



# Display & Video 360 Audiences Quick Reference Guide

## Demographics

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

Choose from **predefined categories**.

- Categories include 'Gender', 'Age', 'Parental Status' and 'Household Income'
- 'Household Income' is available for inventory in Australia, Brazil, Hong Kong, India, Indonesia, Japan, Mexico, New Zealand, Singapore, South Korea, Thailand, and the US.
- 'Household Income' and 'Parental Status' targeting is not available for network users.

## Life Events

TrueView audience targeting available at the **Ad group-level**.

Engage with people around important life milestones such as moving, getting married or graduating from college

## Customer Match

Use **your online and offline data** to reach and re-engage with your customers by uploading customer data to be matched with Google accounts.

For TrueView line items only (TrueView & Bumper ad formats)

Minimum size: 1,000 30-day active users

## Custom Affinity

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

**Custom build** with keywords, URLs, Apps & Places (TrueView only)

Not available for network users

Only available on Google Ad Manager inventory

## In-Market

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

Choose from **predefined categories**:

- Categories include 'Education', 'Travel', & 'Telecom'
- Not available for network users
- Can't be combined with other audiences using an 'AND' clause
- Only available on Google Ad Manager inventory

## Re-market

Reach people who have **already visited your website or YouTube channel**.

Minimum size: 100

Tag and rule-based Google Ads remarketing lists can be shared with DV360. Custom audience combinations and system-based lists, such as 'All Converters' are not supported



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## Similar

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

Can be built from any **first-party list** that has:

500 or more members

Active users within the past 30 days

## Installed App

App campaign targeting—target mobile devices based on the type of apps already installed.

App categories include 'Social' and 'Shopping'

Can't be combined with other audiences using an 'AND' clause

Only available on Google Ad Manager inventory

## New Mobile Device

App campaign targeting.

Target mobile devices where the device ID has

been created within the last few weeks or

months



Let's start the conversation.

Reach out to [sales@mightyhive.com](mailto:sales@mightyhive.com) to learn more.