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Advanced Targeting

Advanced targeting includes:

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You can use any combination of these advanced targeting options in your own custom audiences and lookalikes. By default, Facebook ORs combinations together. Learn more about [core or basic targeting](#).

If you use `flexible_spec`, you must also provide one of the following under `targeting`:

- `geo_locations` (geographical targeting field from country, region, city, zip)
- `custom_audiences`
- `product_audience_specs`
- `dynamic_audience_ids`

Limitations

- Advertisers running housing, employment and credit ads, who are based in the United States or running ads targeted to the United States have different sets of restrictions. See [Special Ad Category](#).
- See our [Targeting Restrictions guide](#) for more limitations.

Mobile

This is useful for [Mobile App Install ads](#).

```
curl -X POST \
-F 'name=My AdSet' \
-F 'optimization_goal=REACH' \
-F 'billing_event=IMPRESSIONS' \
-F 'bid_amount=2' \
-F 'daily_budget=1000' \
-F 'campaign_id=<CAMPAIGN_ID>' \
-F 'targeting={
  "geo_locations": {"countries":["US"]},
  "user_device": ["Galaxy S6","One m9"],
  "user_os": ["android"]
}' \
-F 'status=ACTIVE' \
-F 'access_token=<ACCESS_TOKEN>' \
https://graph.facebook.com/v23.0/act_<AD_ACCOUNT_ID>/adsets
```

You can combine categories, such as iPod OR iPad OR iPhone.

These categories are not mutually exclusive. If you select iOS you target all devices running iOS, including iPhone and iPod, without specifying `user_device`.

For Brand Awareness Objective ads, you can't target based on mobile device type, such as feature phones or Samsung, or based on iOS version number. You can only choose Android or iOS, or all mobile phones.

Available Fields

Field	Description
<div>user_os</div> <div>type: array</div>	<div>Required.</div> <div>One or more values from OS option table below. Possible values are at Targeting Search API with <code>type=adTargetingCategory</code> and <code>class=user_os</code>. You cannot target the minimum version of one platform with the other platform. However you can target both platforms without specifying minimal versions of either.</div> <div>Valid: - ['iOS', 'Android'] - ['iOS'] - ['Android_ver_4.2_and_above'] - ['iOS_ver_8.0_to_9.0'] Invalid: - ['Android', 'iOS_ver_8.0_and_above'] - ['iOS', 'Android_ver_4.0_and_above']</div>
<div>user_device</div> <div>type: array</div>	<div>Optional.</div> <div>Devices must match the value in <code>user_os</code>. Get possible values at Targeting Search API with <code>type=adTargetingCategory</code> and <code>class=user_device</code>.</div>
<div>excluded_user_device</div> <div>type: array</div>	<div>Optional.</div> <div>Devices to exclude. Devices must match the value in <code>user_os</code>. Get possible values at Targeting Search API with <code>type=adTargetingCategory</code> and <code>class=user_device</code>.</div>
<div>wireless_carrier</div> <div>type: array</div>	<div>Optional.</div> <div>Allowed value is <code>Wifi</code>. Target mobile users currently on wifi networks.</div>

Operating System Options

Field	Description
<div>ios</div> <div>type: string</div>	<div>IOS devices, including iPhone, iPad, and iPod</div>
<div>ios_ver_x.x_and_above</div> <div>type: string</div>	<div>IOS devices running OS version x.x and above.</div> <div>Options: 2.0, 3.0, 4.0, 4.3, 5.0, 6.0, 7.0, 8.0, 9.0. Example: <code>ios_ver_4.0_and_above</code></div> <div>For Meta App Ads:<ul style="list-style-type: none">SKAdNetwork and Meta's Aggregated Event Measurement ad sets only support version range from <code>ios_ver_14.0_and_above</code>.Non-SKAdNetwork or Meta's Aggregated Event Measurement ad set only support iOS version range from <code>ios_ver_2.0_to_14.4</code>.</div>

Field	Description
<code>iOS_ver_x.x_to y.y</code>	IOS devices running OS versions x.x to y.y.
type: string	Options: 2.0, 3.0, 4.0, 4.3, 5.0, 6.0, 7.0, 8.0, 9.0. Example: <code>iOS_ver_8.0_to_9.0</code> , where x.x must be less than y.y
<code>Android</code>	Android devices
type: string	
<code>Android_ver_x.x_and_above</code>	Android devices running version x.x and above.
type: string	Options: 2.0, 2.1, 2.2, 2.3, 3.0, 3.1, 3.2, 4.0, 4.1, 4.2., 4.3, 4.4, 5.0, 5.1, 6.0, 7.0, 7.1, and 8.0. Example: <code>Android_ver_4.0_and_above</code>
<code>Android_ver_x.x_to y.y</code>	Android devices running versions x.x to y.y.
type: string	Options: 2.0, 2.1, 2.2, 2.3, 3.0, 3.1, 3.2, 4.0, 4.1, 4.2., 4.3, 4.4, 5.0, 5.1, 6.0, 7.0, 7.1, and 8.0. Example: <code>Android_ver_4.2_to_8.0</code> , where x.x must be less than y.y

Advanced Demographic Targeting

Target based on relationships, education, finances, and life events.

