



# A FACEBOOK-FIRST AGENCY

We're 100% dedicated to building businesses & brands by marketing on Facebook.

## HYPER-TARGETING OPPORTUNITIES

Whether we build your audience from the ground up, import a custom audience to reach current customers, or create a lookalike audience to prospect from, Facebook has extensive targeting and re-marketing capabilities. MapForward helps to harness it all. Below is a subset of targeting possibilities.

### DEMOGRAPHICS

- Location
- Age
- Gender
- Language
- Home
- Education
- Financial
- Home
- Life Events
- Parents
- Politics
- Relationship
- Work

### INTERESTS

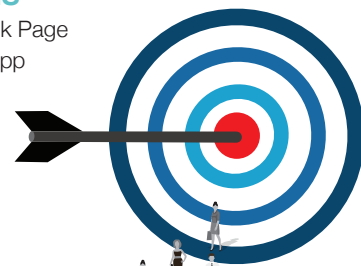
- Business & Industry
- Entertainment
- Family Relationships
- Fitness & Wellness
- Food & Drink
- Hobbies & Activities
- Shopping & Fashion
- Sports & Outdoor
- Technology

### BEHAVIORS

- Anniversary
- Auto
- B2B
- Charitable Donations
- Digital Activities
- Expats
- Financial
- Job Role
- Media
- Mobile Device User
- Purchasing Behavior
- Relationship Profiles
- Travel

### CONNECTIONS

- To Your Facebook Page
- To Your Mobile App
- To Your Event








  
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