

# How to find Audience Targeting of any Facebook Ad?

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A very simple technique that will unveil the targeting behind any ad.





# Select any Random Ad

Go to Facebook and randomly view any Ad or Sponsored Post you see.

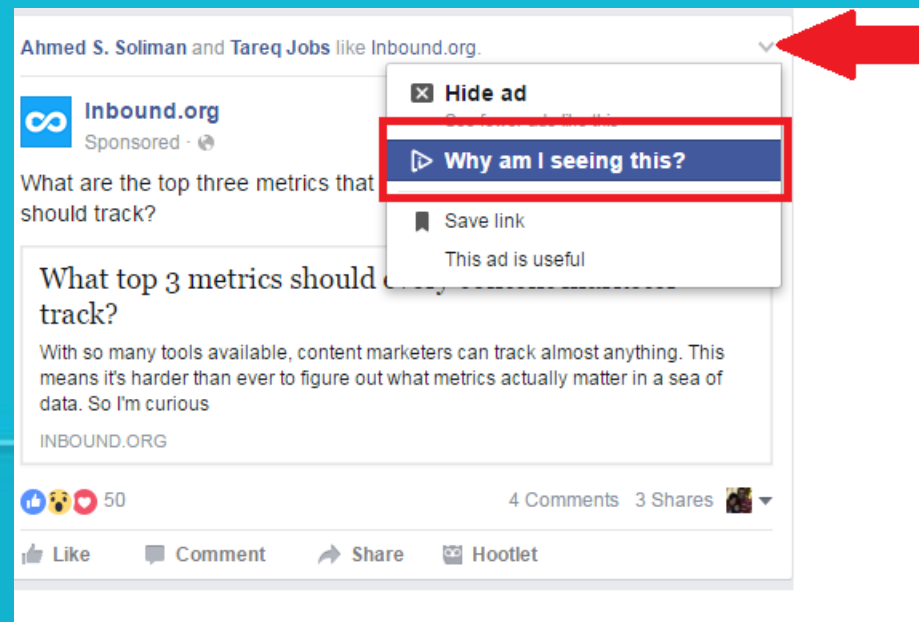
A screenshot of a Facebook sponsored post. At the top, it says "Ahmed S. Soliman and Tareq Jobs like Inbound.org." Below that is the Inbound.org logo and name, with "Sponsored" and a globe icon. A "Like Page" button is visible. The main text of the post asks, "What are the top three metrics that you think every content marketer should track?". Below this is a white-bordered box containing the text: "What top 3 metrics should every content marketer track? With so many tools available, content marketers can track almost anything. This means it's harder than ever to figure out what metrics actually matter in a sea of data. So I'm curious". At the bottom of the box is the text "INBOUND.ORG". Below the box, there are icons for Like, Love, and Wow, with a count of "50". To the right, it says "4 Comments 3 Shares" with a dropdown arrow. At the very bottom, there are buttons for "Like", "Comment", "Share", and "Hootlet".



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## Click “Why I’m seeing this”

Now click the down-arrow on the top right corner and you will see “ Why I’m seeing this Ad”.



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## Unveil the Audience Targeting

When you click on it, tell you the reason why you are seeing this ad. This means you falls under the audience targeting set by the advertiser.

**About This Facebook Ad** ✕

**Why Am I Seeing This Ad?** Options ▾

One reason you're seeing this ad is that **Inbound.org** wants to reach people who have visited their website or used one of their apps. This is based on customer information provided by Inbound.org.

There may be other reasons you're seeing this ad, including that Inbound.org wants to reach **people ages 18 and older who live near Karachi, Sindh**. This is information based on your Facebook profile and where you've connected to the internet.

[Manage Your Ad Preferences](#)

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**Tell Us What You Think**

Was this explanation useful? [Yes](#) [No](#)

