



Connections

App	Event	Fan Page
<ul style="list-style-type: none"> Advanced combinations including Fan Pages & Events Exclude people who used your app Friends of people who used your app People who used your app 	<ul style="list-style-type: none"> Advanced combinations including Fan Pages & Apps Exclude people who are going to your event Friends of people who are going to your event People who are going to your event 	<ul style="list-style-type: none"> Advanced combinations including Apps & Events Exclude people who like your page Friends of people who like your page People who like your page

Demographics

Age	Life Events	Relationship
<ul style="list-style-type: none"> Select between age 13 and 65+ 	<ul style="list-style-type: none"> Anniversary within 30 Days Away from Family Away from Hometown Long-Distance Relationship New Job New Relationship Newly Engaged (3 months, 6 months, 1 year) Newlywed (3 months, 6 months, 1 year) Recently Moved Upcoming Birthday 	<ul style="list-style-type: none"> Interested in <ul style="list-style-type: none"> Men Women Men & Women Unspecified Relationship Status <ul style="list-style-type: none"> Single In a Relationship Married Engaged Civil Union Complicated Open Relationship Domestic Partnership Separated Divorced Widowed Unspecified
Education <ul style="list-style-type: none"> Education Level <ul style="list-style-type: none"> In High School High School Grad Professional Degree In College Some College Associate's Degree College Grad In Grad School Master's Degree Doctorate Degree Unspecified Field of Study Undergrad years Schools 	Location <ul style="list-style-type: none"> Physical Location <ul style="list-style-type: none"> Region Country City Zip/Postal Code Address Market Area Dropped Pin Airport Relation to Location 	Work <ul style="list-style-type: none"> Office Type <ul style="list-style-type: none"> Home Office Small Business
Ethnic Affinity <ul style="list-style-type: none"> African American Asian American Hispanic (US-All) 		



<ul style="list-style-type: none"> • Hispanic (US-Bilingual) <p>Finance</p> <ul style="list-style-type: none"> • Net Income (\$30,000 - \$500,000+) • Net Worth (\$1 - \$2,000,000+) • Liquid Assets (\$1 - \$3,000,000+) <p>Friends Of</p> <ul style="list-style-type: none"> • Friends of Newly Engaged • Friends of Newlywed • Friends of Recently Moved • Friends of Upcoming Birthday <p>Gender</p> <ul style="list-style-type: none"> • All • Men • Women <p>Generation</p> <ul style="list-style-type: none"> • Baby Boomers • Millennials • Generation X <p>Home</p> <ul style="list-style-type: none"> • Homeownership <ul style="list-style-type: none"> ○ First Time Homebuyer ○ Homeowners ○ Renters • Household Composition: <ul style="list-style-type: none"> ○ Family-based Households ○ Housemate-based households ○ Grandparents ○ Housemate-based households ○ New parents ○ Veterans in home ○ Working women ○ Young & hip ○ Young adults in home • Home Type 	<ul style="list-style-type: none"> ○ Everyone in this location ○ People who live in this location ○ People recently in this location ○ People traveling in this location <p>Parents</p> <ul style="list-style-type: none"> • Expectant Parents <ul style="list-style-type: none"> ○ New Parents ○ Parents with Preschoolers ○ Parents with Preschool Kids ○ Parents with Early School Kids ○ Parents with Teenagers ○ Parents with Preteens ○ Parents with Adult Children ○ Parents (All) <p>Politics (U.S.)</p> <ul style="list-style-type: none"> • US Politics (Very Conservative) • US Politics (Conservative) • US Politics (Moderate) • US Politics (Liberal) • US Politics (Very Liberal) • Self Reported • Likely to engage in politics (Conservative) • Likely to engage in politics (Liberal) • Donate to conservative political causes • Donate to liberal political causes 	<ul style="list-style-type: none"> ○ Small Office <p>Industries</p> <ul style="list-style-type: none"> ○ Administrative ○ Architecture & Engineering ○ Arts, Entertainment, Sports & Media ○ Business & Financial Operations ○ Cleaning & Maintenance ○ Community & Social Services ○ Computer & Mathematics ○ Construction & Extraction ○ Education & Library ○ Farming, Fishing, & Forestry ○ Food Preparation & Services ○ Government Employees ○ Healthcare & Medical ○ IT & Technical ○ Installation & Repair ○ Legal ○ Life, Physical, & Social Science ○ Management ○ Military ○ Nurses ○ Personal Care ○ Production ○ Protective Service ○ Retail ○ Sales ○ Temporary & Seasonal ○ Transportation & Moving ○ Veterans <p>Employers</p> <ul style="list-style-type: none"> • Job Title
--	--	---



