Audience Targeting Overview Guide

Summary of audience targeting capabilities for CTV, Peacock, Spotify, audio, & web advertising

Gender
- Female
- Male

Age
- Under 30
- 30 - 40
- 40 - 50
- 50 - 60
- 60+

Marital Status
- Single
- Engaged
- Married
- Divorced

Household Attributes
- Children in household
- Home owner
- Home renter

Household Income
- $50K - $75K
- $75K - $100K
- $100K - $150K
- $150K - $750K
- $750K - $1M

Lifestyle
- Charity & philanthropy
- Dating & romance
- Environment
- Family
- Fashion & style
- Parenting
- Healthy living
- Luxury living
- Seniors
- Religions
- Young adults

Interests
- Books
- CBD
- Family
- Financial
- Parenting
- Real estate

Entertainment
- Casino gambling
- Events & concerts
- Sports betting
- Movies
- Music
- TV

Financial
- Credit & lending
- Health insurance
- Insurance
- Life insurance
- Loans
- Personal finance
- Personal investments
- Taxes

Food & Drink
- Bakery
- Beer/wine/alcohol
- Beverages
- Coffee
- Cooking
- Cuisine
- Dining out
- Fast casual
- Fast food
- Find dining
- Grocery stores
- Recipes
- Restaurants
- Tea

Health
- Back pain
- Cold and flu
- Cosmetic surgery
- Dental care
- Healthcare
- Joint pain
- Natural wellness
- Nutrition
- Pain relief
- Physical fitness
- Physical therapy
- Sleep

Gaming
- Board games
- Video games

Health & Beauty
- Cosmetics
- Health & wellness
- Organic medicine
- Personal care

Hobbies & Activities
- Auto work
- Gardening
- Photography
- Sports
- Travel
- Yoga

Sports & Recreation
- Football
- Soccer
- Baseball
- Basketball
- Boating
- Camping
- College football
- College sports
- Combat sports
- Cycling
- Fishing
- Golf and tennis
- Hiking
- Hockey
- Home gyms
- MMA
- Motorsports
- Olympic sports
- Running
- Sporting goods
- Team sports
- UFC

Travel
- Airbnb
- Avid travelers
- Business
- Car rentals
- Cruises
- Destinations
- Flights
- Hotels
- Leisure travelers
- Resorts

Vehicles
- ATVs
- Auto parts
- Boats
- Cars
- Finance & insurance
- Motorcycles
- RVs
- Trucks
- Audi
- BMW
- Chevrelot
- Ford
- GMC
- Honda
- Mercedes-Benz
- Nissan
- Toyota
- Volkswagen

Politcal
- Political affiliation
- Political issues
- Voter status