

Hi there. You found our Complete Guide to Facebook Ad Targeting. This is an internal guide we've used as a [Facebook Ads Agency](#) to improve our ad targeting and we wanted to make it available so that others improve their Facebook ad campaigns. This guide is available in a high-res infographic and printable PDF version so you can keep it next to you while creating ad campaigns.

If you find this guide valuable, please share on social media (use [#advertisemint](#)). You're also welcome to post this guide on your website or blog as a useful resource, all we ask is that you include a link back this page or [advertisemint.com](#). Enjoy!

UPDATE: Our new Facebook "Hidden" Ad Targeting Guide is now available for download at the bottom of this page.

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FACEBOOK PAGE	APP	EVENT
<ul style="list-style-type: none"> Facebook Page: Facebook Page Facebook App: Facebook App Facebook Event: Facebook Event 	<ul style="list-style-type: none"> Facebook App: Facebook App Facebook Event: Facebook Event Facebook Page: Facebook Page 	<ul style="list-style-type: none"> Facebook Event: Facebook Event Facebook Page: Facebook Page Facebook App: Facebook App

The image displays a grid of 12 icons, each representing a different category. Each icon consists of a small graphic (like a camera, a shopping bag, or a person) and a list of related terms. The categories are: Hobbies & Activities, Entertainment, Business & Industry, Technology, Food & Drink, Family & Relationships, Sports & Outdoors, Shopping & Fashion, Fitness & Wellness, and Education. The icons are arranged in a 4x3 grid.

WEBSITE TRAFFIC 1. Total website visits: 12,345 2. Unique visitors: 8,765 3. Page views: 23,456 4. Bounce rate: 45.67% 5. Average session duration: 2:34 6. Conversion rate: 3.21% 7. Top landing pages: - /about-us - /products - /contact-us 8. Traffic sources: - Organic search: 45.67% - Direct: 34.56% - Social media: 12.34% - Referrals: 7.89%	CUSTOMER FILE 1. Total customers: 5,678 2. New customers: 1,234 3. Repeat customers: 4,444 4. Customer demographics: - Age: 25-34 (45.67%), 35-44 (34.56%), 45-54 (12.34%), 55-64 (7.89%) - Gender: Male (56.78%), Female (43.21%) - Location: New York (34.56%), California (23.45%), Texas (12.34%) 5. Customer segments: - Segment A: 1,234 - Segment B: 2,345 - Segment C: 1,100	ENGAGEMENT ON FACEBOOK 1. Total posts: 123 2. Total likes: 5,678 3. Total comments: 1,234 4. Total shares: 987 5. Top performing posts: - Post 1: 1,234 likes, 456 comments - Post 2: 987 likes, 345 comments - Post 3: 765 likes, 234 comments 6. Engagement rate: 8.90% 7. Follower growth: +1,234 followers
EVENTS 1. Total events: 5 2. Event details: - Event 1: 100 attendees - Event 2: 150 attendees - Event 3: 200 attendees - Event 4: 250 attendees - Event 5: 300 attendees 3. Event feedback: - Average rating: 4.5/5 - Comments: 12	APP ACTIVITY 1. Total app downloads: 1,234 2. Total app installs: 567 3. Total app sessions: 12,345 4. Total app crashes: 12 5. App performance metrics: - Average session duration: 3:45 - Average time to first purchase: 2:34 - Average time to repeat purchase: 1:23	FACEBOOK PAGE 1. Total page likes: 12,345 2. Total page followers: 5,678 3. Total page posts: 123 4. Total page comments: 1,234 5. Total page shares: 987 6. Page engagement rate: 8.90% 7. Page follower growth: +1,234 followers
LOOKALIKE AUDIENCE 1. Total lookalike audience: 1,234 2. Lookalike audience demographics: - Age: 25-34 (45.67%), 35-44 (34.56%), 45-54 (12.34%), 55-64 (7.89%) - Gender: Male (56.78%), Female (43.21%) - Location: New York (34.56%), California (23.45%), Texas (12.34%) 3. Lookalike audience segments: - Segment A: 1,234 - Segment B: 2,345 - Segment C: 1,100		INSTAGRAM BUSINESS PROFILE 1. Total posts: 123 2. Total likes: 5,678 3. Total comments: 1,234 4. Total shares: 987 5. Top performing posts: - Post 1: 1,234 likes, 456 comments - Post 2: 987 likes, 345 comments - Post 3: 765 likes, 234 comments 6. Engagement rate: 8.90% 7. Follower growth: +1,234 followers

