PHIL GRAHAM DIGITAL MARKETING AGENCY

Marketing **Transformed.**

INTERESTS

TECHNOLOGY

- Consumer Electronics
- Audio Equipment
- Camcorders & Cameras
- eBook readers
- GPS devices
- Game consoles
- Mobile Phones
- Portable Media Players
- Projectors
- Smartphones
- Television
- Computer
- Computer Memory
- Computer Monitors
- Computer Processors
- Computer Servers
- Desktop Computers
- Free Software
- Hard Drives
- Network Storage
- Software
- Tablet Computers

FOOD & DRINK

- Alcoholic Beverages
- Beer
- Distilled Beverage
- Wine
- Cooking
- Baking
- Recipes
- Cuisine
- Chinese Cuisine
- French Cuisine
- German Cuisine
- Greek Cuisine
- Indian Cuisine
- Italian Cuisine
- Japanese Cuisine
- Korean Cuisine
- Latin American Cuisine
- Mexican Cuisine
- Middle Eastern Cuisine
- Spanish Cuisine
- Thai Cuisine
- Vietnamese Cuisine
- Beverages
- Coffee
- Energy Drinks
- Juice
- Soft Drinks
- Tea
- Food
- BBQ
- Chocolate
- Desserts
- Fast Food
- Organic Food
- Pizza Seafood
- Veganism
- Vegetarianism
- Restaurant
- Coffeehouse
- Diners
- Fast Casual Restaurants
- Fast Food Restaurants

SPORTS & OUTDOORS

- Sports
- American Football
- Association Football (Soccer)
- Auto Racing
- Baseball
- Basketball
- College Football
- Golf
- Marathon
- Skiing
- Snowboarding
- Swimming
- Tennis
- Triathlons
- Volleyball
- Outdoor Recreation
- Boating
- Camping
- Fishing
- Hiking
- Horseback Riding
- Hunting
- Mountain Biking
- Surfing

FITNESS & WELLNESS

- Bodybuilding
- Dieting
- Gyms
- Meditation
- Nutrition
- Physical Exercise
- Physical Fitness
- Running
- Weight Training
- Yoga
- Zumba

HOBBIES & ACTIVITES

- Arts & Music
- Acting
- Crafts
- Dance
- Drawing
- Drums
- Fine Art
- Guitar
- Painting
- Performing Arts
- Photography
- Sculpture
- Singing
- Writing
- Pets
- Birds
- Cats
- Dogs
- Fish
- Horses
- Pet Food
- Reptiles
- Rabbits
- Politics & Social Issues
- Charity & Causes
- Community Issues
- Environmentalism
- Law
- Military
- Politics
- Religion
- Sustainability
- Veterans
- Volunteering
- Current Events
- Do it yourself (DIY)
- Do it yourself
- Furniture
- Gardening
- Home Appliance
- Home Improvement
- Travel
- Adventure Travel
- Air Travel
- Beaches
- Car Rentals
- Cruises
- Ecotourism
- Hotel
- Lakes
- Mountains
- Nature
- Theme Parks
- Tourism
- Vacations
- Vehicles
- Automobiles
- Boats
- Electric Vehicle
- Hybrids
- Minivan
- Motorcycles
- RVs
- SUVs
- Scooters
- Trucks

BUSINESS & INDUSTRY

- Advertising
- Agriculture
- Architecture
- Aviation
- Banking
- Investments Banking
- Online Banking
- Retail Banking
- Business
- Construction
- Design
- Fashion Design
- Graphic Design
- Interior Design

Economics
Engineering
Entrepreneurship
Health Care
Higher Education
Management
Marketing
Nursing
Online
Digital Marketing
Display Marketing
Email Marketing
Online Advertising
SEO
Social Media

- Social Media Marketing
- Web Design
- Web Development
- Web Hosting
- Personal Finance
- Credit Cards
- Insurance
- Investment
- Mortgage Loans
- Real Estate
- Retail
- Sales
- Science
- Small Business

