

# FACEBOOK TARGETING CHEAT SHEET

## Cold Audiences

Detailed Targeting  
Lookalike Audiences  
Broad Targeting (No Interests)  
Narrow Audience (Layered)

## Warm Audiences

Facebook Engagement (all)  
Instagram Engagement (all)  
Video Views (3s, 10s, 25%)  
Website Visitors  
Page View/ View Content  
Opened Lead Form (and not submitted)  
FB/ IG Specific Engagement  
(Call to action - Message - Post / Ad )  
Search  
Contact

## Hot Audiences

Add to Cart  
Initiate Checkout  
Add Payment Info  
Purchased  
Lead Form Submitted  
Website Leads  
Email List



Anthony Grant

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Justin Boyd