marketing</li><li>Display Marketing</li><li>Email marketing</li><li>Online Advertising</li><li>Social Media</li><li>Social Media Marketing</li><li>Web Design</li><li>Web Development</li><li>Web Hosting</li><li>Personal Finance</li><li>Credit Cards</li><li>Insurance</li><li>Investment</li><li>Mortgage Loans</li><li>Real Estate</li><li>Retail</li><li>Sales</li><li>Science</li><li>Small Business</li></ul></li></ul>                                                                     |
| <b>SPORTS &amp; OUTDOORS</b> <ul style="list-style-type: none"><li>Sports<ul style="list-style-type: none"><li>American Football</li><li>Association Football (Soccer)</li><li>Auto Racing</li><li>Baseball</li><li>Basketball</li><li>College Football</li><li>Golf</li><li>Marathon</li><li>Skiing</li><li>Snowboarding</li><li>Swimming</li><li>Tennis</li><li>Triathlons</li><li>Volleyball</li></ul></li><li>Outdoor Recreation<ul style="list-style-type: none"><li>Boating</li><li>Camping</li><li>Fishing</li><li>Hiking</li><li>Horseback Riding</li><li>Hunting</li><li>Mountain Biking</li><li>Surfing</li></ul></li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>SHOPPING &amp; FASHION</b> <ul style="list-style-type: none"><li>Beauty<ul style="list-style-type: none"><li>Beauty Salons</li><li>Cosmetics</li><li>Fragrances</li><li>Hair Products</li><li>Spas</li><li>Tattoos</li></ul></li><li>Clothing<ul style="list-style-type: none"><li>Children's Clothing</li><li>Men's Clothing</li><li>Shoes</li><li>Online Shopping</li><li>Women's Clothing</li><li>Toys</li></ul></li><li>Fashion Accessories<ul style="list-style-type: none"><li>Dresses</li><li>Handbags</li><li>Jewelry</li><li>Sunglasses</li><li>Shopping</li><li>Boutiques</li><li>Coupons</li><li>Discount Stores</li><li>Luxury Goods</li><li>Online Shopping</li><li>Shopping Malls</li></ul></li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>FOOD &amp; DRINK</b> <ul style="list-style-type: none"><li>Alcoholic Beverages<ul style="list-style-type: none"><li>Beer</li><li>Distilled Beverage</li><li>Wine</li></ul></li><li>Cooking<ul style="list-style-type: none"><li>Baking</li><li>Recipes</li></ul></li><li>Cuisine<ul style="list-style-type: none"><li>Chinese Cuisine</li><li>French Cuisine</li><li>German Cuisine</li><li>Greek Cuisine</li><li>Indian Cuisine</li><li>Italian Cuisine</li><li>Japanese Cuisine</li><li>Korean Cuisine</li><li>Latin American Cuisine</li><li>Mexican Cuisine</li><li>Middle Eastern Cuisine</li><li>Spanish Cuisine</li><li>Thai Cuisine</li><li>Vietnamese Cuisine</li></ul></li><li>Beverages<ul style="list-style-type: none"><li>Coffee</li><li>Energy Drinks</li><li>Juice</li><li>Soft Drinks</li><li>Tea</li></ul></li><li>Food<ul style="list-style-type: none"><li>BBQ</li><li>Chocolate</li><li>Desserts</li><li>Fast Food</li><li>Organic Food</li><li>Pizza</li><li>Seafood</li><li>Veganism</li><li>Vegetarianism</li></ul></li><li>Restaurant<ul style="list-style-type: none"><li>Coffeehouses</li><li>Diners</li><li>Fast Casual Restaurants</li><li>Fast Food Restaurants</li></ul></li></ul> |
| <b>FITNESS &amp; WELLNESS</b> <ul style="list-style-type: none"><li>Bodybuilding</li><li>Dieting</li><li>Gyms</li><li>Meditation</li><li>Nutrition</li><li>Physical Exercise</li><li>Physical Fitness</li><li>Running</li><li>Weight Training</li><li>Yoga</li><li>Zumba</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>FAMILY &amp; RELATIONSHIPS</b> <ul style="list-style-type: none"><li>Family<ul style="list-style-type: none"><li>Fatherhood</li><li>Motherhood</li><li>Friendship</li></ul></li><li>Dating</li><li>Marriage</li><li>Weddings</li><li>Parenting</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

