



## 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 Own / 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

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### 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

### Hair Treatments

Dyed  
Bleached  
Chemically Relaxed

### 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

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### Clothing Style Preferences

Athleisure  
Minimal  
Runway  
Casual  
Floral

### 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

### 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.

## Health

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### 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

Exercises Regularly (1-3 times per week)

Exercises 4+ times per week

### Exercise Preferences

Weight Lifting

Yoga

Group Classes

Running

Hiking

Swimming

Dance