



Targeting is a *Piece of Cake!*

This analogy represents both the rising cost & shrinking user pool as more targeting constraints are added to a custom audience. But don't get us wrong—highly-targeted audiences can be extremely effective if used correctly!

Keep this simple guide handy to painlessly create custom audiences that are ideal for your campaign budgets, tactics, and goals.

The layer that will result in the highest cost and fewest impressions will include targeting tactics like:

IP lists, sites lists, geolocation targeting, CRM lists, & other types of uber-detailed audiences.

This restricts audience size greatly, but because these audiences are—more likely than no—already interested in your product or service, this will often result in more clicks and conversions.

Contextual keyword targeting is an example of a tactic that may exist in this tier.

By only showing a digital ad on specific websites based on the keywords that exist on a webpage, available inventory is more limited, resulting in higher costs and fewer impressions.

However, targeting those who are browsing for things related to your ad, i.e., shopping for wedding dresses, you'll be using your reach (and budget) wisely.

On top of the bottom tier exists a few more granular constraints such as contextual targeting.

Third-party data audiences such as "marriage and weddings" or "wedding planning" will only target those who have expressed interest online that alludes to those attributes. Depending on which data segments are selected and how many are included or excluded from a custom audience, this tactic should allow for a **larger audience** at a relatively **low cost**.

This tier represents basic targeting and is best for brand awareness or impressions goals,

i.e., how many users you can expose an ad to.

Demographics such as gender, age, or location live here. Applying as few constraints as possible will result in more available inventory, lower costs, and larger audiences.