## CUSTOM AUDIENCES

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| <b>WEBSITE TRAFFIC</b> <p>Create a list of people who visit your website or view specific web pages (Max: 180 Days).</p> <ul style="list-style-type: none"><li>Anyone who visits your website</li><li>People who visit specific web pages</li><li>People visiting specific web pages but not others</li><li>People who haven't visited in a certain amount of time</li><li>Based on time spent on your website</li><li>Custom Combination</li><li>Include</li><li>Exclude</li></ul> | <b>CUSTOMER FILE</b> <p>Use a customer file to match your customers with people on Facebook and create an audience from the matches.</p> <ul style="list-style-type: none"><li>Email</li><li>Phone</li><li>Mobile Advertiser ID</li><li>First Name</li><li>Last Name</li><li>Zip Code, Postal Code</li><li>City</li><li>State/Province</li><li>Country</li><li>Date of Birth</li><li>Year of Birth</li><li>Gender</li><li>Age</li><li>Facebook App User ID</li><li>Facebook Page User ID</li></ul> | <b>ENGAGEMENT ON FACEBOOK</b> <p>Create a list of people who have engaged with your content on Facebook.</p> <ul style="list-style-type: none"><li>Video Views<ul style="list-style-type: none"><li>People who viewed 3 or 10 sec</li><li>People who viewed 25%, 50%, 75%, 95%</li></ul></li><li>Lead Ads [Max: 90 Days]<ul style="list-style-type: none"><li>Anyone who opened this form</li><li>People who opened but didn't submit form</li><li>People who opened and submitted form</li><li>Fullscreen Experience [Max: 365 Days]</li><li>People who opened this Instant Experience</li><li>People who clicked on this Instant Experience</li></ul></li></ul> |
| <b>EVENTS</b> <ul style="list-style-type: none"><li>People who responded going or interested</li><li>People who have responded going</li><li>People who have responded interested</li><li>People who have visited the event page</li><li>People who have engaged</li><li>People who have engaged with tickets</li><li>People who have purchased tickets</li><li>People who had intention of purchasing tickets</li></ul>                                                            | <b>APP ACTIVITY</b> <p>Create a list of people who have taken a specific action in your app or game.</p> <ul style="list-style-type: none"><li>Anyone who opened the App.</li><li>Users by segment</li><li>Include</li><li>Most active users</li><li>Users by purchase amount</li><li>Exclude</li></ul>                                                                                                                                                                                            | <b>FACEBOOK PAGE</b> <ul style="list-style-type: none"><li>Anyone who visited your page</li><li>People who engaged with any post or ad</li><li>People who clicked any call-to-action button</li><li>People who sent a message to your page</li><li>People who saved your page or any post</li></ul>                                                                                                                                                                                                                                                                                                                                                               |
| <b>LOOKALIKE AUDIENCE</b> <p>Find new people on facebook who are similar to your most valuable audiences.</p> <ul style="list-style-type: none"><li>Source Custom Audience</li><li>Audience Size [1-10% of Country]</li><li>Location</li></ul>                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>INSTAGRAM BUSINESS PROFILE</b> <ul style="list-style-type: none"><li>Everyone who engaged with your business</li><li>Anyone who visited your business profile</li><li>People who engaged with any post or ad</li><li>People who sent a message to your business profile</li><li>People who saved any post or ad</li></ul>                                                                                                                                                                                                                                                                                                                                      |

