



Basic vs Advanced Targeting

Advanced Targeting options in blue.

About the Creator

Influencer Type

- Food
- Beauty
- Health / Wellness
- Travel
- Animal
- Parenthood

Age

Relationship Status

- Single
- In a Relationship
- Married
- Engaged

Family Status

- Parental Status

Family Details

- Pregnancy Status
- Breastfeeding Status
- Grandparent Status
- Children's Age

Travel Preferences

Phone Type

- iOS
- Android

Technology Usage

- Google Home
- Alexa
- Smart Watch

Hobbies

- Cooking
- Crafting
- Dancing
- Fitness
- Party / Event Planning
- Bullet Journaling
- Books
- Video Game
- Gardening
- Board Games

Profession

- Hospitality Industry
- Professional Service / Admin
- Education
- Parent / Caretaker
- Medical
- Government
- Tech
- Fashion / Beauty
- Business Owner / Entrepreneur
- Marketing / Communication
- Finance
- Legal
- Retail
- Student

Event Interests

- Music Festivals
- Fandom Events

Dietary Restrictions

- Vegan
- Vegetarian
- Gluten-Free
- Organic
- Keto
- Paleo
- Dairy-Free
- Low Sugar
- Low Carb
- No Spicy Food
- No Alcohol

Dietary Interests

- Vegan
- Vegetarian
- Gluten-Free
- Organic
- Dairy-Free
- Low Sugar
- Low Carb

Pet Ownership

- Dog
- Cat
- Bird
- Reptile
- Rabbit

Beauty

Product Preferences

Organic
K-Beauty
Cruelty-Free
Clean
Prestige

Skin Concerns

Oily
Dry
Combination
Acne-Prone
Large Pores
Fine Lines / Wrinkles
Hyper-Pigmentation
Sensitive
Super Sensitive
Rosacea
Eczema
Psoriasis

Makeup Style

Bright lip
Nude lip
Natural make-up
Full glam make-up

Hair Concerns

Oily
Dry
Frizzy
Dandruff
Hair Loss
Split Ends
Dullness

Hair Color

Black
Brown
Blonde
Gray / White
Red
Other

Fragrance Preferences

Floral
Fruity
Fresh
Sweet
Spicy

Hair Treatments/Enhancements

Dyed
Bleached
Chemically Relaxed
Perm
Uses Wig/hairpieces
Uses Extensions

Hair Length

Short (shoulder length and above)
Long (below the shoulder)

Nail Treatments

Regular polish & press-on users
Acrylic/Gel/dip users

Hair Thickness

Normal
Thick
Thin

Hair Type

Wavy & Curly
Straight Only
Curly Only

Curl Type

Wavy: 2A-2C
Curly: 3A-3C
Coily: 4A-4C
Locs

Shopping and Style Preferences

Clothing Style Preferences

Athleisure
Minimalist
Runway
Casual
Floral/Print
Vintage

Retail Shopping Preferences

Department Stores (Macy's, Kohl's)
Specialty Retail Stores (Loft, Express, H&M, GAP)
Discount Designer (TJMAXX, Nordstrom Rack, Marshalls)
Thrift Stores
Designer Stores (Kate Spade, Louis Vuitton, Chanel)
Discount / Bargain (Walmart)
Target
Amazon
Discount Online Retailers (Shein, FashionNova)
Specialty Online Retailers (Revolve, Modcloth, Shopbop)

Regional Grocery Shopping Preferences*

Aldi
Fresh Market
Harris Teeter
Hannaford
HEB
Lucky's
Kroger
Publix
Safeway
ShopRite
Sprouts
Stop & Shop
Wegmans
Central Market
Erewhon

Beauty Shopping Preferences

Ulta
Sephora
Bluemercury
Amazon
Target
CVS
Walgreens
Department Store

National Grocery Shopping Preferences*

Walmart
Whole Foods
Target
Trader Joe's
Walgreens
Amazon
Target

Grocery Memberships*

Costco
Sam's Club
BJ's
FreshDirect
Thrive Market

*Regional targeting covers 200 or more store locations. If distribution is less than 200 locations, please contact Statusphere to verify pricing and availability.

Eyewear

Glasses

Contacts

Health Products

Uses natural products for the home

Interested in posting about supplements & vitamins

Interested in posting about CBD products

Interested in posting about Feminine Care Products

Exercise Frequency

1 time a week

2-3 times per week

Exercises 4+ times per week

Exercise Preferences

Weight Lifting

Yoga/Pilates

Group Classes

Running

Hiking

Swimming

Dance

Cycling