- Apartment
- Condo
- Home Value (\$50k - \$2M+)
- Multi Family Size
- Property Size (.01 – 40+ Acres)
- Single
- SQ Footage (1,000 – 3,499+ sq. ft.)
- Year Home Built (1900-2016+)

--	--	--





Interests

Business & Industry

- Advertising
- Agriculture
- Architecture
- Aviation
- Banking
 - Investment Banking
 - Online Banking
 - Retail Banking
- Business
- Construction
- Design
 - Fashion Design
 - Graphic Design
 - Interior Design
- Economics
- Engineering
- Entrepreneurship
- Health Care
- Higher Education
- Management
- Marketing
- Nursing
- Online
 - Digital Marketing
 - Display Marketing
 - Email Marketing
 - Online Advertising
 - SEO
 - Social Media
 - Social Media Marketing
 - Web Design
 - Web Development

• Reading

- Comics
- E-books
- Fiction Books
- Literature
- Magazine
- Manga
- Mystery Fiction
- Newspaper
- Non-fiction Books
- Romance Novels

Family & Relationships

- Family
- Fatherhood
- Motherhood
- Friendship
- Dating
- Marriage
- Weddings
- Parenting

Fitness & Wellness

- Bodybuilding
- Dieting
- Gyms
- Meditation
- Nutrition
- Physical Exercise
- Physical Fitness
- Running
- Weight Training
- Yoga

○ Current Events

○ Do It Yourself (DIY)

- Do it yourself
- Furniture
- Gardening
- Home Appliance
- Home Improvement

○ Travel

- Adventure Travel
- Air Travel
- Beaches
- Car Rentals
- Cruises
- Ecotourism
- Hotel
- Lakes
- Mountains
- Nature
- Theme Parks
- Tourism
- Vacations

○ Vehicles

- Automobiles
- Boats
- Electric Vehicles
- Hybrids
- Minivan
- Motorcycles
- RVs
- SUVs
- Scooters
- Trucks

- Shopping & Fashion



- Web Hosting
- Personal Finance
 - Credit Cards
 - Insurance
 - Investment
 - Mortgage Loans
- Real Estate
- Retail
- Sales
- Science
- Small Business
- Entertainment
 - Games
 - Action Games
 - Board Games
 - Browser Games
 - Card Games
 - Casino Games
 - First-person Shooter Games
 - Gambling
 - Massively Multiplayer Online Games
 - Massively Multiplayer Online Role-Playing Games
 - Online Games
 - Online Poker
 - Puzzle Video Games
 - Racing Games
 - Role-playing Games
 - Shooter Games
 - Simulation Games
 - Sports Games
 - Strategy Games
 - Video Games
 - Word Games
 - Life Events
 - Baller
 - Bars

- Zumba
- Food & Drink
 - Alcoholic Beverages
 - Beer
 - Distilled Beverage
 - Wine
 - Cooking
 - Baking
 - Recipes
 - Cuisine
 - Chinese Cuisine
 - French Cuisine
 - German Cuisine
 - Greek Cuisine
 - Indian Cuisine
 - Italian Cuisine
 - Japanese Cuisine
 - Korean Cuisine
 - Latin American Cuisine
 - Mexican Cuisine
 - Middle Eastern Cuisine
 - Spanish Cuisine
 - Thai Cuisine
 - Vietnamese Cuisine
 - Beverages
 - Coffee
 - Energy Drinks
 - Juice
 - Soft Drinks
 - Tea
 - Food
 - BBQ
 - Chocolate
 - Desserts
 - Fast Food
 - Organic Food
 - Pizza
 - Seafood

