

# Facebook Detailed Targeting

[Facebook](#) has a lot of detailed targeting criteria available on its advertising platform. Knowing what is available can help you create audiences that better achieve your advertising goals. Here is a list of some of the advertising criteria that will give you a good idea of what is available. To know more about how you can advertise your business on Facebook in South Africa, [check out this article instead](#).

## Detailed Targeting

1. Demographics
2.
  1. Education
    1. Education Level
      1. At high school
      2. At university
      3. At university (postgraduate)
      4. Doctorate degree
      5. Foundation degree
      6. High school leaver
      7. Master's degree
      8. Professional degree
      9. Some high school
      10. Some university
      11. Some university (postgraduate)
      12. University graduate
      13. Unspecified
    2. Fields of study
    3. Schools/Universities
    4. Undergrad years
  2. Financial
    1. Income
      1. Household income: top 10% of ZIP codes (US)
      2. Household income: top 10-25% of ZIP codes (US)
      3. Household income: top 25-50% of ZIP codes (US)
      4. Household income: top 10% of ZIP codes (US)
      5. Household income: top 5% of ZIP codes (US)
  3. Life events
    1. Anniversary
      1. Anniversary within 30 days
      2. Anniversary within 31-60 days
    2. Away from family
    3. Away from home town
    4. Date of birth
      1. Month of birth

2. Birthday in January
3. Birthday in February
4. Birthday in March
5. Birthday in April
6. Birthday in May
7. Birthday in June
8. Birthday in July
9. Birthday in August
10. Birthday in September
11. Birthday in October
12. Birthday in November
13. Birthday in December
14. Upcoming birthday
5. Friends of
  1. Close friends of men with a birthday in 0-7 days
  2. Close friends of men with a birthday in 7-30 days
  3. Close friends of people with birthdays in a month
  4. Close friends of people with birthdays in a week
  5. Close friends of women with a birthday in 0-7 days
  6. Close friends of women with a birthday in 7-30 days
  7. Friends of newly engaged people
  8. Friends of newlyweds
  9. Friends of people who recently moved
6. Long-distance relationship
7. New job
8. New relationship
9. Newly engaged (1 year)
10. Newly engaged (3 months)
11. Newly engaged (6 months)
12. Newlywed (1 year)
13. Newlywed (3 months)
14. Newlywed ( 6 months)
15. Recently moved
4. Parents
  1. All parents
    1. New parents (0-12 months)
    2. Parents (All)
    3. Parents with adult children (aged 18-26)
    4. Parents with pre-schoolers (3-5 years)
    5. Parents with pre-teens (aged 9-12)
    6. Parents with primary school-aged children (6-8 years)
    7. Parents with teenagers (aged 13-17)
    8. Parents with toddlers (aged 1-2)
5. Relationship
  1. Relationship status
    1. Civil partnership

2. Complicated
3. Divorced
4. Domestic partnership
5. Engaged
6. In a relationship
7. Married
8. Open relationship
9. Separated
10. Single
11. Unspecified
12. Widowed

6. Work

1. Employers
2. Industries
  1. Administrative services
  2. Architecture and engineering
  3. Arts, entertainment, sports and media
  4. Business and finance
  5. Cleaning and maintenance services
  6. Community and social services
  7. Computation and mathematics
  8. Construction and extraction
  9. Education and libraries
  10. Farming, fishing and forestries
  11. Food and restaurants
  12. Government employees (global)
  13. Healthcare and medical services
  14. IT and technical services
  15. Installation and repair services
  16. Legal services
  17. Life, physical and social services
  18. Management
  19. Military (global)
  20. Production
  21. Protective services
  22. Sales
  23. Transport and moving
  24. Veterans (US)

3. Job titles

3. Interest

1. Business and industries
  1. Advertising
  2. Agriculture
  3. Architecture
  4. Aviation
  5. Banking

1. Investment banking
    2. Online banking
    3. Retail banking
  6. Business
  7. Construction
  8. Design
    1. Fashion design
    2. Graphic design
    3. Interior design
  9. Economics
  10. Engineering
  11. Entrepreneurship
  12. Healthcare
  13. Higher Education
  14. Management
  15. Marketing
  16. Nursing
  17. Online
    1. Digital marketing
    2. Display advertising
    3. Email marketing
    4. Online advertising
    5. Search engine optimization
    6. Social media
    7. Social media marketing
    8. Web design
    9. Web development
    10. Web hosting
  18. Personal finance
    1. Credit cards
    2. Insurance
    3. Investments
    4. Mortgage loans
  19. Property
  20. Retail
  21. Sales
  22. Science
  23. Small business
2. Entertainment
    1. Films
      1. Action films
      2. Animated films
      3. Anime films
      4. Bollywood films
      5. Comedy films
      6. Documentary films

