

**Facebook's Targeting Options**

How to Download: [File > Make A Copy](#)

Location	Age & Gender	Demographics	Interest	Behavior	More	Connections	Custom Audience	Retargeting
Everyone In This Location	Men	Relationships	Business & Industry	Automotive	Expert Country	People who like your page	Customer List	People who visited your site
People recently in this location	Women	Education	Entertainment	ISBN	Family of Experts	Friends of people who like your page	Website Traffic	Custom list of emails
People traveling in this location	All	Work	Family & Relationships	Charitable Donations	Friends of Experts	Exclude people who like your page	App Activity	Custom list of phone numbers
	13 to 65+	Financial	Fitness & Wellness	Digital Activities		People who used your app		Custom list of Facebook User IDs
		Home	Food & Drink	Expats		Friends of people who used your app		
		Life Events	Hobbies & Activities	Financial		Exclude people who used your app		
		Generation	Shopping & Fashion	Job Role		People who are going to your event		
		Parents	Sports & Outdoors	Media		Friends of people who are going to your event		
		Politics	Technology	Mobile Device User		Exclude people who are going to your event		
				Purchase Behavior				
				Travel				
				Residential Profiles				
				Seasonal & Events				








Main Category								
Sub Category								
Relationship	Education	Work	Financial	Home	Generation	Parents	Politics	Life Events
Interested In	Education Level	Industries	Income	Home Type	Baby Boomers	All Parents	Liberal	Anniversary within 30 Days
Men	In High school	Administrative	\$30K-\$500K+	Apartment	Generation X	New Parents	Very Liberal	Away from Family
Women	High school grad	Architecture & Engineering	Net Worth	Condo	Millenials	Parents with Toddlers	Likely to engage in politics: con	Away from Hometown
Men & Women	In College	Arts, Entertainment, Sports & Media	Liquid Assets	Multi-Family Home		Parents with Preschoolers	Moderate	Long-Distance Relationship
Unspecified	Some College	Business & Financial Operations	Total Value	Single		Parents with Early School-Aged	Self Reported	New Job
Relationship Status	College grad	Cleaning & Maintenance		Square Footage		Parents with Preteens	Conservative	New Relationship
Single	Associate deg	Community & Social Services		Year Home Built		Parents with Teenagers	Very Conservative	Newly Engaged: 3mo, 6mo, 1yr
In A Relationship	Professional deg	Computer & Mathematics		Home Value		Parents with Adult Children		Newlywed: 3mo, 6mo, 1yr
Married	In grad school	Construction & Extraction		Property Size		Moms		Recently Moved
Engaged	Master's degree	Education & Library		Home Ownership		Big-City Moms		Upcoming Birthday
Civil Union	Doctorate degree	Farming, Fishing & Forestry		First-Time Home Buyer		Corporate Moms		Friends of 1 of the above
Complicated	Unspecified	Food Preparation & Services		Homeowners		Fit Moms		
Open Relationship	Field of Study	Government Employees		Renters		Green Moms		
Domestic Partnership	Schools	Healthcare & Medical		Household Composition		Moms of Grade School Kids		
Seperated	Undergrad years	IT & Technical		Family-based Households		Moms of High School Kids		
Divorced		Installation & Repair		Grandparents		Moms of Preschool Kids		
Widowed		Legal		Housemate-based Households		New Moms		
Unspecified		Life, Physical & Social Science		New Parents		Soccer Moms		
		Management		New Teen Drivers		Stay-at-Home Moms		
		Military		Veterans in Home		Trendy Moms		
		Nurses		Working Women				
		Personal Care		Young & Hip				
		Production		Young Adults in Home				
		Protective Service						
		Retail						
		Sales						
		Temporary & Seasonal						
		Transportation & Moving						
		Veterans						
		Office Type						
		Home Office						
		Small Business						
		Small Office						
		Employers						
		Job Title						



<b>Formulas To Know</b>				
<b>Metric</b>	<b>CPC (cost per click)</b>	<b>CPM (cost per mille or cost per impressions)</b>	<b>CPA</b>	<b>CPL</b>
<b>Description</b>	Cost Per Click (Link Click) measures the number of clicks on links that lead to a destination. It does not factor in engagement clicks such as likes or comments	CPM is the cost for 1,000 impressions	Cost per action (CPA) is a way of getting charged for your ads that allows you to pay only for actions a person takes because they saw your ad.	Cost Per Lead is the cost of acquiring a lead from your advertising
<b>Formula</b>	$(\text{Cost} / \text{Total Link Clicks})$	$(\text{Cost} / \text{Total Impressions}) \times 1000$	$\text{Cost} / \text{Total Actions}$	$\text{Cost} / \text{Total Leads}$
<b>Example</b>	$\$3000 / 400$	$(\$3000 / 20,000) \times 1000$	$(\$3000 / 200)$	$(\$3000 / 40)$
<b>Result</b>	\$7.50	\$150.00	\$15.00	\$75.00

# Facebook Ad Formats

 <b>Carousel</b> Create an ad with 2 or more scrollable images or videos	 <b>Single Image</b> Create up to 6 ads with one image each at no extra charge	 <b>Single Video</b> Create an ad with one video	 <b>Slideshow</b> Create a looping video ad with up to 10 images	 <b>Collection</b> Feature a collection of items that open into a fullscreen mobile experience. <a href="#">Learn more.</a>
---	---	---	--	--

Ad Format	<u>Carousel</u>	<u>Single Image</u>	<u>Single Video</u>	<u>Slideshow</u>
Definition	Showcase up to 10 images each with it's own link	Create up to 6 variations of your ad using 1 image	Create a video ad with high resolution	Use b/w 3 to 10 images for a slideshow ad
Image Size	1080 x 1080 px	1200 x 628px	minimum of 720p	1280 x 720 px
Text Size	125 characters	125	125	90
Headline	40 characters	25	25	25
Link Description	20 characters	30	30	30

Ad Format	<u>Canvas</u>	<u>Collections</u>	<u>Offers</u>	<u>Lead Gen Ads</u>
Definition	Designed to engage the user. It's meant for mobile only	An ideal format for people to browse a product on mobile. Includes a cover image or video along with several product images	Deals that can be offered to customers	Facebook will autopopulate the contact form with the user data making it easy to submit a form
Image Size	1200 x 628 px			
Text Size	90	90		90
Headline	45	25		25
Link Description	30	30		30

Built by Dean Hua

Connect With Me



<http://facebook.com/hdeanhua>



<http://linkedin.com/hdean>



[www.sachistudio.com](http://www.sachistudio.com)

**About:**

I build all sorts of tools w/ Google Sheets in my spare time. Please use this however you wish.

I enjoy long walks on the beach, generating leads for my clients, and a good porterhouse steak with Perrier Sparkling Mineral Water :)

For bespoke Google Adwords & Facebook Advertising solutions, contact me