ENTERTAINMENT

- Games
- Action Games
- Board Games
- Browser Games
- Card Games
- Casino Games
- First-person Shooter Games
- Gambling
- Massively Multiplayer
- Online Games
- Massively Multiplayer Online Games
- Massively Multiplayer Online Role-Playing Games
- Online Games
- Online Poker
- Puzzle Video Games
- Racing Games
- Role-playing Games
- Shooter Games
- Simulation Games
- Sports Games
- Strategy Games
- Video Games
- Word Games
- Life Events
- Ballet

Bars
Concerts
Dancehall
Music Festivals
Nightclubs
Parties
Plays
Theatre
TV
TV Comedies
TV Game Shows
TV Reality Shows
TV Talk Shows
Movies
Action Movies
Animated Movies
Anime Movies
Bollywood Movies
Comedy Movies
Documentary Movies
Drama Movies
Fantasy Movies
Horror Movies
Musical Theater
Science Fiction Movies
Thriller Movies
Music
Blues Music
Classical Music
Country Music
Dance Music
Electronic

- Gospel
- Heavy Metal Music
- Hip Hop Music
- Jazz Music
- Music Videos
- Pop Music
- Rhythm & Blues Music
- Rock Music
- Soul Music
- Reading
- Comics
- E-books
- Fiction Books
- Literature
- Magazine
- Manga
- Mystery Fiction
- Newspaper
- Non-fiction Books
- Romance Novels

SHOPPING & FASHION

- Beauty
- Beauty Salons
- Cosmetics
- Fragrances
- Hair Products
- Spas
- Tattoos
- Clothing
- Children's Clothing
- Men's Clothing
- Shoes
- Women's Clothing
- Toys
- Fashion Accessories
- Dresses
- Handbags
- Jewelry
- Sunglasses
- Shopping
- Boutiques
- Coupons
- Discount Stores
- Luxury Goods
- Online Shopping
- Shopping Malls

FAMILY & RELATIONSHIPS

- Family
- Fatherhood
- Motherhood
- Friendship
- Dating
- Marriage
- Weddings
- Parenting

DEMOGRAPHICS

LOCATION

- Physical Location
- Region
- Country
- City
- Zip/Postal Code
- Address
- Market Area
- Dropped Pin
- Airport
- Relation to Location
- Everyone in this location
- People who live in this location
- People recently in this location
- People travelling in this location

ETHNIC AFFINITY

- African American
- Asian American
- Hispanic (US-All)
- Hispanic (US-Bilingual)

GENERATION

- Baby Boomers
- Millennials
- Generation X

LANGUAGES

- Arabic
- Chinese
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Polish
- Hebrew
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese
- Korean
- Norwegian
- Portuguese
- Romanian
- Russian
- Spanish
- Swedish
- Thai
- Turkish
- Vietnamese

EDUCATION

- Education level
- In High School
- Some High School
- High School Grad
- Professional Degree
- In College
- Some College
- Field of study
- Undergrad Years
- Associate's Degree
- College Grad
- In Grad School
- Master's Degreee
- Doctorate Degree
- Unspecified
- Schools

PARENTS

- Expectant Parents
- New Parents
- Parents with Preschoolers
- Parents with Preschool Kids
- Parents with Early School Kids
- Parents with Teenagers
- Parents with Preteens
- Parents with Adult Children
- Parents (All)

FINANCE

- Net Income [$30,000 - $500,000+]
- Net Worth [$1 - $2,000,000+]
- Liquid Assets [$1 - $3,000,000+]

LIFE EVENTS

- Anniversary within 30 days
- Away from Family
- Away from Hometown
- Long-Distance Relationship
- New Job
- New Relationship
- Newly Engaged [3 months, 6 months, 1 year]
- Newlywed [3 months, 6 months, 1 year]
- Recently Moved
- Upcoming Birthday

RELATIONSHIP

- Interested in
- Men
- Women
- Relationship Status
- Single
- In a Relationship
- Married
- Engaged
- Civil Union
- Complicated
- Men & Women
- Unspecified
- Open Relationship
- Domestic Partnership
- Separated
- Divorced
- Widowed
- Unspecified

POLITICS [U.S.]

