Targeting Options for Core Audiences

A Core Audience is an audience you create manually in Ads Manager. You do this by choosing all the characteristics of the people you want to see your advertising, because you believe they will be the most interested and the most likely to act. As we have seen earlier, after selecting the location, age and gender of your target audience, you can specify their demographics, interests and behaviors through what Ads Manager calls **Detailed Targeting**.

To specify your Detailed Targeting, you can either browse the curated list from Facebook, or start typing in keywords you have predetermined for your target audience. Ads Manager provides you with a very extensive list of options that can be difficult to navigate at first. Advertising software provider *WordStream* has created a handy **infographic** that walks you through all the options available to target demographics, interests, behaviors and connections. Check out the list **here** and consider using it as a **checklist** when planning your campaign.