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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THE COMPLETE GUIDE TO
AD TARGETING

DEMOGRAPHICS

LOCATION

LANGUAGES

FRIENDS OF

HOME

EDUCATION

PARENTS

WORK

POLITICS (U.S.)

FINANCE

RELATIONSHIP

AGE

GENDER

LIFE EVENTS

CONNECTIONS

FACEBOOK PAGE

APP

EVENT

INTERESTS

HOBBIES & ACTIVITIES

ENTERTAINMENT

BUSINESS & INDUSTRY

TECHNOLOGY

SPORTS & OUTDOORS

SHOPPING & FASHION

FOOD & DRINK

FITNESS & WELLNESS

FAMILY & RELATIONSHIPS

CUSTOM AUDIENCES

WEBSITE TRAFFIC

CUSTOMER FILE

ENGAGEMENT ON FACEBOOK

EVENTS

APP ACTIVITY

FACEBOOK PAGE

LOOKALIKE AUDIENCE

INSTAGRAM BUSINESS PROFILE

BEHAVIORS

MULTICULTURAL AFFINITY

PURCHASE BEHAVIOR

MOBILE DEVICE USER/DEVICE USE TIME

TRAVEL

SOCCER

ANNIVERSARY

MOBILE DEVICE USER

DIGITAL ACTIVITIES

MORE CATEGORIES

FACEBOOK PAGE

BEHAVIORS

EXPATS

CONSUMER CLASSIFICATION

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.

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