MULTICULTURAL AFFINITY <ul style="list-style-type: none"> 1. I understand and respect the differences between cultures. 2. I value diversity in my community. 3. I am open to learning from other cultures. 4. I respect the customs and traditions of other cultures. 5. I am comfortable interacting with people from different backgrounds. 	PURCHASE BEHAVIOR <ul style="list-style-type: none"> 1. I research products before making a purchase. 2. I compare prices across different retailers. 3. I look for discounts and promotions. 4. I read reviews before buying a product. 5. I consider the quality of a product before purchasing. 	MOBILE DEVICE USER/DEVICE USE TIME <ul style="list-style-type: none"> 1. I use my mobile device frequently. 2. I use my mobile device for more than 3 hours per day. 3. I use my mobile device for work-related tasks. 4. I use my mobile device for entertainment purposes. 5. I use my mobile device for social media.
TRAVEL <ul style="list-style-type: none"> 1. I travel frequently for work or leisure. 2. I travel to different countries or continents. 3. I travel alone. 4. I travel with family or friends. 5. I travel for business purposes. 	SKOGE R <ul style="list-style-type: none"> 1. I am a frequent traveler. 2. I travel to different countries or continents. 3. I travel alone. 4. I travel with family or friends. 5. I travel for business purposes. 	ADVERTISING <ul style="list-style-type: none"> 1. I am interested in advertising. 2. I use advertising to promote my business. 3. I use advertising to reach my target audience. 4. I use advertising to increase my sales. 5. I use advertising to build my brand.
MOBILE DEVICE USER <ul style="list-style-type: none"> 1. I use my mobile device frequently. 2. I use my mobile device for more than 3 hours per day. 3. I use my mobile device for work-related tasks. 4. I use my mobile device for entertainment purposes. 5. I use my mobile device for social media. 	FACEBOOK PAGE <ul style="list-style-type: none"> 1. I am a frequent user of Facebook. 2. I use Facebook to connect with friends and family. 3. I use Facebook to share photos and videos. 4. I use Facebook to follow my favorite celebrities and brands. 5. I use Facebook to join groups and communities. 	DIGITAL ACTIVITIES <ul style="list-style-type: none"> 1. I use digital devices frequently. 2. I use digital devices for more than 3 hours per day. 3. I use digital devices for work-related tasks. 4. I use digital devices for entertainment purposes. 5. I use digital devices for social media.
MORE CATEGORIES <ul style="list-style-type: none"> 1. I am interested in more categories. 2. I use more categories to promote my business. 3. I use more categories to reach my target audience. 4. I use more categories to increase my sales. 5. I use more categories to build my brand. 		

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UPDATE: On March 28, 2018, Facebook announced that third party data partners will be phased out over the next six months due to the privacy concerns raised by the Cambridge Analytical situation. This means that most of the behavioral targeting and hidden ad targeting options will at some point, no longer be available. You can read more about it online at the official Facebook statement page regarding [Shutting down partner categories](#).

[Go to top](#)

Looking for advanced Facebook ad targeting?

Did you know there are 2,000+ hidden ad targeting options that can be unlocked for your ad account by Facebook or an approved agency like AdvertiseMint? We compiled an infographic of these hidden targeting options and have made them available for you. Complete the form below to download the guide and take your advertising to the next level.



Full Name*

Email*

Phone*

Website*

What is your monthly advertising budget?*

Under \$10,000

\$10,000 - \$50,000

\$50,000 - \$250,000

Over \$250,000