7. Drama films
  8. Fantasy films
  9. Horror films
  10. Musical theatre
  11. Science fiction films
  12. Thriller films
2. Games
    1. Action games
    2. Board games
    3. Browser games
    4. Card games
    5. Gambling
    6. Massively multiplayer online games
    7. Massively multiplayer online role-playing games
    8. Online games
    9. Online poker
    10. Puzzle video games
    11. Racing games
    12. Role-playing games
    13. Simulation games
    14. Sports games
    15. Strategy games
    16. Video games
    17. World games
3. Life events
    1. Ballet
    2. Bars
    3. Concerts
    4. Dancehalls
    5. Music festivals
    6. Nightclubs
    7. Parties
    8. Plays
    9. Theatres
4. Music
    1. Blues music
    2. Classical music
    3. Country music
    4. Dance music
    5. Electronic music
    6. Gospel music
    7. Heavy metal music
    8. Hip hop music
    9. Jazz music
    10. Music videos
    11. Pop music

12. Rhythm and blues music
13. Rock music
14. Soul music
5. Reading
  1. Books
  2. Comics
  3. Fiction books
  4. Literature
  5. Magazines
  6. Manga
  7. Mystery fiction
  8. Newspapers
  9. Non-fiction books
  10. Romance novels
  11. eBooks
6. Television programme
  1. TV chat shows
  2. TV comedies
  3. TV game shows
  4. TV reality shows
3. Family and relationships
  1. Dating
  2. Family
  3. Fatherhood
  4. Friendship
  5. Marriage
  6. Motherhood
  7. Parenting
  8. Weddings
4. Fitness and wellness
  1. Bodybuilding
  2. Meditation
  3. Physical exercise
  4. Physical fitness
  5. Running
  6. Weight training
  7. Yoga
5. Food and drink
  1. Alcoholic drink
    1. Beer
    2. Distilled drinks
    3. Wine
  2. Cooking
    1. Baking
    2. Recipes
  3. Cuisine

1. Chinese cuisine
  2. French Cuisine
  3. German cuisine
  4. Greek cuisine
  5. Indian cuisine
  6. Italian cuisine
  7. Japanese cuisine
  8. Korean cuisine
  9. Latin American cuisine
  10. Mexican Cuisine
  11. Middle Eastern cuisine
  12. Spanish cuisine
  13. Thai cuisine
  14. Vietnamese cuisine
4. Drinks
    1. Coffee
    2. Energy drinks
    3. Juice
    4. Soft drinks
    5. Tea
5. Food
    1. Barbecue
    2. Chocolate
    3. Desserts
    4. Fast food
    5. Organic food
    6. Pizza
    7. Seafood
    8. Veganism
    9. Vegetarianism
6. Restaurants
    1. Coffeehouses
    2. Diners
    3. Fast casual restaurants
    4. Fast food restaurants
6. Hobbies and activities
    1. Arts and music
      1. Acting
      2. Crafts
      3. Dance
      4. Drawing
      5. Drums
      6. Fine art
      7. Guitar
      8. Painting
      9. Performing arts

10. Photography
11. Sculpture
12. Singing
13. Writing
2. Current events
3. Home and garden
  1. DIY
  2. Do it yourself (DIY)
  3. Furniture
  4. Gardening
  5. Home appliances
4. Pets
  1. Birds
  2. Cats
  3. Dogs
  4. Fish
  5. Horses
  6. Pet food
  7. Rabbits
  8. Reptiles
5. Politics and social issues
  1. Charity and causes
  2. Community issues
  3. Environmentalism
  4. Law
  5. Politics
  6. Religion
  7. Sustainability
  8. Veterans
  9. Volunteering
6. Travel
  1. Adventure Travel
  2. Air travel
  3. Beaches
  4. Car rentals
  5. Cruises
  6. Ecotourism
  7. Holidays
  8. Holidays
  9. Lakes
  10. Mountains
  11. Nature
  12. Theme parks
  13. Tourism
7. Vehicles
  1. 4x4s

