



# THIRD MARBLE

## Google AdWords - Display Ads

# Targeting “In-Market Audiences”

Below is a list of “In-Market Audiences” for targeting Display Ads. Google categorizes people’s recent internet behaviors into these categories.

**How “In-Market Audience” Targeting works:** When someone is looking to buy something (ie. they are “in the market”), they will make frequent clicks on ads, web pages and search for certain phrases. Google has been able to use this data to determine when someone is about to buy a product or service. “In-Market” ads are designed to appear on websites during this final stage of the buying decision process. Similar to “Affinity Audiences”, only the data is looked at from a short period of time vs. long period of time used to determine a “lifestyle”.

When a person is categorized into one of the “In-Market” categories below, your ads would be eligible to display on any page that person views, regardless of the content of the page. So if you wanted to target people actively looking for “Car Batteries”, then your car battery ad may appear on weather.com or cnn.com.

**Works Best For:** Any product or service in the list below, or are related to these categories. For example, a Catering Company may specialize in catering weddings. They may want to advertise to people that are actively looking to buy “Bridal Wear”, “Wedding & Engagement Rings” and “Wedding Planning”.

### Apparel & Accessories

- Activewear
- Costumes
- Formal Wear
  - Bridal Wear
  - Suits & Business Attire
- Handbags
- Jewelry & Watches
  - Fine Jewelry
  - Watches
  - Wedding & Engagement Rings

- Lingerie
- Luggage
- Men's Apparel
- Outerwear
- Perfumes & Fragrances
- Shoes
  - Athletic Shoes
  - Boots
  - Dress Shoes
- Swimwear
- Wallets, Briefcases & Leather Goods
- Women's Apparel

#### **Autos & Vehicles**

- Auto Parts & Accessories
  - Auto Exterior Parts & Accessories
  - Auto Interior Parts & Accessories
  - Automotive Electronic Components
  - Car Batteries
  - Car Brakes
  - Engine & Transmission
  - High Performance & Aftermarket Auto Parts
  - Wheels & Tires
- Auto Repair & Maintenance
  - Brake Service & Repair
  - Collision & Auto Body Repair
  - Glass Repair & Replacement
  - Oil Changes
  - Transmission Repair
- Motor Vehicles
  - Motor Vehicles (New)
  - Motor Vehicles (Used)
  - Motor Vehicles by Brand (NUMEROUS)
  - Motor Vehicles by Type (NUMEROUS)
- Vehicles (Other)
  - Bicycles & Accessories
  - Boats & Watercraft
  - Campers & RVs
  - Commercial Vehicles

#### **Baby & Children's Products**

- Baby & Children's Apparel
  - Baby & Toddler Apparel
  - Children's Apparel
- Child Car Seats
- Childcare & Education
  - Childcare
  - Early Childhood Education
- Diapers & Baby Hygiene Products
- Infant & Toddler Feeding
  - Infant Feeding Supplies
  - Toddler Meals
- Strollers & Baby Carriages
- Toys & Games

#### **Beauty Products & Services**

- Bath & Body Products
- Hair Care Products
- Makeup & Cosmetics
- Skin Care Products

- Spas & Beauty Services
- Tanning & Sun Care Products

#### **Business Services**

- Advertising & Marketing Services
  - SEO & SEM Services
- Business Financial Services
- Business Printing & Document Services
- Business Technology
  - Enterprise Software
    - CRM Solutions
    - Collaboration & Conferencing Tools
    - ERP Solutions
    - Helpdesk & Customer Support Solutions
  - Network Systems & Services
    - Hosted Data & Cloud Storage
    - Network & Enterprise Security
    - Network Equipment & Virtualization
    - Network Management
  - Web Services
    - Domain Registration
    - Web Design & Development
    - Web Hosting
- Corporate Event Planning
- Office Supplies
  - Office Furniture
- Payment Processing & Merchant Services
- Payroll Services
- Staffing & Recruitment Services

#### **Computers & Peripherals**

- Computer Accessories & Components
  - Computer Monitors
  - Memory & Storage
- Computers
  - Desktop Computers
  - Laptops & Notebooks
  - Tablets & Ultraportable Devices
- Printers, Scanners & Faxes

#### **Consumer Electronics**

- Audio
  - Car Audio
  - MP3 Players
  - Pro Musician & DJ Equipment
  - Speakers
  - Stereo Systems
- Camcorders
- Cameras
  - Camera Lenses
  - Digital SLRs
  - Point & Shoots
- DVD & Blu-Ray Players
- GPS & Navigation
- Game Consoles
  - Nintendo (Wii)
  - Sony PlayStation
  - Xbox
- Home Theater Systems
- Mobile Phones

