

DEMOGRAPHICS

Basic Demographics			Detailed Demographics		
<p>Location</p> <p>Inc <input type="checkbox"/> Exc <input type="checkbox"/> Everyone in this location</p> <p>Country [select]</p> <p>Region [select]</p> <p>City [select]</p> <p>Postcode [open field]</p> <p>Inc <input type="checkbox"/> Exc <input type="checkbox"/> People who live in this location</p> <p>Country [select]</p> <p>Region [select]</p> <p>City [select]</p> <p>Postcode [open field]</p> <p>Inc <input type="checkbox"/> Exc <input type="checkbox"/> People recently in this location</p> <p>Country [select]</p> <p>Region [select]</p> <p>City [select]</p> <p>Postcode [open field]</p> <p>Inc <input type="checkbox"/> Exc <input type="checkbox"/> People travelling in this location</p> <p>Country [select]</p> <p>Region [select]</p> <p>City [select]</p> <p>Postcode [open field]</p>	<p>Education</p> <p>And <input type="checkbox"/> Or <input type="checkbox"/> Exc <input type="checkbox"/> Education Level</p> <p>Associate degree</p> <p>College grad</p> <p>Doctorate degree</p> <p>High school grad</p> <p>In college</p> <p>In grad school</p> <p>In high school</p> <p>Master's degree</p> <p>Professional degree</p> <p>Some college</p> <p>Some grad school</p> <p>Some high school</p> <p>Unspecified</p> <p>Fields of Study [open fields]</p> <p>Schools [open fields]</p> <p>Undergrad Years [open fields]</p> <p>State Range (1980-2021): _____</p>	<p>Relationship</p> <p>And <input type="checkbox"/> Or <input type="checkbox"/> Exc <input type="checkbox"/> Relationship status</p> <p>Civil Union</p> <p>Complicated</p> <p>Divorced</p> <p>Domestic Partnership</p> <p>Engaged</p> <p>In a relationship</p> <p>Married</p> <p>Open relationship</p> <p>Separated</p> <p>Single</p> <p>Unspecified</p> <p>Widowed</p>	<p>US only</p> <p>And <input type="checkbox"/> Or <input type="checkbox"/> Exc <input type="checkbox"/> Politics (US)</p> <p>Likely engagement in US political content (conservative)</p> <p>Likely engagement in US political content (liberal)</p> <p>Likely engagement in US political content (moderate)</p> <p>And <input type="checkbox"/> Or <input type="checkbox"/> Exc <input type="checkbox"/> Multicultural Affinity (US)</p> <p>African American (US)</p> <p>Asian American (US)</p> <p>Hispanic (US - All)</p> <p>Hispanic (US - Bilingual)</p> <p>Hispanic (US - English dominant)</p> <p>Hispanic (US - Spanish dominant)</p> <p>And <input type="checkbox"/> Or <input type="checkbox"/> Exc <input type="checkbox"/> Household Income (US)</p> <p>Top 5% of ZIP codes (US)an American (US)</p> <p>Top 10% of ZIP codes (US)an American (US)</p> <p>Top 10%-25% of ZIP codes (US)an American (US)</p> <p>Top 25%-50% of ZIP codes (US)an American (US)</p>		
