deNovo*

FIND THE RIGHT
Targeting Method

Targeting Method	Purpose	Facebook/Instagram	Google
Traits/Interests: target people based on their traits, like age, gender, or their personal interests.	*This method helps you find new and unique audience segments.*	Detailed Targeting: Facebook rules when trying to target interests and has plenty of targeting features based on demographics.	Affinity Audiences: Google is more limited in their ability to target traits, and it's difficult to know how they determine users' interests.
Retargeting: target people who have previously visited your website.	*This method helps you stay top-of-mind and target people who have already shown interest in your company or product.*	Pixel: Facebook's pixel is easy to use once you get it set up and is really effective in retargeting website visitors.	Tracking Tag: Google's tracking tag is very similar to Facebook's pixel. You will also need to add Google's tracking code to your website if you want to retarget your website visitors with Display or YouTube ads.
Email List: target people on your email list.	*With this method you can target ads to specific people based on their email address.*	Custom Audience: Just choose "custom audience" and upload your email list. You can even do this in the process of creating your ad.	Custom Match: You will upload your email list under "Shared Libraries" and then "Audiences."
Lookalike/Similar Audiences: find people who have similar traits or interests to your customers.	*This method is perfect if you have a quality customer email list, but don't have the time or ability to understand all the common traits that make for your perfect customer.*	Lookalike Audiences: On Facebook you can create lookalike audiences based on an email list or based on the people who follow your page.	Similar Audiences: Just like on Facebook, you can use your email list to find people with similar traits.
Contextual Targeting: target people based on the content they are viewing.	*This will allow you to place your ads on sites or videos that feature related content.*	This isn't an option on Facebook. Sorry!	Contextual Targeting: This will allow you to choose keywords or categories that help Google place your ads on sites or videos with related content.
Geographical Targeting: target based on geographical location.	*This method is best used when combined with other targeting methods to hone in on a specific audience segment.*	Facebook will allow you to target based on a person's location or their expressed interest in a certain location.	Google has a lot of options for choosing the locations you want to target, like targeting by congressional district or zip code.

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