2. Automobiles
  3. Boats
  4. Electric vehicles
  5. Hybrids
  6. Lorries
  7. Motorcycles
  8. Motorhomes
  9. People Carriers
  10. Scooters
7. Shopping and fashion
    1. Beauty
      1. Beauty salons
      2. Cosmetics
      3. Fragrances
      4. Hair products
      5. Spas
      6. Tattoos
    2. Clothing
      1. Children's clothing
      2. Mens clothing
      3. Shoes
      4. Womens clothing
    3. Fashion accessories
      1. Dresses
      2. Handbags
      3. Jewellery
      4. Sunglasses
    4. Shopping
      1. Boutiques
      2. Coupons
      3. Discount shops
      4. Luxury shops
      5. Online shops
      6. Shopping centres
    5. Toys
  8. Sports and outdoor
    1. Outdoor recreation
      1. Boating
      2. Camping
      3. Fishing
      4. Horseback riding
      5. Hunting
      6. Mountain biking
      7. Surfing
    2. Sports
      1. American football

2. Baseball
3. Basketball
4. Car racing
5. College football
6. Football
7. Golf
8. Marathons
9. Skiing
10. Snowboarding
11. Swimming
12. Tennis
13. Triathlons
14. Volleyball

#### 9. Technology

##### 1. Computers

1. Computer memory
2. Computer monitors
3. Computer processors
4. Computer servers
5. Desktop computers
6. Free software
7. Hard drives
8. Network storage
9. Software
10. Tablet computers

##### 2. Consumer electronics

1. Audio equipment
2. Camcorders
3. Cameras
4. GPS devices
5. Game consoles
6. Mobile phones
7. Portable media players
8. Projectors
9. Smartphones
10. Televisions
11. eBook readers

#### 4. Behaviours

##### 1. Anniversary

1. Anniversary (within 61-90 days)

##### 2. Consumer classification

###### 1. Argentina

1. People in Argentina who prefer high-value goods
2. People in Argentina who prefer mid- and high-value goods

###### 2. Brazil

1. People in Brazil who prefer high-value goods

2. People in Brazil who prefer mid- and high-value goods
3. Chile
  1. People in Chile who prefer high-value goods
  2. People in Chile who prefer mid- and high-value goods
4. India
  1. People in India who prefer high-value goods
  2. People in India who prefer mid- and high-value goods
5. Indonesia
  1. People in Indonesia who prefer high-value goods
  2. People in Indonesia who prefer mid- and high-value goods
6. Kingdom of Saudi Arabia
  1. People who prefer high-value goods in the Kingdom of Saudi Arabia
  2. People who prefer mid- and high-value goods in the Kingdom of Saudi Arabia
7. Malaysia
  1. People in Malaysia who prefer high-value goods
  2. People in Malaysia who prefer mid- and high-value goods
8. Mexico
  1. People in Mexico who prefer high-value goods
  2. People in Mexico who prefer mid- and high-value goods
9. Pakistan
  1. People in Pakistan who prefer high-value goods
  2. People in Pakistan who prefer mid- and high-value goods
10. Philippines
  1. People who prefer high-value goods in the Philippines
  2. People who prefer mid- and high-value goods in the Philippines
11. South Africa
  1. People in South Africa who prefer high-value goods
  2. People in South Africa who prefer mid- and high-value goods
12. Turkey
  1. People in Turkey who prefer high-value goods
  2. People in Turkey who prefer mid- and high-value goods
13. UAE
  1. People who prefer high-value goods in UAE
  2. People who prefer mid- and high-value goods in UAE
14. Digital activities
  1. Canvas gaming
    1. Played Canvas games (last 14 days)
    2. Played Canvas games (last 3 days)
    3. Played Canvas games (last 7 days)
    4. Played Canvas games (yesterday)
  2. Console gamers
  3. Early technology adopters
  4. Facebook Payments users (30 days)
  5. Facebook Payments users (90 days)