<p>Gender</p> <p>Inc <input type="checkbox"/> Exc <input type="checkbox"/> All</p> <p>Men</p> <p>Women</p>	<p>Life Events</p> <p>And <input type="checkbox"/> Or <input type="checkbox"/> Exc <input type="checkbox"/> Anniversary within 30 days</p> <p>Anniversary within 31-60 days</p> <p>Anniversary within 61-90 days</p> <p>Away from family</p> <p>Away from hometown</p> <p>Birthday Month [select month]</p> <p>Upcoming birthday</p> <p>Friends of</p> <p>Close friends of Men with a Birthday in 0-7 days</p> <p>Close friends of Men with a Birthday in 7-30 days</p> <p>Close friends of Women with a Birthday in 0-7 days</p> <p>Close friends of Women with a Birthday in 7-30 days</p> <p>Close friends of people with a Birthday in a month</p> <p>Close friends of people with a Birthday in a week</p> <p>Friends of Recently Moved</p> <p>Friends of newly engaged people</p> <p>Friends of newlyweds</p> <p>Long distance relationship</p> <p>New job</p> <p>New relationship</p> <p>Newly engaged (1 year)</p> <p>Newly engaged (3 months)</p> <p>Newly engaged (6 months)</p> <p>Newlywed (1 year)</p> <p>Newlywed (3 months)</p> <p>Newlywed (6 months)</p> <p>Recently moved</p>	<p>Parents</p> <p>And <input type="checkbox"/> Or <input type="checkbox"/> Exc <input type="checkbox"/> Parents (All)</p> <p>New Parents (0-12 months)</p> <p>Parents with toddlers (01-02 years)</p> <p>Parents with preschoolers (03-05 years)</p> <p>Parents with early school-age children (06-08 years)</p> <p>Parents with preteens (08-12 years)</p> <p>Parents with teenagers (13-18 years)</p> <p>Parents with adult children (18-26 years)</p>	<p>Work</p> <p>And <input type="checkbox"/> Or <input type="checkbox"/> Exc <input type="checkbox"/> Employer(s) [open fields]</p> <p>State Employer(s) _____</p> <p>Job Titles [open fields]</p> <p>State Job Title(s) _____</p> <p>Industries</p> <p>Administrative Services</p> <p>Architecture and Engineering</p> <p>Arts, Entertainment, Sports and Media</p> <p>Business and Finance</p> <p>Cleaning and Maintenance Services</p> <p>Community and Social Services</p> <p>Computation and Mathematics</p> <p>Construction and Extraction</p> <p>Education and Libraries</p> <p>Farming, Fishing and Forestry</p> <p>Food and Restaurants</p> <p>Government Employees (Global)</p> <p>Healthcare and Medical Services</p> <p>IT and Technical Services</p> <p>Installation and Repair Services</p> <p>Legal Services</p> <p>Life, Physical, and Social Sciences</p> <p>Management</p> <p>Military (Global)</p> <p>Production</p> <p>Protective Service</p> <p>Sales</p> <p>Transportation and Moving</p> <p>Veterans (US)</p>		
<p>Age</p> <p>Inc <input type="checkbox"/> 13-65+ years [open fields]</p> <p>State Age Range: _____</p>					
<p>Languages</p> <p>Inc <input type="checkbox"/> [open fields]</p> <p>State Language(s): _____</p>					
<p>Custom Audience Options</p> <p>Inc <input type="checkbox"/> Exc <input type="checkbox"/> Custom Audience [people who have already interacted with your audience]</p> <p>Lookalike Audience [reach new people on Facebook who are similar to your most valuable audiences]</p>					
<p>Connections</p> <p>Inc <input type="checkbox"/> Exc <input type="checkbox"/> People who like your Page</p> <p>Friends of People who like your Page</p> <p>People who used your app</p> <p>Friends of People who used your app</p> <p>People who responded to your event</p> <p>[plus Advanced Combinations of the above]</p>					