- Beauty
 - Beauty Salons
 - Cosmetics
 - Fragrances
 - Hair Products
 - Spas
 - Tattoos
- Clothing
 - Children's Clothing
 - Men's Clothing
 - Shoes
 - Women's Clothing
- Toys
- Fashion Accessories
 - Dresses
 - Handbags
 - Jewelry
 - Sunglasses
- Shopping
 - Boutiques
 - Coupons
 - Discount Stores
 - Luxury Goods
 - Online Shopping
 - Shopping Malls
- Sports & Outdoors
 - Sports
 - American Football
 - Association Football (Soccer)
 - Auto Racing
 - Baseball
 - Basketball
 - College Football
 - Golf
 - Marathon
 - Skiing



- Concerts
- Dancehalls
- Music Festivals
- Nightclubs
- Parties
- Plays
- Theatre
- TV
 - TV Comedies
 - TV Game Shows
 - TV Reality Show
 - TV Talk Shows
- Movies
 - Action Movies
 - Animated Movies
 - Anime Movies
 - Comedy Movies
 - Documentary Movies
 - Drama Movies
 - Fantasy Movies
 - Horror Movies
 - Musical Theater
 - Science Fiction Movies
 - Thriller Movies
- Music
 - Blues Music
 - Classical Music
 - Country Music
 - Dance Music
 - Electronic
 - Gospel
 - Heavy Metal Music
 - Hip Hop Music
 - Jazz Music
 - Music Videos
 - Pop Music
 - Rhythm & Blues Music
 - Rock Music
 - Soul Music

- Veganism
- Vegetarianism
- Restaurant
 - Coffeehouses
 - Diners
 - Fast Casual Restaurants
 - Fast Food Restaurants
- Hobbies & Activities
 - Arts & Music
 - Acting
 - Crafts
 - Dance
 - Drawing
 - Drums
 - Fine Art
 - Guitar
 - Painting
 - Performing Arts
 - Photography
 - Sculpture
 - Singing
 - Writing
 - Pets
 - Birds
 - Cats
 - Dogs
 - Fish
 - Horses
 - Pet Food
 - Reptiles
 - Rabbits
 - Political & Social Issues
 - Charity & Causes
 - Community Issues
 - Environmentalism
 - Law
 - Military

- Snowboarding
- Swimming
- Tennis
- Triathlons
- Volleyball
- Outdoor Recreation
 - Boating
 - Camping
 - Fishing
 - Hiking
 - Horseback Riding
 - Hunting
 - Mountain Biking
 - Surfing
- Technology
 - Consumer Electronics
 - Audio Equipment
 - Camcorders & Cameras
 - eBook readers
 - GPS devices
 - Game consoles
 - Mobile Phones
 - Portable Media Players
 - Projectors
 - Smartphones
 - Television
 - Computer
 - Computer Memory
 - Computer Monitors
 - Computer Processors
 - Computer Servers
 - Desktop Computers
 - Free Software
 - Hard Drives
 - Network Storage
 - Software
 - Tablet Computers



- | | | |
|--|--|--|
| | <ul style="list-style-type: none">• Politics• Religion• Sustainability• Veterans• Volunteering | |
|--|--|--|





