

## Facebook Partner Categories

Reach people based on what they do and buy offline

### What are Partner Categories?

Partner Categories are targeting options provided by Facebook's third-party data partners. These partners are part of [Facebook Marketing Partner's](#) "Audience Data Provider" specialty.

With Partner Categories you can target people based on offline behaviors people take outside of Facebook, such as owning a home, being in the market for a new truck or being a loyal purchaser of a specific brand or product. Partner Categories complement Facebook targeting, and are especially useful for advertisers, particularly those without access to customer data. Advertisers can easily add Partner Categories to their campaigns through Ads Manager or by [requesting the categories](#) directly from a data partner.

Partner Categories effectively drive metrics like brand resonance and offline sales when used in conjunction with Facebook media.



### What are the types of Partner Categories?



People in the market for a sports car, owners of luxury SUVs



Heavy cleaning supplies buyers, heavy hair care buyers



Credit card holders, likely investors



Discretionary spenders, seasonal spenders, brand buyers



### What is the data and how is it collected?

Facebook has partnered with Acxiom, Epsilon, Experian Marketing Services, Oracle Data Cloud (formerly Datalogix), and Quantum to activate Partner Categories in specific markets. These third-party partners collect and model data from a variety of sources, like public records, loyalty card programs, surveys and independent data providers.

Advertisers can learn more about a specific audience or data source by contacting the Audience Data Provider [here](#).

### Tips for Success

Partner Categories are designed for advertisers with brand or offline sales objectives—not solely for online KPIs, such as CPC or CPA. Consider these best practices if you include Partner Categories in your advertising campaign:

- **Objective:** "Increase brand awareness" or buying on reach & frequency
- **Creative:** Video ads or photo ads
- **Measurement:** Reach or ad recall

Learn how to get started on Partner Categories [here](#).



### Get Started

Contact Partner

Create an Ad



Facebook can help your large, medium or small business grow. Get the latest news for advertisers and more on our [Facebook Business Page](#).

**Facebook Blueprint:** Facebook's global education and certification program that empowers agencies and advertisers to effectively achieve business results by marketing with Facebook's family of apps and services.

**Facebook IQ:** Insights to help marketers understand people across generations, geographies, devices and time.

#### Marketing on Facebook

Raise Brand Awareness  
Generate Leads  
Increase Local Sales  
Drive Online Sales  
Promote Your App

#### Pages

Ads  
Targeting  
How People See Ads  
Instagram Ads  
Advertising Policies

#### Success Stories

#### Learn How

Your Facebook Page  
How Facebook Ads Work  
Measuring Results  
Creating an Ad  
Business Manager  
Power Editor  
Tips and Recommendations  
Advertiser Help Center  
Advertising Guide  
Blueprint eLearning  
Blueprint Webinars

#### News

Facebook IQ  
Ads Help  
Support