



Top-of-Funnel B2B Audience Targeting

Awareness ads can target a **broad** audience. Fill in the blanks of this Ad Lib to help you choose your audience for **top of funnel** ads:

Companies in the _____, _____ and _____ industry typically partner
with us. The roles that are best suited for our services would be _____,
_____ or _____ and/or _____ and _____.

industry industry industry title title title job function job function

Companies we work best with have revenue of _____ to
_____ and _____ to _____ of employees.

minimum dollars maximum dollars minimum number maximum number

Organizations that struggle to _____, _____ and/or _____
should be aware of us.

verb verb verb

Mid-to-Bottom Funnel B2B Audience Targeting

Consideration and LeadGen ads should target a more **narrow** audience. Fill in the blanks of this Ad Lib to help you choose your audience for **mid-to-bottom funnel** ads:

Our ideal customer works in _____. They are a _____, _____, or _____.

industry job title job title job title

Companies we work best with have revenue of _____ to
_____ and _____ to _____ of employees.

minimum dollars maximum dollars minimum number maximum number

Their biggest obstacle to success is _____. We can help them with our _____.

pain point solution

We definitely want to exclude _____s from seeing our ad, and should
avoid targeting the _____ professionals.

job title industry