

THE COMPLETE GUIDE TO FACEBOOK AD TARGETING

DEMOGRAPHICS

1. AGE

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

2. GENDER

- Male
- Female

3. EDUCATION

- High school or less
- Some college
- Bachelor's
- Master's
- PhD

4. MARRIAGE

- Single
- Married
- Divorced
- Widowed

5. EMPLOYMENT

- Self-employed
- Employed
- Unemployed
- Retired

6. HOMEOWNERSHIP

- Homeowner
- Renter

7. LANGUAGE

- English
- Spanish
- Portuguese
- French
- German
- Italian
- Russian
- Polish
- Czech
- Slovak
- Slovenian
- Croatian
- Serbian
- Bosnian
- Montenegrin
- Albanian
- Macedonian
- Bulgarian
- Romanian
- Greek
- Turkish
- Arabic
- Hebrew
- Yiddish
- Ukrainian
- Belarusian
- Latvian
- Lithuanian
- Polish
- Czech
- Slovak
- Slovenian
- Croatian
- Serbian
- Bosnian
- Montenegrin
- Albanian
- Macedonian
- Bulgarian
- Romanian
- Greek
- Turkish
- Arabic
- Hebrew
- Yiddish
- Ukrainian
- Belarusian
- Latvian
- Lithuanian

8. RELIGION

- Atheist
- Buddhist
- Catholic
- Hindu
- Jewish
- Muslim
- Other
- Protestant
- Sikh
- Taoist
- Vedantist
- Wiccan

9. POLITICAL AFFILIATION

- Democrat
- Republican
- Liberal
- Conservative
- Other

10. LANGUAGE

- English
- Spanish
- Portuguese
- French
- German
- Italian
- Russian
- Polish
- Czech
- Slovak
- Slovenian
- Croatian
- Serbian
- Bosnian
- Montenegrin
- Albanian
- Macedonian
- Bulgarian
- Romanian
- Greek
- Turkish
- Arabic
- Hebrew
- Yiddish
- Ukrainian
- Belarusian
- Latvian
- Lithuanian

11. INTERESTS

- Arts and Entertainment
- Business
- Education
- Finance
- Food and Drink
- Health and Fitness
- Home and Garden
- Technology
- Travel
- Automotive
- Books
- Music
- Video Games
- Sports
- Politics
- Religion
- Science
- History
- Art
- Photography
- Writing
- Acting
- Dancing
- Music
- Video Games
- Sports
- Politics
- Religion
- Science
- History
- Art
- Photography
- Writing
- Acting
- Dancing

12. BEHAVIORS

- Engaged Shoppers
- Engaged Travelers
- Engaged Gamers
- Engaged Readers
- Engaged Music Lovers
- Engaged Video Watchers
- Engaged App Users
- Engaged Mobile Users
- Engaged Desktop Users
- Engaged Tablet Users
- Engaged Smart TV Users
- Engaged Connected TV Users
- Engaged Smart Home Users
- Engaged Smart Car Users
- Engaged Smart Watch Users
- Engaged Smart Glasses Users
- Engaged Smart Home Appliances Users
- Engaged Smart Home Security Users
- Engaged Smart Home Automation Users
- Engaged Smart Home Energy Users
- Engaged Smart Home Lighting Users
- Engaged Smart Home Heating and Cooling Users
- Engaged Smart Home Water Management Users
- Engaged Smart Home Air Quality Users
- Engaged Smart Home Safety Users
- Engaged Smart Home Entertainment Users
- Engaged Smart Home Office Users
- Engaged Smart Home Storage Users
- Engaged Smart Home Backup Users
- Engaged Smart Home Security Cameras Users
- Engaged Smart Home Door Locks Users
- Engaged Smart Home Thermostats Users
- Engaged Smart Home Hubs Users
- Engaged Smart Home Sensors Users
- Engaged Smart Home Switches Users
- Engaged Smart Home Dimmers Users
- Engaged Smart Home Outlets Users
- Engaged Smart Home Cables Users
- Engaged Smart Home Batteries Users
- Engaged Smart Home Chargers Users
- Engaged Smart Home Power Strips Users
- Engaged Smart Home Surge Protectors Users
- Engaged Smart Home Antennas Users
- Engaged Smart Home Modems Users
- Engaged Smart Home Routers Users
- Engaged Smart Home Switches Users
- Engaged Smart Home Dimmers Users
- Engaged Smart Home Outlets Users
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- Engaged Smart Home Power Strips Users
- Engaged Smart Home Surge Protectors Users
- Engaged Smart Home Antennas Users
- Engaged Smart Home Modems Users
- Engaged Smart Home Routers Users

CONNECTIONS

1. FRIENDS OF FRIENDS

- Friends of friends
- Friends of friends of friends
- Friends of friends of friends of friends

2. GROUPS

- Groups
- Members of groups
- Admins of groups
- Members of groups of friends
- Admins of groups of friends
- Members of groups of friends of friends
- Admins of groups of friends of friends
- Members of groups of friends of friends of friends
- Admins of groups of friends of friends of friends

3. PAGES

- Pages
- Followers of pages
- Admins of pages
- Members of pages of friends
- Admins of pages of friends
- Members of pages of friends of friends
- Admins of pages of friends of friends
- Members of pages of friends of friends of friends
- Admins of pages of friends of friends of friends



Facebook Guide

David Kirk



Facebook Guide:

Facebook Guide: Bestsellers in 2023 The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous captivating novels captivating the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the engaging narratives that have captivated audiences this year. Facebook Guide : Colleen Hoover's "It Ends with Us" This touching tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can succeed. Uncover the Best : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This captivating historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids captivating storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Facebook Guide : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a exceptional and gripping novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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