



Is Your Agency Using All of Adwords Targeting Options?



Many companies do not realize all the different targeting options in Adwords. Check below to see how many of them you are using.

LOCATION
Country, City, Postal Code, Radius

TIME
Day, Hours

DEVICE TYPE
Computers, Mobile, Tablets

AGE
18-24, 25-34, 35-44, 45-54, 65+

LANGUAGES
You name it they can target it

PARENTAL STATUS
Parent, Not a parent, Unknown

IN-MARKET
Apparel and Accessories
Autos & Vehicles
Baby & Children's Products
Beauty Products & Services*
Business Services*
Computers & Peripherals
Consumer Electronics
Consumer Software
Dating Services*
Education
Employment
Financial Services
Gifts & Occasions
Home & Garden
Real Estate
Sports & Fitness*
Telecom
Travel

TOPICS
Arts & Entertainment
Autos & Vehicles
Beauty & Fitness
Books & Literature
Business & Industrial
Computers & Electronics
Finance
Food & Drink
Games
Health
Hobbies & Leisure
Home & Garden
Internet & Telecom
Jobs & Education
Law & Government
News
Online Communities
People & Society
Pets & Animals
Real Estate
Reference
Science
Shopping
Sports
Travel
World Localities

CUSTOM AFFINITY
Build your own affinity markets

MANAGED PLACEMENTS
Domain
URL

WEATHER
Temp
Rain
Snow
Wind Speed
UV

RETARGETING
Retargeting
Url
Time Based
Custom Audiences
Similar Audiences

INTERESTS
Affinity

ACTIVE LIFESTYLE
Sports Fans
American Football Fans
Basketball Fans
Soccer Enthusiasts
Baseball Fans
Hockey Fans
Golf Enthusiasts
Tennis Enthusiasts
Racquetball Enthusiasts
Winter Sports Enthusiasts
Water Sports Enthusiasts
Swimming Enthusiasts
Boating & Sailing Enthusiasts
Running Enthusiasts
Cycling Enthusiasts
Skiing Enthusiasts
Thrill Seekers
Health & Fitness Buffs
Outdoor Enthusiasts

POINTS OF PASSION
Green Living Enthusiasts
Foodies Cooking Enthusiasts
Shutterbugs
Savvy Parents
Pet Lovers
Do-it-yourselfers
Auto Enthusiasts
Motorcycle Enthusiasts
Performance & Luxury Vehicle Enthusiasts
Fashionistas
Beauty Mavens
Home Decor Enthusiasts
Technophiles
Night Life Enthusiasts
Political Junkies
Fast Food Cravers
Avid Investors

TRAVEL SAVVY
Travel Buffs
Luxury Travelers
Family Vacationers
Beach Bound Travelers
Snowbound Travelers

CONSUMER HABITS
Bargain Hunters
Luxury Shoppers
Value Shoppers
Auto Enthusiasts
Fashionistas
Beauty Maven
Home Decor Enthusiasts
Technophiles
Political Junkies
Avid Investors

ARTS & ENTERTAINMENT
Movie Lovers
Action & Adventure Movie Fans
Family Movie Fans
Comedy Movie Fans
Horror Movie Fans
Romance & Drama Movie Fans
Sci-fi & Fantasy Movie Fans
News Junkies & Avid Readers
World News
Business News
Sports News
Local News
Entertainment & Celeb News
Women's Interest

MUSIC LOVERS
Blues Fans • Classical Music Enthusiasts • Country Music Fans • Electronica And Dance Music Fans • Folk & Traditional Music Enthusiasts • Indie & Alternative Rock Fans • Jazz Enthusiasts • Metalheads • Pop Music Fans • Rap & Hip-hop Fans • Spanish Language Music Fans

Men's Interest
Art & Theatre Aficionado
Gamers
Hardcore Gamers
Casual & Social Gamers
Tv Lovers
Documentary & Non-Fiction Tv Fans
Tv Drama Fans
Family Television Fans Tv
Comedy Fans
Sci-fi Tv Fans
Live Game, Reality And Talk Show Tv Fans

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