INSTRUCTIONS

HOW TO USE THIS AD TARGETING PLANNING WORKSHEET

- Carefully review the ad targeting options presented across the three (3) pages of this document (Demographics, Behaviours and Interests)
- Decide which targeting types to **include** in your audience selection by placing a mark in an adjacent green 'AND' box or orange 'OR' box. Selecting a green box will include the selected category AND any others you choose within that section (effectively narrowing your selection). Selecting an orange box will include that category OR any others you choose within that section (effectively widening your selection). To select an entire category tick an orange 'ALL' box where available.
- Decide which targeting types to **exclude** in your audience selection by placing a mark in the adjacent 'EXC' box. Where available, you can exclude an entire category by placing a mark in a red 'ALL' box.
- Once your targeting choices are complete, decide:
 - is the targeted audience large enough to warrant investment?
 - what's the **Perfect Message** to deliver to audience you've defined?
 - will you use a **Facebook Ad** or a **Boosted Post** to deliver your message?

5. Need more help and expert support? Email us at office@wildorangemedia.com

BEHAVIOURS

And	Or	Exc	Behaviours	And	Or	Exc	Behaviours	And	Or	Exc	Behaviours	And	Or	Exc	Behaviours
			Expats				Consumer Classification				Mobile device user				Mobile device user (continued)
			Close friends of those who lived abroad				Argentina				All Mobile Devices by Brand				Sony
			Family of those who lived abroad				People who prefer high-value goods				Alcatel - Owns: Alcatel				Owns: Xperia M
			Lives abroad				People who prefer mid & high-value goods				Alcatel - Owns: Alcatel				Owns: Xperia Z
			Lived in Algeria				Brazil				Amazon				Owns: Xperia Z Ultra
			Lived in Argentina				People who prefer high-value goods				Owns: Kindle Fire				Owns: Xperia Z3
			Lived in Australia				People who prefer mid & high-value goods				Apple				Owns: Xperia SL
			Lived in Austria				Chile				FB access (mobile): iPad 1				Owns: Xperia T
			Lived in Bangladesh				People who prefer high-value goods				FB access (mobile): iPad 2				FB access (mobile): Sony
			Lived in Belgium				People who prefer mid & high-value goods				FB access (mobile): iPad 3				Android Mobile Devices
			Lived in Brazil				India				FB access (mobile): iPhone 4				Tecno - Owns: Tecno
			Lived in Cameroon				People who prefer high-value goods				FB access (mobile): iPhone 4S				Vivo - Owns: Vivo
			Lived in Canada				People who prefer mid & high-value goods				FB access (mobile): iPhone 5				Xiaomi - Owns: Xiaomi
			Lived in Chile				Indonesia				FB access (mobile): iPhone 5C				ZTE - Owns: ZTE
			Lived in China				People who prefer high-value goods				FB access (mobile): iPhone 5S				All Mobile Devices by Operating System
			Lived in Colombia				People who prefer mid & high-value goods				FB access (mobile): iPhone 8				FB access (mobile): Android devices
			Lived in Congo DRC				Kingdom of Saudi Arabia				FB access (mobile): iPhone 8 Plus				FB access (mobile): Apple (iOS) devices
			Lived in Cuba				People who prefer high-value goods				FB access (mobile): iPhone X				FB access (mobile): Windows phones
			Lived in Cyprus				People who prefer mid & high-value goods				FB access (mobile): iPhone XR				Android: 360 degree media not supported
			Lived in Czech Republic				Malaysia				FB access (mobile): iPhone XS				Android: 360 degree media supported
			Lived in Denmark				People who prefer high-value goods				FB access (mobile): iPhone XS Max				FB access (mobile): all mobile devices
			Lived in Dominican Republic				People who prefer mid & high-value goods				FB access (mobile): iPod Touch				FB access (mobile): feature phones
			Lived in El Salvador				Mexico				Owns: iPad 4				FB access (mobile): smartphones & tablets
			Lived in Estonia				People who prefer high-value goods				Owns: iPad Air				FB access (mobile): tablets
			Lived in Ethiopia				People who prefer mid & high-value goods				Owns: iPad Air 2				Mobile Device User (UK)
			Lived in Finland				Pakistan				Owns: iPad Mini 1				Contract
			Lived in France				People who prefer high-value goods				Owns: iPad Mini 2				Pre-Pay
			Lived in Germany				People who prefer mid & high-value goods				Owns: iPad Mini 3				Network Connection
			Lived in Greece				Philippines				Owns: iPhone 6				FB access (network type): 2G
			Lived in Guatemala				People who prefer high-value goods				Owns: iPhone 6 Plus				FB access (network type): 3G
