

SNAPCHAT AD TARGETING WORKSHEET

A successful marketing campaign starts before you even begin writing up a single word! This crucial step is one that every marketer needs – defining who the potential customer is. Use the worksheet below to help you determine who your target audience should be.

Demographics

Gender: Male Female

Age (range available is 13-50+): _____

Language: _____

Country: _____

Region/State: _____

Advanced Demographics

Education: _____

Income: _____

Home Status: _____

Marital Status: _____

Parental Status: _____

Age of Child(ren): _____

Life Events: _____

Occupation: _____

Custom Audiences

- Customer List
- Website Visitors
- Ad Engagement
- Mobile App Engagement
- Lookalike Audience

Predefined Audiences

Lifestyles: What do they like? Are they adventure seekers, pet lovers, gamers, etc.?

Shopping: What do they buy? Where do they shop? _____

Viewers: What do they watch? What streaming services do they use? Do they like action or comedy? _____

Places: What kind of places do they frequent? Where do they travel? _____

Devices

Operating System:

- iOS Android

Device Make/Model: _____

Connection Type:

- Cell Wifi

Carrier: _____