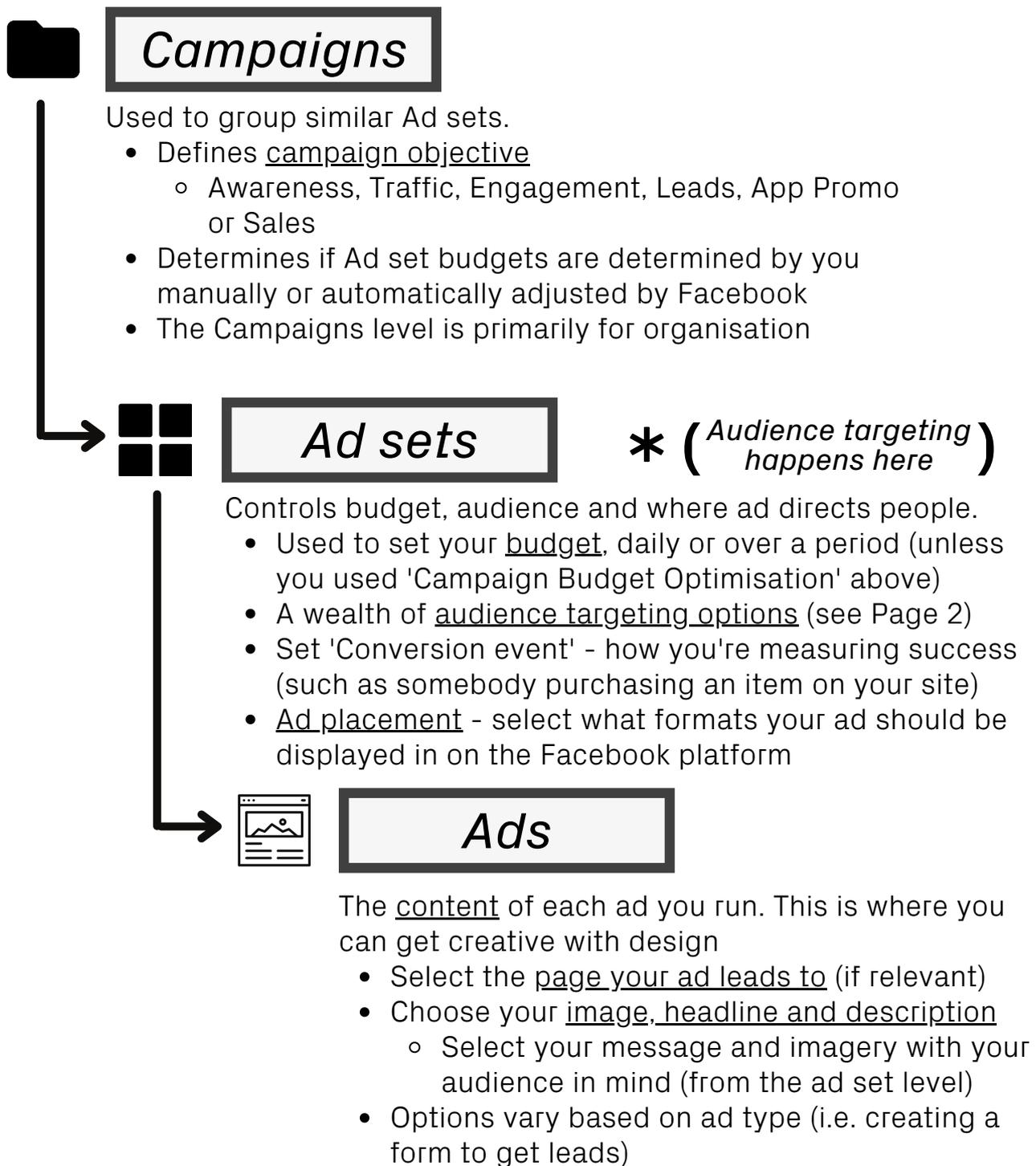


Reaching Your Audience (Facebook Ad Targeting)

Breaking down FB Ads:

In the Ads Manager, ads have 3 levels



Reaching Your Audience (Facebook Ad Targeting)

TARGETING OPTIONS:

Facebook gives you loads of options to narrow down who your ads should reach.

Common use cases include:



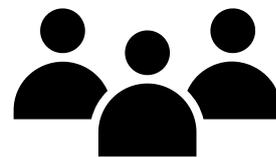
LOCATION

- People within a radius of your store
- People in your state



INTERESTS & BEHAVIOUR

- People who like utes
- People who like pages related to technology
- People who run a Facebook page



DEMOGRAPHICS

- Age & gender
- Education level
- People who work in a specific industry
- People with an upcoming anniversary



CONNECTIONS

- Include/Exclude people who like your page
- People similar to those following your page or email list