Examples

First query `life_events`:

```
curl -G \
  -d 'type=adTargetingCategory' \
  -d 'class=life_events' \
  -d 'access_token=<ACCESS_TOKEN>' \
  https://graph.facebook.com/v23.0/search
```

Add these to `targeting_spec`:

```
curl -X POST \
  -F 'name="My First AdSet"' \
  -F 'daily_budget=10000' \
  -F 'bid_amount=300' \
  -F 'billing_event="IMPRESSIONS"' \
  -F 'optimization_goal="REACH"' \
  -F 'campaign_id="<AD_CAMPAIGN_ID>"' \
  -F 'promoted_object={
    "page_id": "<PAGE_ID>"
  }' \
  -F 'targeting={
    "facebook_positions": [
      "feed"
    ],
    "age_max": 24,
    "age_min": 20,
    "behaviors": [
```

```
{
  "id": 6002714895372,
  "name": "All travelers"
},
"device_platforms": [
  "mobile"
],
"genders": [
  1
],
"geo_locations": {
  "countries": [
    "US"
  ],
  "regions": [
    {
      "key": "4081"
    }
  ],
  "cities": [
    {
      "key": 777934,
      "radius": 10,
      "distance_unit": "mile"
    }
  ]
},
"interests": [
  {
    "id": "<INTEREST_ID>",
    "name": "<INTEREST_NAME>"
  }
],
"life_events": [
  {
    "id": 6002714398172,
    "name": "Newlywed (1 year)"
  }
],
"publisher_platforms": [
  "facebook",
  "audience_network"
]
}' \
-F 'status="PAUSED"' \
-F 'access_token=<ACCESS_TOKEN>' \
https://graph.facebook.com/v23.0/act_<AD_ACCOUNT_ID>/adsets
```

We now target:

- Location: Japan or United States: Menlo Park (+10 mi) California or United States: Texas
- Age: 20 - 24
- Gender: male
- Interests: Association football (Soccer)
- Behaviors: All frequent travelers
- Life Event: Newlywed (1 year)
- Home Ownership: Renters

Here's another example targeting by location, demographic, relationship status and interests:

```
curl \
-F 'name=My AdSet' \
-F 'optimization_goal=REACH' \
-F 'billing_event=IMPRESSIONS' \
-F 'bid_amount=2' \
-F 'daily_budget=1000' \
-F 'campaign_id=<CAMPAIGN_ID>' \
-F 'targeting={
  "age_max": 43,
  "age_min": 18,
```

```
"genders": [1],
"geo_locations": {
  "regions": [{"key": "3847"}],
  "cities": [
    {
      "key": "2430536",
      "radius": 12,
      "distance_unit": "mile"
    }
  ]
},
"interests": [{"id": 6003139266461, "name": "Movies"}],
"relationship_statuses": [
  2,
  3,
  4
]
}' \
-F 'status=ACTIVE' \
-F 'access_token=<ACCESS_TOKEN>' \
https://graph.facebook.com/v23.0/act_<AD_ACCOUNT_ID>/adsets
```

Possible options

Name	Description
<code>relationship_statuses</code> type: array	Array of integers representing relationship status. 1: single 2: in_relationship 3: married 4: engaged 6: not specified Default: ALL, if you specify Null or do not provide a value. Restrictions: Do not use 0.
<code>life_events</code> type: array	Array of objects with 'id' and optional 'name' fields: [{"id": 123, "name": "foo"}, {"id": 456}, 789]
<code>industries</code> type: array	Array of objects with 'id' and optional 'name' fields
<code>income</code> type: array	Array of objects with 'id' and optional 'name' fields
<code>family_statuses</code> type: array	Array of objects with 'id' and (optional) 'name' fields

Use [Targeting Search API](#) for all options.

