



HOW TO TARGET YOUR IDEAL AUDIENCE ON FACEBOOK



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PUBLIC ȚINTĂ: UTILIZATORI PROASPĂT LOGODIȚI

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Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Life Events

Newly engaged (6 months)

Add demographics, interests or behaviors | Suggestions | Browse


Exclude People or Narrow Audience

Connections ⓘ

Add a connection type ▼

☐ Save this audience

Audience Definition



Your audience selection is fairly broad.

Specific Broad

Audience Details:

- Location - Living In:
 - Romania
- Age:
 - 18 - 65+
- People Who Match:
 - Life Event: Newly engaged (6 months)

Potential Reach: 36,000 people

PUBLIC ȚINTĂ: UTILIZATORI CU ANIVERSARE ÎN VIITORUL APROPIAT

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Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Life Events

Anniversary within 30 Days

Add demographics, interests or behaviors | Suggestions | Browse


Exclude People or Narrow Audience

Connections ⓘ

Add a connection type ▼

☐ Save this audience

Audience Definition



Your audience selection is fairly broad.

Specific Broad

Audience Details:

- Location - Living In:
 - Romania
- Age:
 - 18 - 65+
- People Who Match:
 - Life Event: Anniversary within 30 Days

Potential Reach: 48,000 people



PUBLIC ȚINTĂ: UTILIZATORI CU DATA NAȘTERII ÎN URMĂTOAREA SĂPTĂMÂNĂ

5

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Life Events

Upcoming birthday

Add demographics, interests or behaviors

Suggestions | Browse


Exclude People or Narrow Audience

Connections ⓘ

Add a connection type ▼

☐ Save this audience

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location - Living In:
 - Romania
- Age:
 - 18 - 65+
- People Who Match:
 - Life Event: Upcoming birthday

Potential Reach: 160,000 people

PUBLIC ȚINTĂ: PRIETENII UTILIZATORILOR CU ZI DE NAȘTERE ÎN URMĂTOAREA SĂPTĂMÂNĂ

6

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Life Events > Friends of

Friends of Upcoming Birthday

Add demographics, interests or behaviors | Suggestions | Browse


Exclude People or Narrow Audience

Connections ⓘ

Add a connection type ▼

☐ Save this audience

Audience Definition



Your audience selection is fairly broad.

Specific Broad

Audience Details:

- Location - Living In:
 - Romania
- Age:
 - 18 - 65+
- People Who Match:
 - Life Event: Friends of Upcoming Birthday

Potential Reach: 1,400,000 people

PUBLIC ȚINTĂ: UTILIZATORI CU INTENȚIE DE ACHIZIȚIE

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Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

Suggestions

Browse

▼ Friends of

Friends of Anniversary within 30 Days

Friends of Newly Engaged

Friends of Newlywed

Friends of Recently Moved

Friends of Upcoming Birthday

Connections ⓘ

PUBLIC ȚINTĂ: PĂRINȚI (1-2 ANI) CARE AU ABSOLVIT FACULTATEA

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Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Parents > All Parents

(01-02 Years) Parents with Toddlers

Add demographics, interests or behaviors | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ

Demographics > Education > Education Level


College grad

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Further

Connections ⓘ Add a connection type ▼

Audience Definition



Your audience selection is fairly broad.

Specific Broad

Audience Details:

- Location - Living In:
 - Romania
- Age:
 - 18 - 65+
- People Who Match:
 - Parents: (01-02 Years) Parents with Toddlers
- And Must Also Match:
 - Education Level: College grad

Potential Reach: 16,000 people

PUBLIC ȚINTĂ: PĂRINȚI (1-2 ANI) CARE AU ABSOLVIT FACULTATEA

9

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Parents > All Parents

(01-02 Years) Parents with Toddlers

Add demographics, interests or behaviors

and MUST ALSO match at least ONE of the following

Demographics > Education > Education Level

College grad

Add demographics, interests or behaviors

Exclude People or Narrow Further

Audience Definition

CURRENT AUDIENCE

NEW CRITERIA

The diagram shows two overlapping circles. The left circle is teal and labeled 'CURRENT AUDIENCE', containing several white person icons. The right circle is yellow and labeled 'NEW CRITERIA', also containing several white person icons. The intersection of the two circles is shaded orange and contains two orange person icons. An arrow points from this intersection down to a label 'NEW AUDIENCE' which includes an orange person icon.

NEW AUDIENCE

PUBLIC ȚINTĂ: PĂRINȚI (1-2 ANI) CARE AU ABSOLVIT FACULTATEA ȘI CĂLĂTORESC FRECVENT

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Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Parents > All Parents

(01-02 Years) Parents with Toddlers

Add demographics, interests or behaviors | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ

Demographics > Education > Education Level

College grad

Add demographics, interests or behaviors | Suggestions | Browse


and MUST ALSO match at least ONE of the following ⓘ

Behaviors > Travel

All frequent travelers

Add demographics, interests or behaviors | Suggestions | Browse

Audience Definition



Your audience selection is fairly broad.

Specific Broad

Audience Details:

- Location - Living In:
 - Romania
- Age:
 - 18 - 65+
- People Who Match:
 - Parents: (01-02 Years) Parents with Toddlers
- And Must Also Match:
 - Education Level: College grad
- And Must Also Match:
 - Behaviors: All frequent travelers

Potential Reach: 3,000 people

Website Traffic *i*

Custom Combination ▼

Include *i* Traffic that meets the following conditions:

URL ▼

Contains ▼

pagina_produș_1 ✕

Add URL keywords

and

✕

Contains ▼

thank_you_page ✕

Add URL keywords

and

✕

Add New Condition

Exclude *i* Traffic that meets the following conditions:

URL ▼

Contains ▼

pagina_accesoriu_produș_1 ✕

and

✕

Add URL keywords

Website Traffic *i*

Custom Combination ▼

Include *i* Traffic that meets the following conditions:

URL ▼

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pagina_produș_1 ✕

Add URL keywords

and

✕

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✕

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Exclude *i* Traffic that meets the following conditions:

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✕

Add URL keywords



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