- 6. Facebook Payments users (higher than average spend)
- 7. Facebook access: older devices and OS
- 15. Facebook page admins
  - 1. Business Page admins
  - 2. Community and club Page admins
  - 3. Facebook Page admins
  - 4. Food and restaurant Page admins
  - 5. Health and beauty Page admins
  - 6. Retail Page admins
  - 7. Sports Page admins
  - 8. Travel and tourism Page admins
- 16. Internet browser used
  - 1. Facebook access (browser): Chrome
  - 2. Facebook access (browser): Firefox
  - 3. Facebook access (browser): Internet Explorer
  - 4. Facebook access (browser): Microsoft Edge
  - 5. Facebook access (browser): Opera
  - 6. Facebook access (browser): Safari
- 17. Operating system used
  - 1. Facebook access (OS): Mac OS X
  - 2. Facebook access (OS): Mac Sierra
  - 3. Facebook access (OS): Windows 10
  - 4. Facebook access (OS): Windows 7
  - 5. Facebook access (OS): Windows 8
  - 6. Facebook access (OS): Windows Vista
  - 7. Facebook access (OS): Windows XP
- 18. Primary email domain
  - 1. AOL email users
  - 2. Apple email users
  - 3. Gmail users
  - 4. Hotmail users
  - 5. MSN.com users
  - 6. Yahoo email users
- 19. Small business owners
- 3. Ex-pats
  - 1. Close friends of those who live abroad
  - 2. Family of those who live abroad
  - 3. Lived in Algeria (formerly Ex-pats Algeria)
  - 4. Lived in Argentina (formerly Ex-pats Argentina)
  - 5. Lived in Australia (formerly Ex-pats Australia)
  - 6. Lived in Austria (formerly Ex-pats Austria)
  - 7. Lived in Bangladesh (formerly Ex-pats Bangladesh)
  - 8. Lived in Belgium (formerly Ex-pats Belgium)
  - 9. Lived in Brazil (formerly Ex-pats Brazil)
  - 10. Lived in Cameroon (formerly Ex-pats Cameroon)
  - 11. Lived in Canada (formerly Ex-pats Canada)

12. Lived in Chile (formerly Ex-pats Chile)
13. Lived in China (formerly Ex-pats China)
14. Lived in Colombia (formerly Ex-pats Colombia)
15. Lived in Cuba (formerly Ex-pats Cuba)
16. Lived in Cyprus (formerly Ex-pats Cyprus)
17. Lived in Czech Republic (formerly Ex-pats Czech Republic)
18. Lived in Ivory Coast (formerly Ex-pats Ivory Coast)
19. Lived in Congo (formerly Ex-pats Congo)
20. Lived in Denmark (formerly Ex-pats Denmark)
21. Lived in Dominican Republic (formerly Ex-pats Dominican Republic)
22. Lived in El Salvador (formerly Ex-pats Al Salvador)
23. Lived in Estonia (formerly Ex-pats Estonia)
24. Lived in Ethiopia (formerly Ex-pats Ethiopia)
25. Lived in Finland (formerly Ex-pats Finland)
26. Lived in France (formerly Ex-pats France)
27. Lived in Germany (formerly Ex-pats Germany)
28. Lived in Ghana (formerly Ex-pats Ghana)
29. Lived in Greece (formerly Ex-pats Greece)
30. Lived in Guatemala (formerly Ex-pats Guatemala)
31. Lived in Haiti (formerly Ex-pats Haiti)
32. Lived in Honduras (formerly Ex-pats Honduras)
33. Lived in Hong Kong (formerly Ex-pats Hong Kong)
34. Lived in Hungary (formerly Ex-pats Hungary)
35. Lived in India (formerly Ex-pats India)
36. Lived in Indonesia (formerly Ex-pats Indonesia)
37. Lived in Ireland (formerly Ex-pats Ireland)
38. Lived in Israel (formerly Ex-pats Israel)
39. Lived in Italy (formerly Ex-pats Italy)
40. Lived in Jamaica (formerly Ex-pats Jamaica)
41. Lived in Japan (formerly Ex-pats Japan)
42. Lived in Jordan (formerly Ex-pats Jordan)
43. Lived in Kenya (formerly Ex-pats Kenya)
44. Lived in Kuwait (formerly Ex-pats Kuwait)
45. Lived in Latvia (formerly Ex-pats Latvia)
46. Lived in Lebanon (formerly Ex-pats Lebanon)
47. Lived in Lithuania (formerly Ex-pats Lithuania)
48. Lived in Luxembourg (formerly Ex-pats Luxembourg)
49. Lived in Malaysia (formerly Ex-pats Malaysia)
50. Lived in Malta (formerly Ex-pats Malta)
51. Lived in Mexico (formerly Ex-pats Mexico)
52. Lived in Monaco (formerly Ex-pats Monaco)
53. Lived in Nepal (formerly Ex-pats Nepal)
54. Lived in New Zealand (formerly Ex-pats New Zealand)
55. Lived in Nicaragua (formerly Ex-pats Nicaragua)
56. Lived in Nigeria (formerly Ex-pats Nigeria)
57. Lived in Norway (formerly Ex-pats Norway)