Behaviors

- | | | |
|--|--|--|
| <ul style="list-style-type: none">• Automotive<ul style="list-style-type: none">○ Motorcycle○ Purchases (New and Used)○ New Vehicle Buyers (Near Market)○ Style (10+ Vehicle Types)○ New Vehicle Shoppers (In Market)○ Make (30+ Auto Manufacturers)○ New Vehicle Shoppers (Max in Market)○ All○ Owners○ Aftermarket○ Purchased 0-48+ Months Ago)○ Vehicle Age (0-20+ Years)○ Vehicle Price (Less than \$20k-\$75k+)○ Purchase Type○ Buy New (In or Near Market)○ Buy New or Used (In or Near Market)○ Buy Used (In Market)○ Lease (In Market)○ Used vehicle buyers (10+ Vehicle Types)• Mobile Device User<ul style="list-style-type: none">○ All Mobile Device by Brand (20+ Manufacturers)○ All Mobile Devices by OS○ All Mobile Devices○ All Android Devices○ All iOS Devices | <ul style="list-style-type: none">• Travel<ul style="list-style-type: none">○ All Frequent Travelers○ Business Travelers (US & International)○ Casino Vacations○ Commuters○ Cruises○ Currently Traveling○ Family Vacations○ Frequent International Travelers○ Frequent Flyers○ Leisure Travelers○ Personal Travelers (US & International)○ Returned from Trip (1 Week, 2 Weeks Ago)○ Timeshares○ Used Travel App (2 Weeks, 1 Month)• Business-to-Business<ul style="list-style-type: none">○ Company Size (Under 10 – 5,000+ Employees)○ Industry○ Agriculture○ Business Services○ Construction○ Consumer Services○ Cultural & Recreation○ Education○ Finance○ Government○ Healthcare○ Hospitality & Travel○ Insurance | <ul style="list-style-type: none">• Food & Drink<ul style="list-style-type: none">● Alcoholic Beverages● Bakery● Beverages● Cereal● Children's Food● Condiments & Dressing● Cooking Supplies● Dairy & Eggs● Fresh & Healthy● Frozen Food● Grocery Shopper Type● Health Food● Home Cooking & Grilling● Meat & Seafood● Soup● Sweets & Snacks● Vegetarian• Health & Beauty<ul style="list-style-type: none">● Allergy Relief● Antiperspirants & Deodorants● Beauty Products & Accessories● Cosmetics● Cough & Cold Relief● Fragrance● Hair Care● Health & Wellness Buyers● Men's Grooming● Oral Care● Over-the Counter Medication● Pain Relief● Skin Care |
|--|--|--|



<ul style="list-style-type: none">○ Windows Phone○ Feature Devices○ Network Connection○ 2G, 3G, & 4G○ WiFi Connection○ New Smartphone & Tablet Owners<ul style="list-style-type: none">● Smartphone Owners● Smartphones & Tablets● Digital Activities<ul style="list-style-type: none">○ Operating System Used○ Canvas Gaming○ Average Engagement (0/7 days-7/ 7 days)○ Played (Yesterday-Last 14 days)○ Console Gamers○ Event Creators○ FB Payments (All, Higher than Average, Recent)○ FB Page Admins○ Internet Browser Used (Chrome, Firefox, IE, Opera, Safari)○ Operating System Used○ Window 7, 8, Vista, XP○ Mac OS X○ Photo Uploaders○ Primary Email Domain (AOL, Apple, Gmail, Hotmail, MSN, Yahoo)○ Small Business Owners○ Technology Adopters (Early & Late)● Charitable Donations<ul style="list-style-type: none">○ All Charitable Donations○ Animal Welfare○ Arts & Culture	<ul style="list-style-type: none">○ Legal○ Logistics & Transportation○ Manufacturing○ Media & Internet○ Real Estate○ Restaurant○ Retail○ Telecommunications○ Wholesale Trade○ Seniority<ul style="list-style-type: none">○ Executive/C-Suite○ Mid-Management● Expats<ul style="list-style-type: none">○ All○ Argentina○ Australia○ Austria○ Bangladesh○ Brazil○ Cameroon○ Canada○ Chile○ China○ Colombia○ Egypt○ Ethiopia○ France○ Germany○ Greece○ Hong Kong○ Hungary○ India○ Indonesia○ Ireland○ Israel○ Italy○ Japan○ Kenya○ Malaysia	<ul style="list-style-type: none">● Sun Care● Vitamins & Supplements● Home & Garden<ul style="list-style-type: none">● Entertaining● Home Improvement● Home Renovation● Organization● Tools● Household Products<ul style="list-style-type: none">● Cleaning Supplies● Food Storage● Green Cleaners & Supplies● Laundry Supplies● Kids Products<ul style="list-style-type: none">● Baby Care● Baby Toys● Children's Products● Pet Products<ul style="list-style-type: none">● Cat Food & Products● Cat Owners● Cat Products● Dog Food & Products● Dog Owners● Dog Products● Other Pet Products● Pet Care Products● Pet Products● Purchase Habits<ul style="list-style-type: none">● Above Average Spending● Offline Buyers● Online Buyers● Purchase Types● Appliances & Accessories● Arts & Crafts● Baby Products● Beauty Accessories● Books
--	--	--



