



THIRD MARBLE

Google AdWords - Display Ads / YouTube Ads

Targeting “Affinity Audiences”

Below is a list of “Affinity Audiences” for targeting Display Ads and YouTube Ads. Google categorizes web pages and websites into these categories.

How “Affinity Audiences” work: Affinity Audiences are very similar to Lifestyles. Google has determined that the people in these groups have shown interest in these lifestyles over a long period of time by their frequent visits and lengthy stays on particular types of websites.

Your ads are eligible to show to these people on any website, so your ads will not be targeted to the content of the webpage. For example, if you are a “Comedy Movie Fan”, you may see an ad for the latest comedy movie on weather.com.

Works Best For: Targeting large populations of people with a certain lifestyle, usually over a long period of time to build your brand. This targeting is all about building awareness via reach and frequency of advertising to a group of people with a certain lifestyle, or consume behavior. This is similar to buying TV spots in the off-line world.

CATEGORIES:

- Art & Theater Aficionados
- Auto Enthusiasts
 - Motorcycle Enthusiasts
 - Performance & Luxury Vehicle Enthusiasts
 - Truck & SUV Enthusiasts
- Avid Investors
- Beauty Mavens
- Business Professionals
- Comics & Animation Fans
- Cooking Enthusiasts
 - 30 Minute Chefs
 - Aspiring Chefs
- Do-It-Yourselfers
- Family-Focused
- Fashionistas
- Fast Food Cravers
- Foodies

Gamers

- Action Game Fans
- Adventure & Strategy Game Fans
- Casual & Social Gamers
- Driving & Racing Game Fans
- Hardcore Gamers
- Roleplaying Game Fans
- Shooter Game Fans
- Sports Game Fans

Green Living Enthusiasts

Health & Fitness Buffs

Home Decor Enthusiasts

Mobile Enthusiasts

Movie Lovers

- Action & Adventure Movie Fans
- Comedy Movie Fans
- Family Movie Fans
- Horror Movie Fans
- Romance & Drama Movie Fans
- Sci-Fi & Fantasy Movie Fans
- South Asian Film Fans

Music Lovers

- Blues Fans
- Classical Music Enthusiasts
- Country Music Fans
- Electronica & Dance Music Fans
- Folk & Traditional Music Enthusiasts
- Indie & Alternative Rock Fans
- Jazz Enthusiasts
- Metalheads
- Pop Music Fans
- Rap & Hip Hop Fans
- Rock Music Fans
- Spanish-Language Music Fans
- World Music Fans

News Junkies & Avid Readers

- Business & Economic News Junkies
- Entertainment & Celebrity News Junkies
- Local News Junkies
- Men's Media Fans
- Women's Media Fans
- World News Junkies

Nightlife Enthusiasts

Outdoor Enthusiasts

Pet Lovers

- Cat Lovers
- Dog Lovers

Political Junkies

Shoppers

- Bargain Hunters
- Luxury Shoppers
- Shopaholics
- Value Shoppers

Shutterbugs

Social Media Enthusiasts

Sports Fans

- American Football Fans

- Baseball Fans
- Basketball Fans
- Boating & Sailing Enthusiasts
- Cycling Enthusiasts
- Fight & Wrestling Fans
- Golf Enthusiasts
- Hockey Fans
- Motor Sports Enthusiasts
- Racquetball Enthusiasts
- Running Enthusiasts
- Skiing Enthusiasts
- Soccer Fans
- Swimming Enthusiasts
- Tennis Enthusiasts
- Water Sports Enthusiasts
- Winter Sports Enthusiasts
- TV Lovers
 - Documentary & Nonfiction TV Fans
 - Family Television Fans
 - Game, Reality & Talk Show Fans
 - Sci-Fi & Fantasy TV Fans
 - TV Comedy Fans
 - TV Drama Fans
- Technophiles
- Thrill Seekers
- Travel Buffs
 - Beachbound Travelers
 - Family Vacationers
 - Luxury Travelers
 - Snowbound Travelers