- US Politics (Very Conservative)
- US Politics (Conservative)
- US Politics (Moderate)
- US Politics (Liberal)
- US Politics (Very Liberal)
- Self reported
- Likely to engage in politics (Conservative)
- Likely to engage in politics (Liberal)
- Donate to conservative causes political causes
- Donate to liberal political causes

HOME

- Homeownership
- First Time Homebuyer
- Homeowners
- Renters
- Household Composition:
- Family-based Households
- Housemate-based Households
- Grandparents
- New parents
- Veterans in home
- Working women
- Young & hip
  Young adults in home
- Home Type
- Apartment
- Condo
- Home Value [$50K-$2M+]
- Multifamily Size
- Property Size [.01-40+ Acres]
- Single
- SQ Footage[1,000-3,499+ sq. Ft.]
- Year Home Built [1900-2011+]

WORK

- Office Type
- Home Office
- Small Business
- Small Office
- Industries
- Administrative
- Architecture & Engineering
- Arts, Entertainment, Sports & Media
- Business & Financial Operations
- Cleaning & Maintenance
- Community & Social Services
- Computer & Mathematics
- Construction & Extraction
- Education & Library
- Farming, Fishing & Forestry
- Food Preparation & Services
- Government Employees
- Healthcare & Medical
- Employers
- Job Title
- IT & Technical
- Installation & Repair
- Legal
- Life, Physical & Social Science
- Management
- Military
- Nurses
- Personal Care
- Production
- Protective Service
- Retail
- Sales
- Temporary & Seasonal
- Transportation & Moving
- Veterans

FRIENDS OF

- Friends of Newly Engaged
- Friends of Newlywed
- Friends of Recently Moved
- Friends of Upcoming Birthday

AGE

- Select between age 13 and 65+

GENDER

- All
- Men
- Women

BEHAVIORS

PURCHASE BEHAVIOR

- Business Purchase
- Business Marketing
- Maintenance, repair & Operations
- Buyer Profiles
- Coupon Users
- DIYers
- Fashionistas
- Foodies
- Gadgets Enthusiasts
- Gamers
- Green Living
- Healthy & Fit
- Outdoor Enthusiasts
- Shoppers
- Skiing, Golfing & Boating
- Spa Enthusiasts
- Sportsmen
- Trend Homemakers
- Clothing
- Men's
- Women's
- Seasonal
- Food & Drink
- Alcoholic Beverages
- Bakery
- Beverages
- Cereal
- Children's Food
- Condiments & Dressing
- Cooking Supplies
- Dairy & Eggs
- Fresh & Healthy
- Frozen Food
- Grocery Shopper Type
- Health Food
- Home Cooking & Grilling
- Meat & Seafood
- Soup
- Sweets & Snack
- Vegetarian
- Health & Beauty
- Allergy Relief
- Antiperspirants & Deodorants
- Beauty Products & Accessories
- Cosmetics
- Cough & Cold Relief
- Fragrance
- Hair Care
- Health & Wellness Buyers
- Men's Grooming
- Oral Care
- Over-the-counter Medication
- Pain Relief
- Skin Care
- Sun Care
- Vitamins & Supplements
- Home & Garden
- Entertaining
- Home Improvement
- Home Renovation
- Organization
- Tools
- Household Products
- Cleaning Supplies
- Food Storage
- Green Cleaners & Supplies
- Laundry Supplies
- Kids Products
- Baby Care Baby Toys
- Children's Products
- Pet Products
- Cat Food & Products
- Cat Owners
- Cat Products
- Dog Food & Products
- Dog Owners
- Dog Products
- Other Pet Products
- Pet Care Products
- Pet Products
- Purchase Habits
- Above Average Spending
- Offline Buyers
- Online Buyers
- Purchase Types
- Appliances & Accessories
- Arts & Crafts
- Baby Products
- Beauty Accessories
- Books
- Children's Apparel
- Collectibles
- Consumer Electronic Buyers
- Cosmetics
- Electronics
- Gift Products
- High-end Home Decor
- Home Furnishings
- Home Office
- Low-end Home Decor
- Men's Apparel
- Music & Videos
- Restaurant
- Senior Products
- Shoes
- Small & Home Office Products
- Software
- Speciality Foods & Gifts
- Sports & Outdoors
- Tools & Electronics
- Toys
- Travel Supplies
- Upscale Travel & Services
- Women's Apparel
- Sports & Outdoors
- Cycling
- Fishing
- Fitness
- Golf & Tennis
- Hiking & Camping
- Hunting
- Running
- Winter Sports
- Store Types
- Department Stores
- Discount Departments Stores
- Gift Shoppers
- Gyms & Fitness Clubs
- High-end Retail
- Low-end Department Store
- Luxury Store
- Subscription Services
- Auto Insurance Online
- Higher Education
- Mortgage Online
- Prepaid Debit Cards
- Satellite TV
- Technology
- Kindle eReader
- Use an eReader

