



**CROSS CHANNEL
VS
FACEBOOK TARGETING**

OVERVIEW

Facebook has a discrete set of consumer data available for targeting ad campaigns. There are several data points available from Source Path Digital that are not part of Facebook's targeting capabilities. Using Cross Channel data to create custom audiences gives advertisers the ability to hyper-target ads with more precision than Facebook's built-in criteria. It also supports true one-to-one matching audiences across advertising channels.

Below is a list of Source Path Digital's data selects that are not available in Facebook's ad targeting.

BUYING ACTIVITY

- ▶ **Credit Card Indicator**
 - Presence of Card Holder
 - Bank Card Holder
 - Premium Bank Card Holder
 - Retail Card Holder
 - Gas Card Holder
 - Specialty Retail Card Holder
 - Upscale Retail Card Holder
 - Finance Card Holder

- ▶ **Credit Card User**

CHILDREN

- ▶ **Number of Children**

- ▶ **Gender of Children**



ETHNICITY & RELIGION

› Ethnic Group

- Eastern European
- Far Eastern
- Middle Eastern
- Jewish
- Mediterranean
- Native American
- Pacific Islander
- Scandinavian
- Western European
- Mexico
- Nicaragua
- Panama
- Paraguay
- Peru
- Portugal
- Puerto Rico
- Spain
- Uruguay
- Venezuela

› Country of Origin (Hispanic)

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Costa Rica
- Cuba
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras

› Religion

- Buddhist
- Catholic
- Eastern Orthodox
- Greek Orthodox
- Hindu
- Islamic
- Jewish
- Lutheran
- Mormon
- Protestant
- Sikh
- Shinto

HEALTH

› Ailments

- Allergies
- Alzheimer's
- Angina/Heart Disease
- Asthma
- Arthritis/Rheumatism
- Bladder Control Difficulties
- Diabetes
- Emphysema
- Frequent Headaches
- Hearing Difficulties
- High Blood Pressure / Hypertension
- High Cholesterol
- Migraines
- Osteoporosis
- Physical Handicap

› Glasses/Contacts Users



HIGH TECH

- **Internet Activity**
 - Tax Preparation
 - TV & Movies
 - Voice Communication

HOMEOWNER

- **Homeowner / Renter**
 - Homeowner
 - Renter
- **Property Type**
 - Multi-Family Dwelling
 - Retirement Home
 - Single Family Dwelling
 - Trailer Court
- **Home Structure**
 - Rooms (range)
 - Bathroom Counts (range)
 - Home Has Pool
 - Home Has Garage
- **Pool Owner**
- **Sale Date (range)**
- **Year Built (range)**
- **First Time Homeowner**
- **Home Intenders**
- **Mortgage Present**
- **Mortgage Amount (range)**
- **Mortgage Interest Rate (% range)**
- **Home Value (range)**
- **Home Equity Estimate**
 - Loan to Value (% range)
 - Home Equity Estimate (range)
- **Mortgage Loan Type**
 - Mortgage Loan Type
 - Stand Alone Second
 - Assumption
 - Cash
 - Building/Construction Loan
 - Credit Line/Equity
 - FHA
 - New Conventional
 - Private Party
 - Refinance
 - Seller Take Back
 - Unavailable
 - VA
 - Finance Type
 - Adjustable
 - Fixed rate
 - Variable

HOUSEHOLD

- **Household Likelihood**
 - Country Club Member
 - Has Health Insurance
 - Has Life Insurance
 - Uses a CPA or Tax Preparation Service for Taxes
 - Green Living
 - Heavy Pay Per View Movie Usage
 - Heavy Pay Per View Sports Usage
- **Number of Adults (range)**



INCOME & WEALTH

- **Net Worth (range)**
- **Investable Assets**
- **Finance Interest**
- **Modeled Credit**
 - Credit Excellent
 - Credit Good
 - Credit Fair
 - Credit Poor
- **Modeled Debt**
- **Trade Lines (range)**
- **Donor**
 - Donor Ever
 - Health
 - Political
 - Religious
 - Environment
 - Wildlife
 - Charitable Donor
 - Non-Religious
 - PBS

INTERESTS

- **Active Lifestyle**
- **Entertainment**
 - Theme Parks
- **Boat Owner**
- **Collectibles**
 - Coins & Stamps
 - Collectibles (General)
- **Equestrian**
- **Hispanic Products**
- **Ethnic Products**
 - African American products
 - Asian Products
- **Finance/Investments**
 - Annuities
 - Securities
 - Stocks/Bonds
- **Golf**
- **Gun Owners**
- **Health & Fitness**
 - Health
 - Alternative Medicine Interest
 - Vitamin User
- **History**
- **Hobbies (not craft or collectibles)**
- **Home Furnishing/Decorating**
- **Home Improvement**
 - Do-It-Yourself
 - Remodeling
- **Music**
- **Personalized Products**
- **Philanthropy**
- **Photography**
- **Smoking/Tobacco**



OCCUPATION

> Career Change Interest

> Occupations

- Account Executive
- Barber/Hairstylist/Beautician
- Cashier
- Cosmetologist
- Customer Service/Representative
- Firefighter
- Homemaker
- Pastor
- Pilot
- Police/Trooper

- Professional or Technical
- Retired
- Secretary/ Clerical/ Administrative
- Security
- Shipping/Import/Export/Custom
- Student
- Veterinarian
- White Collar

> Employed

> Job Seeker

> SOHO

AUTOMOTIVE

> Auto Intenders

- Both Luxury and Non-Luxury Autos
- Luxury Autos Only
- Non-Luxury Autos Only
- Both Import and Domestic Autos
- Domestic Autos Only
- Import Autos Only
- Convertible
- Coupe
- Hatchback
- Hybrid/Electric
- Sedan
- SUV
- Pickup
- Mini-Van
- Wagon

> In-Market

- For a New Automobile
- For a Used Automobile
- For Auto Financing
- For Auto Insurance
- For Auto Parts and Service

> Auto Owner

> Make and Model (over a thousand models available)

> Type & Body

> Auto Year (range)

> Hybrid Car Owner

> Luxury Auto Owner

> Mileage (range)

> Vehicle Fuel

- Biodiesel
- Diesel
- Flex-Fuel
- Gasoline
- Plug-In Electric
- Electric/Gas
- Hybrid

> Number of Vehicles Per Household

> Antique