## BEHAVIORS

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| <b>MULTICULTURAL AFFINITY</b> <ul style="list-style-type: none"><li>African American (US)</li><li>Hispanic (US-English dominant)</li><li>Hispanic (US-Spanish dominant)</li><li>Asian American (US)</li><li>Hispanic (US-All)</li><li>Hispanic (US-Bilingual)</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>PURCHASE BEHAVIOR</b> <ul style="list-style-type: none"><li>Engaged shoppers</li><li>Business and finance</li><li>Purchase behavior &gt; engaged shoppers</li><li>Small business owners</li><li>Console gamers</li></ul> | <b>MOBILE DEVICE USER/DEVICE USE TIME</b> <ul style="list-style-type: none"><li>Less than 1 month</li><li>1-3 months</li><li>10-12 months</li><li>13-18 months</li><li>4-6 months</li><li>7-9 months</li><li>25 months+</li><li>19-24 months</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>TRAVEL</b> <ul style="list-style-type: none"><li>Frequent international travelers</li><li>Returned from trip 1 week, 2 weeks ago</li><li>Travel &gt; commuters</li><li>Travel &amp; Tourism page admins</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>SOCCER</b> <ul style="list-style-type: none"><li>Friends of soccer fans</li><li>Soccer fans (high content engagement)</li><li>Soccer fans (moderate content engagement)</li></ul>                                        | <b>ANNIVERSARY</b> <p>Marketing API Developers (Last 90 Days)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>MOBILE DEVICE USER</b> <ul style="list-style-type: none"><li>All mobile devices by operating system</li><li>Android devices, Apple iOS devices, Windows phones</li><li>Samsung Galaxy S4, S5, S6, S7, S7 Edge, S8, S8+, S9+, S9+</li><li>Samsung Grand, Grand 2</li><li>Samsung Galaxy Note 3, 4, 5, 7, 8</li><li>Samsung Galaxy S4 Mini</li><li>Samsung Galaxy III Mini</li><li>Samsung S III devices</li><li>Samsung Galaxy Tab 2, 3, 4, Pro, S</li><li>Samsung Galaxy Y devices</li><li>Sony Xperia M</li><li>Xperia Z</li><li>Xperia Z Ultra</li><li>Xperia Z3</li><li>Amazon Kindle Fire</li><li>iPad 1, 2, 3, 4,</li><li>iPad Air, Air 2</li><li>iPad Mini 1, 2, 3</li><li>iPhone 4, 4S, 5, 5C, 5S, 6, 6 Plus, 7, 7 Plus, SE, 8, 8 Plus, iPhone X</li><li>iPod Touch</li><li>HTC mobile devices</li><li>Motorola Android mobile devices</li><li>Samsung Android mobile devices</li><li>Sony Android mobile devices</li><li>LG Android mobile devices</li><li>Google Pixel</li><li>Nexus 5</li><li>HTC One</li><li>LG G2 devices</li><li>LG G3</li><li>LG V10</li><li>Alcatel</li><li>Cherry Mobile</li><li>Gionee</li><li>Huawei</li><li>Karbonn</li><li>Micromax</li><li>Oppo</li><li>Tecno</li><li>VIVI devices</li><li>Xiaomi</li><li>ZTE</li><li>Android: 360 degree media not supported</li><li>Android 360: degree media supported</li><li>All mobile devices</li><li>Feature phones</li><li>Smartphones and tablets</li><li>Tablets</li><li>New smartphone and tablet users</li><li>OnePlus</li><li>Network connection 2G, 3G, 4G, WIFI</li></ul> |                                                                                                                                                                                                                             | <b>DIGITAL ACTIVITIES</b> <ul style="list-style-type: none"><li>Canvas gaming [played canvas games] (last 3.7 14 days or yesterday/FB payments users)</li><li>(30 days, 80 days, or higher than the average spend)</li><li>Internet browser used-mac os x, mac sierra, windows 7</li><li>Windows 8 windows vista, windows xp</li><li>Business page admins</li><li>Community &amp; club page admins</li><li>Facebook page admins</li><li>Facebook &amp; restaurant page admins</li><li>Health and beauty page admins</li><li>Retail page admins</li><li>Sports page admins</li><li>Travel &amp; tourism page admins</li><li>Operating System Used-Facebook Access (OS) windows</li><li>Average Engagement [0/7 days-7/7 days]</li><li>Console gamers</li><li>Internet Browser used</li><li>Primary Email Domain [AOL, Apple, Gmail, Hotmail, MSN, Yahoo]</li><li>Small Business Owners</li><li>Technology Adopters</li><li>FB access: older devices and OS</li></ul> |