AUTOMOTIVE

- Motorcycle
- Purchases (New and Used)
- New Vehicle buyers (Near Market)
- Style [10+ Vehicles Types]
- New Vehicle Shoppers (In market)
- Make [30+ Auto Manufacturers]
- New Vehicle Shoppers (Max in market)
- All
- Style [10+ Vehicle Types]
- Owners
- Aftermarket
- Make [30+ Auto Manufacturers]
- Purchased [0-48+ Months Ago]
- Style [10+ Vehicles Types]
- Vehicle Age [0-20+ years]
- Vehicle Price [Less than $20k-$75k+]
- Purchase Type
- Vehicle Price
- Buy New (In or Near Market)
- Bur New or Used (In or Near Market)
- Buy Used (In Market)
- Lease (In Market)
- Used vehicle buyers [10+ Vehicle Types]

CHARITABLE DONATIONS

- All Charitable Donations
- Animal Welfare
- Arts & Culture
- Cancer Cause
- Children's Causes
- World Relief
- Environmental & Wildlife
- Health
- Political
- Religious
- Veterans

RESIDENTIAL PROFILES

- Lenght of Residence [<1-6+ years]
- Likely to Move
- New Movers
- Recent Home Buyer
- Recent Mortgage Borrower

FINANCIAL

- Financial
- Credit Union Member
- National Bank Customers
- Regional Bank Customers
- Investments
- Full-Service Investors
- Highly Likely Investors
- Cards
- High End Department Store
- Cards
- Premium Credit Cards
- Primarly Cash
- Primarly Credit Cards
- Travel & Entertainment Cards
- Independent Investors
- Likely Investors
- Personal Investments
- Real Estate Investments
- Semi-Independent Investors
- Spending Methods
- 1-9 Lines of Credit
- Active Credit Card User
- Anny Card Type
- Bank Cards
- Debit Card
- Gas. Department & Retail Store

BUSINESS-TO-BUSINESS

- Company Size [Under 10-5,000+ Employees]
- Industry
- Agriculture
- Business Services
- Construction
- Consumer Services
- Cultural & Recreation
- Education
- Finance
- Government
- Healthcare
- Hospitality & Travel
- Insurance
- Legal
- Logistic & Transportation
- Manufacturing
- Media & Internet
- Real Estate
- Restaurant
- Retail
- Telecommunications
- Wholesale Trade
- Seniority
- Executive / C-Suite
- Mid-Management

JOB ROLE

- Corporate Executives
- Financial Professionals
- Farmers

MOBILE DEVICE USERS

- All Mobile Devices on Brands [20+ Manufacturers]
- All Mobile Devices by OS
- All Mobile Devices
- All Android Devices
- All iOS Devices
- Owners
- Smartphone Owners
- Windows Phone
- Feature Devices
- Network Connection
- 2G, 3G & 4G
- Wifi Connection
- News Smartphone & Tablets

DIGITAL ACTIVITIES

- Operating System Used
- Canvas Gaming
- Average Engagement [0/7 days-7/7 days]
- Played [Yesterday-Last 14 days]
- Console Gamers
- Event Creators
- FB Payments [All, Higher than Average, Recent]
- FB Page Admins
- Internet Browser Used [Chrome, Firefox, IE, Opera, Safari]
- Operating System Used
- Windows 7, 8, Vista, XP
- Mac OS X
- Photo Uploaders
- Primary Email Domain [AOL, Apple, Gmail, Hotmail, MSN, Yahoo]
- Small Business Owners
- Technology Adopters (Early & Late)

