

House Music Demographics

(Your ideal customer and what they do)

| Target audience | Relationship status | Education level | Job title | Device users | Activity frequency | Top countries |
|---------------------------|------------------------|---------------------|--------------------------------|-----------------------|------------------------|--------------------------|
| Women (46%) | Singe: 37% | Highschool: 29% | Administrative Services | Mobile: 72% | <u>Past 30 days</u> | Mexico |
| Location: Worldwide | In a relationship: 23% | College: 67% | Sales | Mobile & desktop: 28% | Page likes: 3 | Brazil |
| Age: 18-44 | Engaged: 6% | Grad school: 4% | Community & Social Services | Desktop only: 0.2% | Comments: 15 | Argentina |
| Interest: House Music | Married: 35% | | Education & Libraries | <u>Devices:</u> | Post likes: 24 | Colombia |
| Audience size: 90M - 100M | | | Health & Medical Services | Android: 77% | Post shared: 4 | United States of America |
| Age 18-24: 29% | | | | iPhone/iPad: 19% | Promotions redeemed: 1 | |
| Age 25-34: 42% | | | | | Ads clicked: 32 | |
| Age 35-44: 29% | | | | | | |

| Target audience | Relationship status | Education level | Job title | Device users | Activity frequency | Top countries |
|----------------------------|------------------------|---------------------|--------------------------------------|-----------------------|------------------------|--------------------------|
| Men (54%) | Singe: 48% | Highschool: 28% | Administrative Services | Mobile: 72% | <u>Past 30 days</u> | Mexico |
| Location: Worldwide | In a relationship: 21% | College: 68% | Arts, Entertainment, Sports, & Media | Mobile & desktop: 27% | Page likes: 2 | India |
| Age: 18-44 | Engaged: 5% | Grad school: 4% | Production | Desktop only: 0.7% | Comments: 9 | Brazil |
| Interest: House Music | Married: 26% | | Sales | <u>Devices:</u> | Post likes: 19 | United States of America |
| Audience size: 100M - 150M | | | Management | Android: 79% | Post shared: 2 | Columbia |
| Age 18-24: 32% | | | | iPhone/iPad: 16% | Promotions redeemed: 1 | |
| Age 25-34: 45% | | | | | Ads clicked: 25 | |
| Age 35-44: 24% | | | | | | |

Buyer Persona

*Please note: this data gives you a big picture look at your target demographic. This will help you decide how to best target at the ad set level when creating your ads. I'd suggest experimenting and testing. The personas below will help you get to know your target buyer. Use this data to help create the most relevant and value-added ad copy/creative.

Woman: She is 30 years old, single, and lives in Mexico. She has a college degree and works in the administrative services or sales industry. When she browses Facebook, she uses her Android device. Her most frequent activity on the platform is viewing and clicking on ads. A few of her interests are house music, EDM, and electronic music.

Man: He is 28 years old, single, and lives in Mexico. He has a college degree and works in the administrative services or arts, entertainment, sports, and media industry. He also uses his Android mobile device to engage on Facebook. He enjoys liking posts and viewing/clicking ads. *One more note: these personas are only an example (based on percentages) of who your target audience is. Of course, there are many different people you could reach based on the information presented, depending on many factors.

House Music Target Interests

(Making sure to target the right people/interests)

| <u>Location</u> | <u>Gender</u> | <u>Age group</u> | <u>Interests</u> | <u>Estimated reach (total)</u> | <u>Estimated reach (men)</u> | <u>Estimated reach (women)</u> |
|-----------------|---------------|------------------|---|--------------------------------|------------------------------|--------------------------------|
| Worldwide | Men/Women | 18-44 | House music | 200M - 250M | 100M - 150M | 90M - 100M |
| Worldwide | Men/Women | 18-44 | Deep house | 10M - 12M | 6M - 7M | 3M - 5M |
| Worldwide | Men/Women | 18-44 | NuJazz | 300K - 350K | 150K - 200K | 100K - 150K |
| Worldwide | Men/Women | 18-44 | Electro house | 20M - 30M | 15M - 20M | 7M - 8M |
| Worldwide | Men/Women | 18-44 | Jazz fusion | 150M - 200M | 60M - 70M | 90M - 100M |
| Worldwide | Men/Women | 18-44 | Music festivals | 250M - 300M | 150M - 200M | 100M - 150M |
| Worldwide | Men/Women | 18-44 | WizKid (musician) | 8M - 9M | 5M - 6M | 3M - 3.5M |
| Worldwide | Men/Women | 18-44 | Davido (musician) | 8M - 9M | 5M - 6M | 2.5M - 3M |
| Worldwide | Men/Women | 18-44 | Live electronic music | 35K - 45K | 20K - 25K | 15K - 20K |
| Worldwide | Men/Women | 18-44 | Electronic dance music | 100M - 150M | 50M - 100M | 40M - 60M |
| Worldwide | Men/Women | 18-44 | Interested in upcoming events (behavior) | 4.5M - 5M | 1.5M - 2M | 2.5M - 3M |
| Worldwide | Men/Women | 18-44 | Tech house | 9M - 10M | 7M - 7.5M | 2.5M - 3M |
| Worldwide | Men/Women | 18-44 | Ultra Music Festival | 10M - 15M | 9M - 9.5M | 3M - 3.5M |
| Worldwide | Men/Women | 18-44 | Afrojack | 3.5M - 4M | 2M - 2.5M | 800K - 900K |
| Worldwide | Men/Women | 18-44 | Afrobeat | 15M - 20M | 7M - 8M | 4M - 4.5M |

