

Audience targeting	YouTube	Google Display	Google Discovery	Google Search	Microsoft Search	Microsoft Audience Ads	Facebook Instagram	Pinterest	LinkedIn	Twitter	Programmatic (**)	TikTok
Gender	●	●	●	●	●	●	●	●	●	●	●	●
Leeftijd	●	●	●	●	●	●	●	●	●	●	●	●
Locatie	●	●	●	●	●	●	●	●	●	●	●	●
Taal	●	●	●	●	●	●	●	●	●	●	●	●
Levensfase	●	●	●	●			●				●	
Gezinssituatie	●	●	●	●			●				●	
Inkomensklasse	● (*)	● (*)	● (*)	● (*)							●	
Opleidingsniveau	●	●	●	●	●	●	●		●		●	
Huurder/huiseigenaar	●	●	●	●							●	
Beroep/functie					●	●	●		●		●	
Branche			●	●	●	●	●		●		●	
Bedrijfsgrootte			●	●	●	●			●		●	
Anciënniteit					●	●			●			

(*) Enkel beschikbaar in Australia, Brazil, Canada, Colombia, Hong Kong, India, Indonesia, Israel, Japan, Malaysia, Mexico, New Zealand, Philippines, Russia, South Korea, Singapore, Taiwan, Thailand, Vietnam, United Arab Emirates, & de United States

(**) Afhankelijk van publisher

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Device	●	●	●	●	●	●	●	●		●		●
Affiniteit/interesse/topics	●	●	●	●			●	●		●	●	●
Zoekwoorden	●	●		●	●			●		●	●	
Contextueel	●	●						●			●	
In-market segmenten	●	●	●	●	●	●					●	
Custom intent	●	●	●								●	
Similar/lookalike	●	●	●	●	●	●	●	●	●	●	●	●
Customer Match	●	●	●	●	●	●	●		●	●	●	●
Remarketing	●	●	●	●	●	●	●	●	●	●	●	●
Fans/Volgers/likers							●	●		●		
Interactie met posts/pins/ events/forms							●	●	●	●		●
Video viewers	●						●		●		●	●
Dynamic remarketing		●				●	●	●			●	

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