			Lived in Haiti				People who prefer mid & high-value goods				Owns: iPhone 6S				FB access (network type): 4G
			Lived in Honduras				South Africa				Owns: iPhone 6S Plus				FB access (network type): WiFi
			Lived in Hong Kong				People who prefer high-value goods				Owns: iPhone 7				New smartphone and tablet owners
			Lived in Hungary				People who prefer mid & high-value goods				Owns: iPhone 7 Plus				
			Lived in India				Turkey				Owns: iPhone SE				
			Lived in Indonesia				People who prefer high-value goods				BlackBerry				
			Lived in Ireland				People who prefer mid & high-value goods				Curve 9220				
			Lived in Israel				UAE				Cherry Mobile - Owns: Cherry Mobile				
			Lived in Italy				People who prefer high-value goods				Gionee - Owns: Gionee devices				
			Lived in Ivory Coast				People who prefer mid & high-value goods				Google				
			Lived in Jamaica				Digital activities				Owns: Google Pixel				
			Lived in Japan				Canvas Gaming				Owns: Nexus 5				
			Lived in Jordan				Played Canvas games (last 14 days)				HTC				
			Lived in Kenya				Played Canvas games (last 7 days)				Owns: HTC One				
			Lived in Kuwait				Played Canvas games (last 3 days)				FB access (mobile): HTC				
			Lived in Latvia				Played Canvas games (yesterday)				Android Mobile Devices				
			Lived in Lebanon				Console gamers				Huawei - Owns: Huawei devices				
			Lived in Lithuania				Facebook Page Admins				Karbonn - Owns: Karbonn				
			Lived in Luxembourg				Business page admins				LG				
			Lived in Malaysia				Community & Club page admins				Owns: LG G2 devices				
			Lived in Malta				Facebook page admins				Owns: LG G3				
			Lived in Mexico				Food & Restaurant page admins				Owns: LG V10				
			Lived in Monaco				Health & Beauty page admins				FB access (mobile): LG				
			Lived in Morocco				Retail page admins				Android Mobile Devices				
			Lived in Nepal				Sports page admins				Micromax - Owns: Micromax				
			Lived in Netherlands				Travel & Tourism page admins				Motorola				
			Lived in New Zealand				Facebook Payments users (30 days)				FB access (mobile): Motorola				
			Lived in Nicaragua				Facebook Payments users (90 days)				Android Mobile Devices				
			Lived in Nigeria				Facebook Payments users (higher than average spend)				Nokia				
			Lived in Norway				FB access: older devices and OS				5130 XpressMusic				
			Lived in Peru				Internet Browser Used				OnePlus - Owns: OnePlus				
			Lived in Philippines				FB access (browser): Chrome				Oppo - Owns: Oppo				
			Lived in Poland				FB access (browser): Firefox				Samsung				
			Lived in Portugal				FB access (browser): Internet Explorer				Owns: Galaxy Grand				
			Lived in Puerto Rico				FB access (browser): Microsoft Edge				Owns: Galaxy Grand 2				
			Lived in Qatar				FB access (browser): Opera				Owns: Galaxy Note 3				
			Lived in Romania				FB access (browser): Safari				Owns: Galaxy Note 4				
			Lived in Russia				Operating System Used				Owns: Galaxy Note 5				
			Lived in Rwanda				FB access (OS): Mac OS X				Owns: Galaxy Note 7				
			Lived in Saudi Arabia				FB access (OS): Mac Sierra				Owns: Galaxy Note 8				
			Lived in Serbia				FB access (OS): Windows 10				Owns: Galaxy Note 8				
			Lived in Sierra Leone				FB access (OS): Windows 8				Owns: Galaxy S 4 Mini				
			Lived in Singapore				FB access (OS): Windows 7				Owns: Galaxy S III Mini				
			Lived in Slovakia				FB access (OS): Windows Vista				Owns: Galaxy S III devices				
			Lived in Slovenia				FB access (OS): Windows XP				Owns: Galaxy S4				
			Lived in South Africa				Primary email domain				Owns: Galaxy S5				
			Lived in South Korea				AOL email users				Owns: Galaxy S6				
			Lived in Spain				Apple email users				Owns: Galaxy S7				
			Lived in Sri Lanka				Gmail users				Owns: Galaxy S7 Edge				
			Lived in Sweden				Hotmail users				Owns: Galaxy S8				
			Lived in Switzerland				MSN.com email users				Owns: Galaxy S8+				
			Lived in Tanzania				Yahoo email users				Owns: Galaxy S9				
			Lived in Thailand				Small business owners				Owns: Galaxy S9+				
			Lived in UAE				Technology early adopters				Owns: Galaxy Tab 2				
			Lived in Uganda				Marketing API Developers (last 90 days)				Owns: Galaxy Tab 3				
			Lived in United Kingdom				Interested in Upcoming Events				Owns: Galaxy Tab 4				
			Lived in United States								Owns: Galaxy Tab Pro				
			Lived in Venezuela								Owns: Galaxy Tab S				
			Lived in Vietnam								Owns: Galaxy Y devices				
			Lived in Zambia								FB access (mobile): Samsung				
			Lived in Zimbabwe								Android Mobile Devices				