| <b>MORE CATEGORIES</b> <ul style="list-style-type: none"><li>Personal Care &amp; home services</li><li>Interested in upcoming events</li><li>Manicnting API Developers</li><li>Fast Food</li><li>Nail Care</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>FACEBOOK PAGE</b> <ul style="list-style-type: none"><li>Business page admins</li><li>Food &amp; restaurant page admins</li><li>Health &amp; beauty page admins</li><li>Sports page admins</li></ul>                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

## BEHAVIORS

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| <b>EXPATS</b> <ul style="list-style-type: none"><li>Close friends of expats</li><li>Family of expats</li><li>Argentina</li><li>Argentina</li><li>Australia</li><li>Austria</li><li>Bangladesh</li><li>Brazil</li><li>Cameroon</li><li>Canada</li><li>Chile</li><li>China</li><li>Colombia</li><li>Egypt</li><li>Ethiopia</li><li>France</li><li>Germany</li><li>Greece</li><li>Cyprus</li><li>Lithuania</li><li>India</li><li>Indonesia</li><li>Ireland</li><li>Israel</li><li>Italy</li><li>Japan</li><li>Kenya</li><li>Malaysia</li><li>Mexico</li><li>Morocco</li><li>Nepal</li><li>New Zealand</li><li>Nigeria</li><li>Pakistan</li><li>Peru</li><li>Venezuela</li><li>Philippines</li><li>Hungary</li><li>Belgium</li><li>Rwanda</li><li>Honduras</li><li>Puerto Rico</li><li>Romania</li><li>Russia</li><li>Senegal</li><li>Serbia</li><li>Singapore</li><li>South Africa</li><li>South Korea</li><li>Spain</li><li>Switzerland</li><li>UAE</li><li>UK</li><li>USA</li><li>Vietnam</li><li>Portugal</li><li>Hong Kong</li><li>Cuba</li><li>Czech Republic</li><li>Denmark</li><li>El Salvador</li><li>Estonia</li><li>Finland</li><li>Ghana</li><li>Guatemala</li><li>Haiti</li><li>Flory Coast</li><li>Jamaica</li><li>Jordan</li><li>KSA</li><li>Kuwait</li><li>Latvia</li><li>Lebanon</li><li>Cituvania</li><li>Sierra Leone</li><li>Thailand</li><li>Ghana</li><li>Luxembourg</li><li>Malta</li><li>Monaco</li><li>Netherlands</li><li>Norway</li><li>Qatar</li><li>Slovakia</li><li>Slovenia</li><li>Sri Lanka</li><li>Sweden</li><li>Truzania</li><li>Thailand</li><li>Uganda</li><li>Zambia</li><li>Congo DRC</li><li>JSweden</li><li>Zambia</li><li>Estonia</li><li>Tanzania</li></ul> | <b>CONSUMER CLASSIFICATION</b> <ul style="list-style-type: none"><li>People who prefer high-value goods in Argentina</li><li>People who prefer mid and high-value goods in Argentina</li><li>People who prefer high-value goods in Brazil</li><li>People who prefer mid and high-value goods in Brazil</li><li>People who prefer high-value goods in Chile</li><li>People who prefer mid and high-value goods in Chile</li><li>People who prefer high-value goods in India</li><li>People who prefer mid and high-value goods in India</li><li>People who prefer high-value goods in Indonesia</li><li>People who prefer mid and high-value goods in Indonesia</li><li>People who prefer high-value goods in Kingdom of Saudi Arabia</li><li>People who prefer mid and high-value goods in Kingdom of Saudi Arabia</li><li>People who prefer high-value goods in Malaysia</li><li>People who prefer mid and high-value goods in Malaysia</li><li>People who prefer high-value goods in Pakistan</li><li>People who prefer mid and high-value goods in Pakistan</li><li>People who prefer high-value goods in Philippines</li><li>People who prefer mid and high-value goods in Philippines</li><li>People who prefer mid and high-value goods in South Africa</li><li>People who prefer mid and high-value goods in Turkey</li><li>People who prefer mid and high-value goods in Turkey</li><li>People who prefer high-value goods in UAE</li><li>People who prefer mid and high-value goods in UAE</li></ul> |
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