58. Lived in Peru (formerly Ex-pats Peru)
59. Lived in Philippines (formerly Ex-pats Philippines)
60. Lived in Poland (formerly Ex-pats Poland)
61. Lived in Portugal (formerly Ex-pats Portugal)
62. Lived in Puerto Rico (formerly Ex-pats Puerto Rico)
63. Lived in Qatar (formerly Ex-pats Qatar)
64. Lived in Romania (formerly Ex-pats Romania)
65. Lived in Russia (formerly Ex-pats Russia)
66. Lived in Rwanda (formerly Ex-pats Rwanda)
67. Lived in Saudi Arabia (formerly Ex-pats Saudi Arabia)
68. Lived in Senegal (formerly Ex-pats Senegal)
69. Lived in Serbia (formerly Ex-pats Serbia)
70. Lived in Sierra Leone (formerly Ex-pats Siera Leone)
71. Lived in Singapore (formerly Ex-pats Singapore)
72. Lived in Slovakia (formerly Ex-pats Slovakia)
73. Lived in Slovenia (formerly Ex-pats Slovenia)
74. Lived in South Africa (formerly Ex-pats South Africa)
75. Lived in South Korea (formerly Ex-pats South Korea)
76. Lived in Spain (formerly Ex-pats Spain)
77. Lived in Sri Lanka (formerly Ex-pats Sri Lanka)
78. Lived in Sweden (formerly Ex-pats Sweden)
79. Lived in Switzerland (formerly Ex-pats Switzerland)
80. Lived in Tasmania (formerly Ex-pats Tazmania)
81. Lived in Thailand (formerly Ex-pats Thailand)
82. Lived in the UAE (formerly Ex-pats the UAE)
83. Lived in Uganda (formerly Ex-pats Uganda)
84. Lived in Venezuela (formerly Ex-pats Venezuela)
85. Lived in Vietnam (formerly Ex-pats Vietnam)
86. Lived in Zambia (formerly Ex-pats Zambia)
87. Lived in Zimbabwe (formerly Ex-pats Zimbabwe)
88. Lived in the Netherlands (formerly Ex-pats the Netherlands)
89. Lived in the UK (formerly Ex-pats the UK)
90. Lived in the United States (formerly Ex-pats the United States)
91. Lives abroad

#### 4. Mobile Device Users

##### 1. All Mobile Devices by Brand

###### 1. Amazon

###### 1. Owns: Kindle Fire

###### 2. Apple

###### 1. Facebook access (mobile): iPad 1

###### 2. Facebook access (mobile): iPad 2

###### 3. Facebook access (mobile): iPad 3

###### 4. Facebook access (mobile): iPhone 4

###### 5. Facebook access (mobile): iPhone 4s

###### 6. Facebook access (mobile): iPhone 5

###### 7. Facebook access (mobile): iPhone 5C

8. Facebook access (mobile): iPhone 5S
  9. Facebook access (mobile): iPhone 8
  10. Facebook access (mobile): iPhone 8 Plus
  11. Facebook access (mobile): iPhone X
  12. Facebook access (mobile): iPhone XR
  13. Facebook access (mobile): iPhone XS
  14. Facebook access (mobile): iPhone XS Max
  15. Facebook access (mobile): iPod Touch
  16. Owns: iPad 4
  17. Owns: iPad Air
  18. Owns: iPad Air 2
  19. Owns: iPad Mini 1
  20. Owns: iPad Mini 2
  21. Owns: iPad Mini 3
  22. Owns: iPhone 6
  23. Owns: iPhone 6 Plus
  24. Owns: iPhone 6S
  25. Owns: iPhone 6S Plus
  26. Owns: iPhone 7
  27. Owns: iPhone 7 Plus
  28. Owns: iPhone SE
3. BlackBerry
    1. Curve 9220
  4. Facebook access (mobile): HTC Android mobile devices
  5. Facebook access (mobile): Motorola Android mobile devices
  6. Facebook access (mobile): Samsung Android mobile devices
  7. Facebook access (mobile): Sony Android mobile devices
  8. Facebook access (mobile): LG Android mobile devices
  9. Google
    1. Owns: Google Pixel
    2. Owns: Nexus 5
  10. HTC
    1. Owns: HTC One
  11. LG
    1. Owns: LG G2 devices
    2. Owns: LG G3
    3. Owns: LG V10
  12. Owns: Alcatel
  13. Owns: Cherry Mobile
  14. Owns: Gionee
  15. Owns: Huawei
  16. Owns: Karbonn
  17. Owns: Micromax
  18. Owns: Oppo
  19. Owns: Tecno
  20. Owns: VIVO devices