Name	Description
<code>education_schools</code>	Schools, colleges, and institutions.
type: array	Limit: 200 education schools. Example: <code>[{id: 105930651606, 'name': 'Harvard University'}, {id: 105930651607}, 105930651608]</code>
<code>education_statuses</code>	Array of integers to target based on education level.
type: array	1: HIGH_SCHOOL 2: UNDERGRAD 3: ALUM 4: HIGH_SCHOOL_GRAD 5: SOME_COLLEGE 6: ASSOCIATE_DEGREE 7: IN_GRAD_SCHOOL 8: SOME_GRAD_SCHOOL 9: MASTER_DEGREE 10: PROFESSIONAL_DEGREE 11: DOCTORATE_DEGREE 12: UNSPECIFIED 13: SOME_HIGH_SCHOOL
<code>college_years</code>	Array of integers. College graduation
type: array	Limit: Earliest year allowed is 1980
<code>education_majors</code>	Majors.
type: array	Example: <code>[{'id': 123, 'name': 'Computer Science'}, {'id': 456}, 789]</code> Limit: 200
<code>work_employers</code>	Company, organization, or workplace
type: array	Example: <code>[{'id': '50431654', 'name': 'Microsoft'}, {'id': 50431655}, 50431656]</code> Limit: 200

Name	Description
<code>work_positions</code>	Self-declared work.
<code>type: array</code>	Example: <code>[{'id':105763692790962, 'name':'Contractor'}, {'id':105763692790963}, 105763692790964]</code> Limit: 200

Custom Audiences

Create a [custom audience](#) and add users. You can use the audience in targeting, either for inclusion or exclusion. Include up to 500 custom audiences in `custom_audiences` and 500 custom audiences in `excluded_custom_audiences`.

`excluded_custom_audiences` in `targeting_specs` is different than `excluded_custom_audiences` in APP_COMBINATION' Custom Audience.

Field	Description
<code>custom_audiences</code>	Array of audience IDs or audience objects. 'id' field only: <code>[123, 456]</code> or <code>[{'id': 123}, {'id': 456}]</code>
<code>type: array</code>	
<code>excluded_custom_audiences</code>	Array of audience IDs or audience objects. 'id' field only: <code>[123, 456]</code> or <code>[{'id': 123}, {'id': 456}]</code>
<code>type: array</code>	

```
targeting:{
  "geo_locations":{
    "countries":["US"],
  },
  "age_min":25,
  "age_max":40,
  "custom_audiences":[{"id":6004192254512}]
  "excluded_custom_audiences":
    [{"id":6004192252847}],
}
```

Locales

Provide granular targeting on locale:

Field	Description
<code>locales</code>	Locales, see Targeting Search, Locales . Indices in a sub-array 'locales'. Target Accounts Center accounts with language other than common language for a location. Provide an ID for the language, such as 5 for German. Limit: 50. See mapping of virtual 'locales' to language sets at Targeting Search, Locale with <code>type=adlocale</code> .
<code>type: array</code>	

Reach People Interested in Selected Cities and Regions

This feature expands upon our existing location targeting feature, by enabling advertisers to reach people who have shown intent to travel to, make purchases in, or general interest in the cities and regions you've selected, within the same country.

- To opt in, set the `geo` parameter under `individual_setting` in `targeting_automation` to 1.
- To opt out, set the `geo` parameter under `individual_setting` in `targeting_automation` to 0.

```
"targeting": {
  "age_range": [25, 35],
  "geo_locations": {
    "countries": ["GB"],
    "cities": [{"key": "2430536", "radius": 12, "distance_unit": "mile"}]
  },
  "targeting_automation": {
    "individual_setting": {
      "geo": 1
    }
  }
}
```

Limitations

This feature works when you have selected cities or regions in your location targeting (i.e., `geo_locations` field).

Example Request

```
curl -X POST \
-F 'name="advantage audience test"' \
-F 'is_autobid="true"' \
-F 'daily_budget="100"' \
-F 'billing_event="IMPRESSIONS"' \
-F 'campaign_id="<CAMPAIGN_ID>"' \
-F 'targeting={
  "age_range": [25,35],
  "geo_locations":
    {
      "cities": [{"key": "2430536", "radius": 12, "distance_unit": "mile"}]
    },
  "targeting_automation": {"individual_setting": {"geo": 1 } }}' \
-F 'access_token="<ACCESS_TOKEN>"' \
https://facebook.com/v23.0/act_<AD_ACCOUNT_ID>/adsets
```

For more information about the feature, see [How to reach people interested in your selected cities and regions](#).

Enable Age and Gender Suggestions

Currently, this feature is available to select advertisers but will gradually roll out to all advertisers in the coming months.

To use age or gender as suggestions, simply configure the `individual_setting` parameter in the `targeting_automation` field. This setting will also be returned when retrieving the ad set, if it exists for the adset.

Limitations

- This feature is only available for the `OUTCOME_SALES` and `APP_INSTALLS` objectives.
- When using age and gender suggestions, ads will be shown beyond these settings when it's likely to improve performance of the ads.

Age as a suggestion

Set the `age` parameter under `individual_setting` in `targeting_automation` to 1. Then, include the `age_range` field in your audience specification.

