

Google Ads Audiences Quick Reference Guide

Demographics



Search



Video

Reach **broad segments** of the population that share **common traits**.

Choose from **predefined categories**:

- Categories include 'Parental Status', 'Marital Status' and 'Education'
- Sub categories include 'Parents of Toddlers' and 'Parents of Teens'

Affinity



Video



Display



Gmail

Target users by their **interests**.

Choose from **predefined categories**:

- Categories include 'Shoppers' and 'Travel'
- Subcategories include 'Grocery Shoppers' and 'Family Holidayers'

Custom Affinity



Video



Display



Gmail

Build your own Affinity audience and target users by their **interests**.

Custom build with keywords, URLs, Apps (Video & Display), and Places (Video only)

Life Events



Video



Gmail

Engage with people around important **life milestones**.

Choose from **predefined categories**:

- Categories include 'Job Change', 'New Pet' and 'Graduation'
- Subcategories include 'Starting New Job Soon', 'Recently Added Cat to Household' and 'Recently Graduated'

In-Market



Search



Video



Display



Gmail

Reach people who are **researching products/services like yours** and are considering making a purchase.

Choose from **predefined categories**:

- Categories include 'Home & Garden', 'Cars & Vehicles' and 'Travel'
- Sub categories include 'Microwaves', 'Audi' & 'Trips to Rome'

Custom Intent



Video



Display

Reach people as they're making a **purchase decision**.

Choose between auto-created categories (Display only) or **custom build** your own Custom build with keywords, URLs & Apps (Display) or Google Search terms (Video)

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Customer Match



Search



Video



Gmail



Shopping

Use your online and offline data to **reach and re-engage** with your customers.

Upload customer data to be matched with Google accounts

Minimum size: 1,000 matches

Re-market



Search



Video



Display



Gmail



Shopping

Reach people who have **already engaged** with your company's products & services.

Minimum size: Search: 1,000, Display: 100 within the last 30 days

Similar



Search



Video



Display



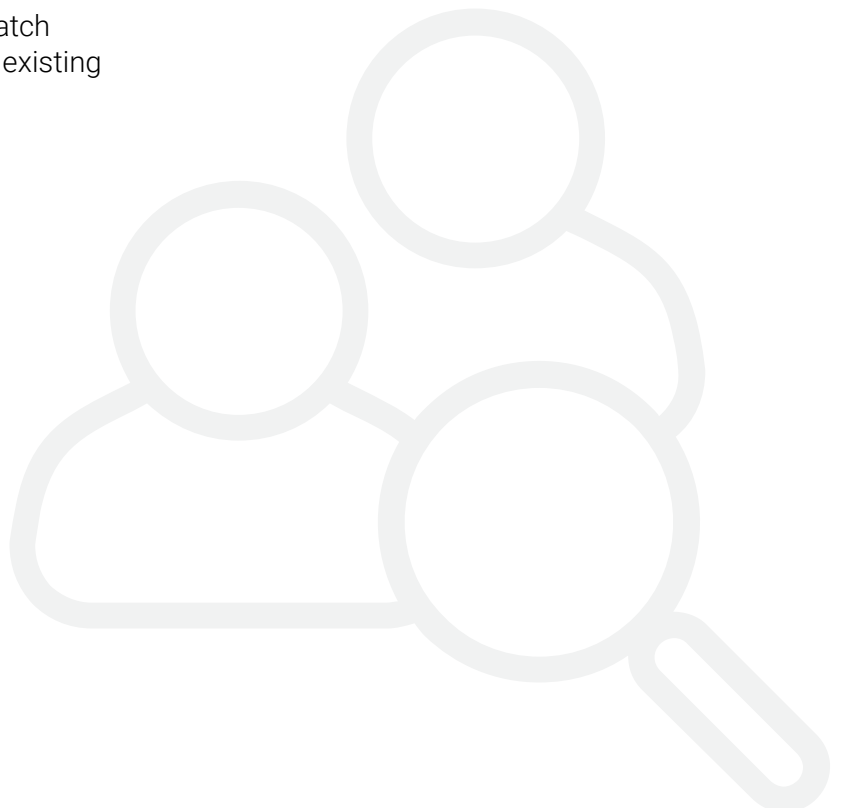
Gmail



Shopping

Target **people who share characteristics** with your customer base or past visitors.

Can be built from your customer match audience (Video/Gmail only) or any existing remarketing list



Let's start the conversation.

Reach out to sales@mightyhive.com to learn more.