Detailed Targeting

With Targeting Search, you can find targeting with one targeting type in a single API call. With the Detailed Targeting API, you can search for **multiple targeting types in a single request at the same time**. You can also get suggestions based on your query.

The API has four endpoints: Search, Suggestions, Browse, and Validation.

The response for these endpoints contains the following:

Name	Description
id type: string	Target audience ID
name type: string	Name of the target audience
audience_size_lower_bound *integer*	Estimated lower bound target audience size
audience_size_upper_bound *integer*	Estimated upper bound target audience size
path type: array of strings	Includes the category and any parent categories the targeting falls into
description type: string	A short description about target audience

If you do not provide `limit_type`, we filter results with less than 2000 people into four categories: `work_employers`, `work_positions`, `education_majors`, `education_schools`. Otherwise you get less meaningful results. When you use `limit_type` we filter for one of those four categories and will not return everything.

Search

Retrieve target audiences for your ads that match your search query. You can provide the following parameters at this endpoint:

```
curl -G \
-d "q=harvard" \
-d "access_token=<ACCESS_TOKEN>" \
https://graph.facebook.com/<API_VERSION>/act_<AD_ACCOUNT_ID>/targetingsearch
```

Name	Description
q type: string	**Required.** Query string

Name	Description
`limit` type: integer	**Optional.** Number of results
`limit_type` type: string	**Optional.** Limit the type of audience to retrieve. Default to all types. Valid values: • `interests` • `education_schools` • `education_majors` • `work_positions` • `work_employers` • `relationship_statuses` • `college_years` • `education_statuses` • `family_statuses` • `industries` • `life_events` • `behaviors` • `income`
`locale` type: string	**Optional.** The locale to display audience names and descriptions, if available. Default to ad account's locale

Suggestions

Returns additional audiences you can target based on a few selected audiences you provide.

```
curl -G \
-d "targeting_list=[{'type':'interests','id':6003263791114}]" \
-d "access_token=<ACCESS_TOKEN>" \
https://graph.facebook.com/<API_VERSION>/act_<AD_ACCOUNT_ID>/targetingsuggestions
```

Provide these parameters:

Name	Description
`targeting_list` type: Array of `{'type':'{TYPE}', 'id':{ID}}`	**Required.** Array of `{'type':'{TYPE}', 'id':{ID}}` pairs as input audience for suggestions.
`limit` type: integer	**Optional.** Number of results. Default is 30. Maximum is 45.
`limit_type` type: string	**Optional.** Limit the type of audience to retrieve. Default to all types Valid values:

Name	Description
	• `interests` • `education_schools` • `education_majors` • `work_positions` • `work_employers` • `relationship_statuses` • `college_years` • `education_statuses` • `family_statuses` • `industries` • `life_events` • `behaviors` • `income`
`locale` type: string	**Optional.** The locale to display audience names and descriptions. Default to ad account's locale

Browse

Get targeting in a structured taxonomy for Facebook categories, third party data providers and some interests. Results from this endpoint appear in the Browse functionality in Detailed Targeting UI component in Ads Manager.

```
curl -G \
-d "access_token=<ACCESS_TOKEN>" \
https://graph.facebook.com/<API_VERSION>/act_<AD_ACCOUNT_ID>/targetingbrowse
```

Provide the following optional parameters:

Name	Description
`limit_type` type: string	Limit the type of audience to retrieve. Default to all types.
`locale` type: string	The locale to display audience names and descriptions. Default to ad account's locale

Validation

Verify whether an audience is valid for targeting or not. This is helpful if you already created an ad set and want to verify its targeting spec is still valid. If the targeting is not valid, you should delete it from the targeting spec.

```
curl -G \
-d "targeting_list=[{'type':'interests','id':6003283735711}, {'type':'relationship_statuses','id':100}]" \
-d "access_token=<ACCESS_TOKEN>" \
https://graph.facebook.com/<API_VERSION>/act_<AD_ACCOUNT_ID>/targetingvalidation
```

In addition to the standard Detailed Targeting response fields, this endpoint also returns:

Name	description
`valid`	Whether the targeting audience is valid or not

Name	description
type: boolean	

Here is the list of input parameters:

Name	Description
`targeting_list` type: Array of `{'type':'{TYPE}', 'id':{ID}}`	Array of `{'type':'{TYPE}', 'id':{ID}}` pairs for validation. Perferred.
`id_list` type: array of strings	Array of IDs for validation. Succeeds only if an ID is uniquely identifiable in our audience database
`name_list` type: array of strings	Array of Strings for validation. Interests only, case insensitive
`locale` type: string	Locale to display audience names and descriptions. Defaults to ad account's locale

Provide at least one of the following: `targeting_list`, `id_list`, and `name_list`.