Example request

```
{
  "geo_locations": {
    "countries": [
      "US"
    ]
  },
  "age_min": 18,
  "age_range": [25, 35],
  "targeting_automation": {
    "individual_setting": {
      "age": 1
    }
  }
}
```



```
}  
}
```

Gender as a suggestion

Set the `gender` parameter under `individual_setting` in `targeting_automation` to 1.

Example request

```
{  
  "geo_locations": {  
    "countries": [  
      "US"  
    ]  
  },  
  "age_min": 21,  
  "genders": [1],  
  "targeting_automation": {  
    "individual_setting": {  
      "gender": 1  
    }  
  }  
}
```

Create an ad set with suggestions

Example request

```
curl -X POST \  
-F 'name="advantage audience test"' \  
-F 'is_autobid="true"' \  
-F 'daily_budget="100"' \  
-F 'billing_event="IMPRESSIONS"' \  
-F 'campaign_id="<CAMPAIGN_ID>"' \  
-F 'promoted_object={"pixel_id": "<PIXEL_ID>", "custom_event_type": "PURCHASE"}' \  
-F 'targeting={  
  "age_min": 18,  
  "age_range": [25,35],  
  "genders": [1],  
  "geo_locations": {  
    "countries": ["US"]  
  },  
  "targeting_automation": {"individual_setting": {"age": 1, "gender": 1 } }'  
-F 'access_token="<ACCESS_TOKEN>"' \  
https://facebook.com/v23.0/act_<AD_ACCOUNT_ID>/adsets
```

Example response

```
{  
  "id": "<AD_SET_ID>,"  
}
```

Retrieve an ad set with suggestions

Example request

```
curl -X GET \  
-d 'fields="targeting"' \  
-d 'access_token=<ACCESS_TOKEN>' \  
https://graph.facebook.com/v23.0/<AD_SET_ID>/
```

Example response

```
{
  "targeting": {
    "age_max": 65,
    "age_min": 19,
    "age_range": [
      25,
      35
    ],
    "genders": [
      1
    ],
    "geo_locations": {
      "countries": [
        "US"
      ],
      "location_types": [
        "home",
        "recent"
      ]
    },
    "targeting_relaxation_types": {
      "lookalike": 0,
      "custom_audience": 0
    },
    "targeting_automation": {
      "advantage_audience": 0,
      "individual_setting": {
        "age": 1,
        "gender": 1
      }
    }
  },
  "id": "<AD_SET_ID>",
}
```

Custom Broad Category Targeting

Use Broad Categories for custom targeting created or permissioned specifically for your account. To include the cooking category and small business owner category:

```
curl \
-F 'name=My AdSet' \
-F 'optimization_goal=REACH' \
-F 'billing_event=IMPRESSIONS' \
-F 'bid_amount=2' \
-F 'daily_budget=1000' \
-F 'campaign_id=CAMPAIGN_ID' \
-F 'targeting={
  "geo_locations": {"countries":["US"]},
  "user_adclusters": [
    {"id":6002714885172,"name":"Cooking"},
    {"id":6002714898572,"name":"Small Business Owners"}
  ]
}' \
-F 'status=ACTIVE' \
-F 'access_token=ACCESS_TOKEN' \
https://graph.facebook.com/v23.0/act_<AD_ACCOUNT_ID>/adsets
```

To target based on BCT plus location and demographics:

```
curl \
-F 'name=My AdSet' \
-F 'optimization_goal=REACH' \
-F 'billing_event=IMPRESSIONS' \
-F 'bid_amount=2' \
-F 'daily_budget=1000' \
-F 'campaign_id=CAMPAIGN_ID' \
-F 'targeting={
  "geo_locations": {"countries":["US"]},
  "relationship_statuses": [2],
  "user_adclusters": [{"id":6002714886772,"name":"Food & Dining"}]
```

```
}' \
-F 'status=ACTIVE' \
-F 'access_token=<ACCESS_TOKEN>' \
https://graph.facebook.com/v23.0/act_<AD_ACCOUNT_ID>/adsets
```

You have options:

Name	Description
<code>user_adclusters</code> type: array	Array of ID-name pairs for BCT clusters . See below for information on retrieving BCT's. Limit: 50 ID-name pairs.

To query this targeting for Ad account, make an `HTTP GET`:

```
https://graph.facebook.com/<API_VERSION>/act_<AD_ACCOUNT_ID>/broadtargetingcategories
```

The response is an array of JSON key-value pairs:

Name	Description
<code>id</code> type: long	ID of broad category is used for ad targeting spec
<code>name</code> type: string	Name of broad category
<code>parent_category</code> type: string	Parent category of broad category
<code>size_lower_bound</code> type: int	Lower bound audience size of broad category
<code>size_upper_bound</code> type: int	Upper bound audience size of broad category
<code>type</code> type: int	6=BCT
<code>type_name</code> type: string	BCT

Resources

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