21. Owns: Xiaomi

22. Owns: ZTE

23. Samsung

1. Galaxy Note II
2. Galaxy Tab
3. Owns: Owns: Galaxy Grand
4. Owns: Owns: Galaxy Grand 2
5. Owns: Owns: Galaxy Note 3
6. Owns: Owns: Galaxy Note 4
7. Owns: Owns: Galaxy Note 5
8. Owns: Owns: Galaxy Note 7
9. Owns: Owns: Galaxy Note 8
10. Owns: Owns: Galaxy S 4 Mini
11. Owns: Owns: Galaxy S III Mini
12. Owns: Owns: Galaxy S4
13. Owns: Owns: Galaxy S5
14. Owns: Owns: Galaxy S6
15. Owns: Owns: Galaxy S7
16. Owns: Owns: Galaxy S7 Edge
17. Owns: Owns: Galaxy S8
18. Owns: Owns: Galaxy S8+
19. Owns: Owns: Galaxy S9
20. Owns: Owns: Galaxy S9+
21. Owns: Owns: Galaxy Tab 2
22. Owns: Owns: Galaxy Tab 3
23. Owns: Owns: Galaxy Tab 4
24. Owns: Owns: Galaxy Tab Pro
25. Owns: Owns: Galaxy Tab S
26. Owns: Owns: Galaxy Y devices

24. Sony

1. Owns: Xperia M
2. Owns: Xperia SL
3. Owns: Xperia Z
4. Owns: Xperia Z Ultra
5. Owns: Xperia Z3
6. Xperia T

2. All Mobile Devices by Operating System

1. Facebook access (mobile): Android devices
2. Facebook access (mobile): Apple (iOS) devices
3. Facebook access (mobile): Windows phones
3. Android: 360 degree media not supported
4. Android: 360 degree media supported
5. Facebook access (mobile): all mobile devices
6. Facebook access (mobile): feature phones
7. Facebook access (mobile): smartphones and tablets
8. Facebook access (mobile): tablets

9. Network Connection
  1. Facebook access (network type): 2G
  2. Facebook access (network type): 3G
  3. Facebook access (network type): 4G
  4. Facebook access (network type): Wi-Fi
10. New smartphone and tablet users
11. Owns: OnePlus
5. Mobile device user/ device use time
  1. Uses a mobile device (1-3 months)
  2. Uses a mobile device (10-12 months)
  3. Uses a mobile device (13-18 months)
  4. Uses a mobile device (19-24 months)
  5. Uses a mobile device (25 months +)
  6. Uses a mobile device (4-6 months)
  7. Uses a mobile device (7-9 months)
  8. Uses a mobile device (less than 1 month)
6. More categories
  1. Interested in upcoming events
  2. Marketing API developers (last 90 days)
7. Multicultural affinity
  1. African American (US)
  2. Asian-American (US)
  3. Hispanic (US - All)
  4. Hispanic (US - Bilingual)
  5. Hispanic (US - English dominant)
  6. Hispanic (US - Spanish dominant)
8. Politics (US)
  1. Likely engagement with US political content (conservative)
  2. Likely engagement with US political content (liberal)
  3. Likely engagement with US political content (moderate)
9. Purchase behaviour
  1. Engaged shoppers
10. Ramadan (Month)
  1. Close friends of people engaged with Ramadan content
  2. Ramadan month (high content engagement)
  3. Ramadan month (medium content engagement)
11. Soccer
  1. Football fans (high content engagement)
  2. Football fans (moderate content engagement)
  3. Friends of Football fans
12. Travel
  1. Commuters
  2. Frequent international travellers
  3. Frequent travellers
  4. Returned from travelling one week ago
  5. Returned from travelling two weeks ago

