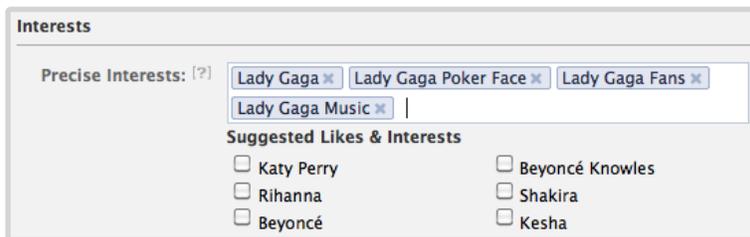


Interests Targeting

For Facebook Ads and Sponsored Stories

Facebook lets you connect with the people most likely to be interested in your business or brand, based on the authentic interests they've chosen to share. Interests targeting for ads and sponsored stories offers you three different ways to reach your ideal audience: Precise Interests, Topics, and Broad Categories.

1 Precise Interest Targeting

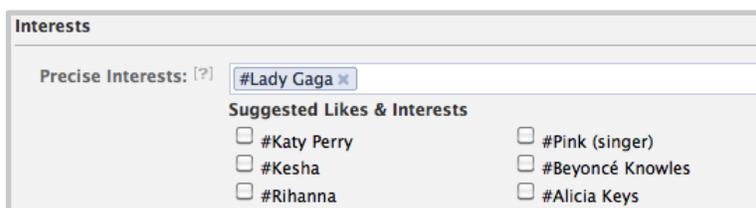


The screenshot shows the 'Interests' section of a Facebook ad targeting interface. Under 'Precise Interests: [?]', there is a search bar containing 'Lady Gaga Music' and a list of selected interests: 'Lady Gaga', 'Lady Gaga Poker Face', and 'Lady Gaga Fans'. Below this, under 'Suggested Likes & Interests', there are two columns of checkboxes with names: Katy Perry, Beyoncé Knowles, Rihanna, Shakira, and Beyoncé, Kesha.

What is it? Precise interests are the likes and interests people have shared in their Facebook profiles. For example, if you belong to a group called “Lady Gaga Fans”, this can be captured with the precise interest “Lady Gaga Fans”. Other things you’ve shared will be connected to other targetable interests.

Who should use Precise Interests? Precise Interest targeting is intended for advertisers with carefully managed lists of specific interests, or those seeking to optimize their targeting at an extremely detailed level. Most advertisers won’t need to target with precise interests.

2 Topic Targeting



The screenshot shows the 'Interests' section of a Facebook ad targeting interface. Under 'Precise Interests: [?]', there is a search bar containing '#Lady Gaga'. Below this, under 'Suggested Likes & Interests', there are two columns of checkboxes with topic names: #Katy Perry, #Pink (singer), #Kesha, #Beyoncé Knowles, #Rihanna, and #Alicia Keys.

What is it? Topics (indicated with a # symbol) combine overlapping precise interests to enable easier targeting. For example, the “#Lady Gaga” topic will capture people with related interests such as “Lady Gaga”, “Lady Gaga Fans” and “Lady Gaga Music”. Topics are available in the Precise Interests selection box.

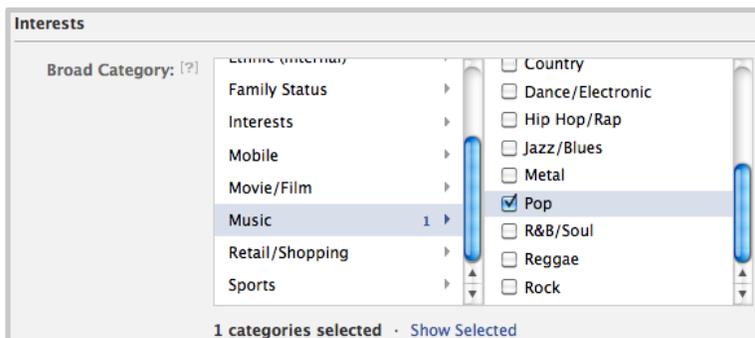
Who should use topics? If you know that your ideal audience is likely to have a particular set of interests, but don’t need to manage a complicated list of keywords, Topic targeting is a simple way to reach your customers without having to select every relevant term separately.

Interests Targeting

For Facebook Ads and Sponsored Stories

3 Broad Category Targeting

Broad Category targeting is currently only available in Australia, Canada, India, Ireland, New Zealand, Singapore, South Africa, the United Kingdom, and the United States.



What is it? Broad categories combine interests and other profile content users have shared to create simple, high-level groups that you can easily target. With Broad Category targeting, interests like “Lady Gaga” would be combined with other details into a category for people who like “Pop” music, or even “Music” more generally.

Who should use broad categories? You might be interested in Broad Category targeting if you want your message to easily reach a range of people with shared characteristics, without managing very specific interests. Broad Category targeting also includes groups that can’t be selected through other targeting features, such as parents and mobile users.

Note: Broad Category targeting can’t be used with Precise Interest and Topic targeting. To switch between broad categories and precise interests/topics, click the “Switch to Broad Category Targeting” link within the Interests section.