

Targeting Strategy	Rationale
Demographics (Age, Gender, Location, Education, Income)	- Reach a broad audience based on basic characteristics for brand awareness. - Combine with other targeting for precision. - Ideal for initial stages of marketing funnel.
Geographic Targeting	- Targets users based on location for local businesses or region-specific offers. - Can be granular (city, radius around a location).
Interests & Behaviors (Hobbies, Activities, Purchase Habits, Online Behavior)	- Target individuals based on specific topics, hobbies, or past behaviors like travel bookings. - Effective for product promotion and lead generation.
Life Events (New job, Graduation, Engagement, Birthdays)	- Targets users during significant life changes. - Time-sensitive campaigns relevant to milestones. - Emotionally resonant, potentially higher engagement.
Custom Audiences (Website Visitors, Email Subscribers, App Users)	- Retarget those who have already interacted with your brand. - Increases conversion by re-engagement. - Ideal for lead nurturing and repeat business.
Lookalike Audiences	- Targets new users similar to existing customers. - Expands reach while maintaining relevance. - Discovers potential customers outside organic reach.
Connections (Friends of Fans, Page Followers)	- Targets people connected to existing fans or followers. - Leverages social proof and recommendations. - Effective for brand building and community engagement.
Combinations & Overlaps (Layer different targeting options)	- Creates highly specific audiences. - Reaches niche groups with tailored messaging. - Maximizes accuracy and campaign effectiveness.
Engagement Targeting	- Focuses on users who have engaged with your content. - Re-engages interested users, increasing conversion chances.
Device Targeting	- Targets based on the device used. - Optimizes experience for device format and usability.
Income Level Targeting	- Focuses on users within specific income brackets. - Precise targeting for luxury or budget products/services.
Education Level Targeting	- Targets based on education level. - Aligns products/services with educational demographics.