*All laser-focused interests can all be used (individually or combined) at the ad set level when setting up your detailed targeting. These interests and numbers are based on your target demographic: men/women, Worldwide, age 18-44. The potential reach will change if you expand or narrow any of those demographics (ex. changing the gender to just men or just women, or the location to a specific region in the world). You can also find more artists within each genre of house to target at the ad set level. Some of the genres you provided were not searchable (lower reach) on Facebook.

Custom Audience For Detailed Targeting

Creating custom audiences based on your website data (using Facebook Pixel) will help you target people who have taken specific action on your website or social media platforms. For example: specific web page traffic, social media engagement, video views, customer lists, etc. Please check out the *Bonus: Custom Audience tab at the bottom for more information

House Music Detailed Targeting (Audiences)

(Detailed targeting to use at the ad set level)

| Targeted Audience #1 | | Targeted Audience #2 | | Targeted Audience #3 | |
|---|------------|---|------------|--|------------|
| Location: Worldwide | Age: 18-44 | Location: Worldwide | Age: 25-34 | Location: Worldwide | Age: 25-44 |
| Gender: Men/Women | | Gender: Men/Women | | Gender: Men/Women | |
| Detailed Targeting | | Detailed Targeting | | Detailed Targeting | |
| Include people who match: <i>Interests > Additional interests</i> | | Include people who match: <i>Interests > Additional interests</i> | | Include people who match: <i>Interests > Additional interests</i> | |
| House music | | House music | | House music | |
| <i>Narrow or refine audience</i> | | <i>Narrow or refine audience</i> | | <i>Narrow or refine audience</i> | |
| And must also match: <i>Interests > Additional interests</i> | | And must also match: <i>Interests > Additional interests</i> | | And must also match: <i>Interests > Additional interests</i> | |
| Afrobeat | | Electro house | | Deep house, NuJazz | |
| Potential reach: 6,300,000 people | | Potential reach: 10,000,000 people | | Potential reach: 5,300,000 people | |
| <i>Narrow or refine audience (optional)</i> | | <i>Narrow or refine audience</i> | | <i>Narrow or refine audience</i> | |
| Optional: Must also include: <i>Interests > Additional interests</i> | | Optional: Must also match: <i>Interests > Additional interests</i> | | Optional: Must also match: <i>Interests > Additional interests</i> | |
| WizKid, Davido | | David Guetta, Afrojack | | Interested in upcoming events (behavior) | |
| Potential reach: 2,500,000 people | | Potential reach: 2,700,000 people | | Potential reach: 54,000 people | |
| <i>Narrow or refine audience (optional)</i> | | <i>Narrow or refine audience (optional)</i> | | | |
| Optional: Must also include: <i>Interests > Additional interests</i> | | Optional: Must also include: <i>Interests > Additional interests</i> | | | |
| Engaged shopper | | Engaged shopper | | | |
| Potential reach: 430,000 people <i>(If you are running a conversion campaign, this step is not necessary)</i> | | Potential reach: 910,000 people <i>(If you are running a conversion campaign, this step is not necessary)</i> | | | |

*If you'd like to split test different interests, make sure to do so one variable at a time. You can create a new ad set (target audience) and use single interests from the target interests tab. You can also do this by testing different variables like age range, location, narrowed interest, or gender.

*A good Facebook Advertising rule of thumb for Top of Funnel (colder audience) ads is to target an audience of 1M - 2M people. If you go over that, your audience could be too broad; and waste ad spend. And if you go under that, it could be too narrow and thus be more competitive for ad spend. As a prospect or customer moves further down the funnel, you can narrow your audience potential reach to a lower number to maximize ad spend.

Please note:

These audiences are not guaranteed to convert. There are too many factors (ad creative, copy, budget, campaign objective, etc., that contribute to an ad's success. With that being said, this is a good "starting point" to begin testing and marketing to your target demographic. I recommend split testing many different interests (from the table on the previous tab) in one campaign and then analyzing the results. In time, you'll know which interests are worth using.