MORE CATEGORIES

- Facebook Categories
- Affinity for High Value Goods (India)
- Fast Food
- Nail CareFacebook Categories
- Affinity for High Value Goods (India)
- Fast Food
- Nail Care

SEASONAL & EVENTS

- Baseball
- College Football
- Cricket
- Fall Football
- Professional Football
- Rugby

TRAVEL

- All Frequent Travelers
- Business Travelers (US & International)
- Casino Vacations
- Commuters
- Cruises
- Currently Traveling
- Family Vacations
- Frequent International Travelers
- Frequent Flyers
- Leisure Travelers
- Personal Travelers (US & International)
- Returned from Trip (1 Week, 2 Weeks Ago)
- Timeshares
- Used Travel App (2 Weeks, 1 Month)All Frequent Travelers
- Business Travelers (US & International)
- Casino Vacations
- Commuters
- Cruises
- Currently Traveling
- Family Vacations
- Frequent International Travelers
- Frequent Flyers
- Leisure Travelers
- Personal Travelers (US & International)
- Returned from Trip (1 Week, 2 Weeks Ago)
- Timeshares
- Used Travel App (2 Weeks, 1 Month)

EXPATS

- All
- Argentina
- Australia
- Austria
- Bangladesh
- Brazil
- Cameroon
- Canada
- Chile
- China
- Colombia
- Egypt
- Ethiopia
- France
- Germany
- Greece
- Hong Kong
- Hungary
- India
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Kenya
- Malaysia
- Mexico
- Morocco
- Nepal
- New Zealand
- Nigeria
- Pakistan
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Romania
- Russia
- Saudi Arabia
- Senegal
- Serbia
- Singapore
- South Africa
- South Korea
- Spain
- Switzerland
- Turkey
- UAE
- UK
- USA
- Venezuela
- Vietnam

CUSTOM AUDIENCES

WEBSITE TRAFFIC

- Create a list of people who visit your website or view specific web pages (Max: 180 Days).
- Anyone who visits your website
- People who visit specific web pages
- People who visit specific web pages but not others
- People who haven't visited in a certain amount of time
- Based on time spent on your website
- Custom Combination

CUSTOMER FILE

- Use a customer file to match your customers with
- people on Facebook and create an audience from the matches.
- Email
- Phone
- Mobile Advertise ID
- First Name
- Last Name Zip Code
- City
- State/Province
- Country
- Date of Birth
- Year of Birth
- Gender
- Age
- Facebook App User ID
- Facebook Page User ID

LOOKALIKE AUDIENCE

- Find new people on Facebook who are similar to your most valuable audiences.
- Source Custom Audience
- Audience Size [1-10% of Country]
- Country

ENGAGEMENT ON FACEBOOK

- Create a list of people who have engaged with your content on Facebook.
- Video Views
- People who viewed 3 or 10 sec
- People who viewed 25%, 50%, 75%, 96%
- Lead Ads [Max: 90 Days]
- Anyone who opened this form
- People who opened but didn't submit form
- People who opened and submitted form
- Canvas [Max: 365 Days]
- People who opened this Canvas
- People who clicked any links in this Canvas
- Link Sharing [Max: 30 Days]

APP ACTIVITY

- Create a list of people who have taken a specific action
- in your app or game
- Action Taken
- Action Not Taken

CONNECTIONS

FAN PAGE

- People who like your page
- Friends of people who like your page
- Exclude people who like your page
- Advanced combinations including Apps & Events

APP

- People who used your app
- Friends of people who used your app
- Exclude people who used your app
- Advanced combinations including Fan Pages & Events

EVENT

- People who are going to your event
- Friends of people who are going to your event
- Exclude people who are going to your event
- Advanced combinations including Fan Pages & Apps

PHILGRAHAMDIGITAL.COM
FBADSMASTERY.COM