- Televisions
  - HDTVs
  - LCD TVs
  - Plasma TVs

### **Dating Services**

#### **Education**

- Foreign Language Study
- Post-Secondary Education
  - Arts & Design Education
  - Business Education
  - Cosmetology Education & Training
  - Technology Education
- Primary & Secondary Schools (K-12)
- Study Abroad Programs
- Test Preparation & Tutoring

#### **Employment**

- Accounting & Finance Jobs
- Career Consulting Services
- Clerical & Administrative Jobs
- Education Jobs
- Executive & Management Jobs
- Government & Public Sector Jobs
- Health & Medical Jobs
- IT & Technical Jobs
- Internships
- Legal Jobs
- Resumes & Portfolios
- Retail Jobs
- Sales & Marketing Jobs
- Temporary & Seasonal Jobs

#### **Financial Services**

- Banking Services
  - Debit & Checking Services
  - Savings Accounts
- Credit & Lending
  - Auto Loans
  - Business Loans
  - Credit Cards
  - Credit Reports & Monitoring Services
  - Mortgage
    - Home Equity Loans
    - Home Purchase Loans
    - Mortgage Refinancing
  - Personal Loans
  - Student Loans
- Financial Planning
  - Estate Planning
  - Retirement Planning
- Insurance
  - Auto Insurance
  - Health Insurance
  - Home Insurance
  - Life Insurance
  - Travel Insurance
- Investment Services
- Tax Services

#### **Gifts & Occasions**

- Flowers
- Gift Baskets
- Holiday & Seasonal Items
  - Christmas Items & Decor
  - Halloween Items & Decor
  - Valentine's Day Items & Decor
- Party Supplies & Planning
  - Event Planning Services
  - Party Supplies
- Personalized Gifts
- Photo & Video Services
  - Event Photographers & Studios
  - Photo Printing Services
- Wedding Planning

## **Home & Garden**

- Home & Garden Services
  - Architectural Services
  - Carpet Installation
  - Door & Window Installation
  - Electrician Services
  - Flooring Services
  - General Contracting & Remodeling Services
  - Home Cleaning Services
  - Home Inspection Services
  - Interior Design & Decorating Services
  - Landscape Design
  - Locksmith Services
  - Painting Services
  - Pest Control
  - Plumbing Services
  - Roofing Services
- Home Appliances
  - Cooking Ranges & Stoves
  - Dishwashers
  - Microwaves
  - Refrigerators
  - Small Appliances
    - Coffee & Espresso Makers
    - Juicers & Blenders
    - Mixers
  - Vacuums
  - Washers & Dryers
- Home Decor
  - Curtains & Window Treatments
  - Fireplaces
  - Lights & Fixtures
  - Rugs & Carpets
- Home Furnishings
  - Bedroom
  - Home Office
  - Home Storage & Shelving
  - Kitchen & Dining Room
  - Living Room
  - Nursery
- Home Improvement
  - Flooring
  - Kitchen & Bathroom Cabinets

- Kitchen & Bathroom Counters
- Paint
- Plumbing Fixtures
- Tools
- Home Security
- Outdoor Items
  - BBQs & Grills
  - Garden & Outdoor Furniture
  - Lawn Mowers
  - Pools & Spas

#### **Real Estate**

- Commercial Properties
  - Commercial Properties (For Rent)
  - Commercial Properties (For Sale)
- Moving & Relocation
- Residential Properties
  - Residential Properties (For Rent)
    - Apartments (For Rent)
    - Houses (For Rent)
  - Residential Properties (For Sale)
    - Apartments (For Sale)
    - Houses (For Sale)

#### **Software**

- Antivirus & Security Software
- Audio & Music Software
- Business & Productivity Software
- Design Software
  - Drawing & Animation Software
  - Photo Software
- Tax & Accounting Software
- Video Software

#### **Sports & Fitness**

- Fitness Products & Services
  - Exercise Equipment
  - Fitness Classes & Personal Training Services
  - Gyms & Athletic Clubs
- Outdoor Recreational Equipment
- Sporting Goods
  - Golf Equipment
  - Winter Sports Equipment & Accessories

#### **Telecom**

- Cable & Satellite TV Providers
- Internet Service Providers
- Mobile Phone Service Providers

#### **Travel**

- Air Travel
  - Air Travel by Class (NUMEROUS)
  - Air Travel by Destination (NUMEROUS)
- Car Rental
  - Economy, Compact & Mid-size Car Rental
  - Full-size & Standard Car Rental
  - Luxury, Convertible & Specialty Car Rental
  - Minivan & SUV Rental
- Cruises
- Hotels & Accommodations
  - Hotels by Location (NUMEROUS)
  - Hotels by Star Rating (NUMEROUS)

Vacation Rentals