<ul style="list-style-type: none">○ Cancer Cause○ Children's Causes○ World Relief○ Environmental & Wildlife○ Health○ Political○ Religious○ Veterans● More Categories<ul style="list-style-type: none">○ Facebook Categories○ Affinity for High Value Goods (India)○ Fast Food○ Nail Care● Job Role<ul style="list-style-type: none">○ Corporate Executives○ Financial Professionals○ Farmers● Financial<ul style="list-style-type: none">○ Financial<ul style="list-style-type: none">● Credit Union Member● National Bank Customers○ Investments<ul style="list-style-type: none">● Full-Service Investors● High Likely Investors○ Cards<ul style="list-style-type: none">● High End Department Store Cards● Premium Credit Cards● Primarily Cash● Primarily Credit Cards● Travel & Entertainment Cards○ Independent Investors<ul style="list-style-type: none">● Likely Investors● Personal Investments	<ul style="list-style-type: none">○ Mexico○ Morocco○ Nepal○ New Zealand○ Nigeria○ Pakistan○ Peru○ Philippines○ Poland○ Portugal○ Puerto Rico○ Romania○ Russia○ Saudi Arabia○ Senegal○ Serbia○ Singapore○ South Africa○ South Korea○ Spain○ Switzerland○ Turkey○ UAE○ UK○ USA○ Venezuela○ Vietnam● Residential Profiles<ul style="list-style-type: none">○ Length of Residence (<1 – 6+ Years)○ Likely to Move○ New Movers○ Recent Home Buyer○ Recent Mortgage Borrower● Purchase Behavior<ul style="list-style-type: none">○ Business Purchase<ul style="list-style-type: none">● Business Marketing● Maintenance, Repair, & Operations	<ul style="list-style-type: none">● Children's Apparel● Collectibles● Consumer Electronic Buyers● Cosmetics● Electronics● Gift Products● High-end Home Decor● Home Furnishings● Home Office● Low-end Home Décor● Men's Apparel● Music & Videos● Restaurant● Senior Products● Shoes● Small & Home Office Products● Software● Specialty Foods & Gifts● Sports & Outdoors<ul style="list-style-type: none">● Tool & Electronics● Toys● Travel Supplies● Upscale Travel & Services● Women's Apparel● Sports & Outdoors● Cycling● Fishing● Fitness● Golf & Tennis● Hiking & Camping● Hunting● Running● Winter Sports● Store Types<ul style="list-style-type: none">● Department Stores● Discount Department Stores● Gift Shoppers
--	---	--



<ul style="list-style-type: none">• Real Estate Investments• Semi-Independent Investors○ Spending Methods<ul style="list-style-type: none">• 1-9 Lines of Credit• Active Credit Card User• Any Card Type• Bank Cards• Debit Card• Gas, Department, & Retail Store	<ul style="list-style-type: none">○ Buyer Profiles<ul style="list-style-type: none">• Coupon Users• DIYers• Fashionistas• Foodies• Gadget Enthusiasts• Gamers• Green Living• Healthy & Fit• Outdoor Enthusiasts• Shoppers• Skiing, Golfing, & Boating• Spa Enthusiasts• Sportsmen• Trend Homemakers• Clothing• Men's• Women's• Seasonal	<ul style="list-style-type: none">• Gyms & Fitness Clubs• High-end Retail• Low-end Department Store• Luxury Store• Subscription Services<ul style="list-style-type: none">• Auto Insurance Online• Higher Education• Mortgage Online• Prepaid Debit Cards• Satellite TV• Technology<ul style="list-style-type: none">• Kindle eReader• Use an eReader• Seasonal & Events<ul style="list-style-type: none">• Baseball• College Football• Cricket• Fall Football• Professional Football• Rugby
--	--	--