

Meta Audience Targeting™

Reach verified homeschool families instead of broad interest audiences.

Reduce wasted ad spend by replacing algorithm guesses with verified homeschool audience data.



THE PROBLEM

Meta can find people interested in homeschooling. It can't reliably identify who actually homeschools.

Interest audiences include millions of users who clicked, searched, or engaged with homeschooling content — but many are not homeschool families.



Wasted Impressions



Lower Conversions



Higher Acquisition Costs

TRADITIONAL META INTEREST AUDIENCES

26,000,000+
Possible Homeschoolers



META AUDIENCE TARGETING™

700,000+
Verified Homeschool Families



VS.

BUILT BY
HOMESCHOOLERS.
TRUSTED BY
FAMILIES.

HOW IT WORKS



1. CONNECT META ACCOUNT

One-time secure sync with your Business Manager.



2. CHOOSE YOUR AUDIENCE

Start with 700,000+ verified homeschool families.



3. FILTER BY STATE, AGE & DEMOGRAPHICS

Use Meta's powerful filters to target by location, student age, and life stage.



4. LAUNCH YOUR CAMPAIGN

Run campaigns with accuracy and scale with confidence.

BETTER TARGETING STARTS HERE



700,000+
Verified U.S. Homeschool Families
Continuously maintained & updated



AUTOMATIC AUDIENCE UPDATES
Always current. Always accurate.



BUILT FOR META
No list uploads. Everything stays synced.



CREATE LOOKALIKE AUDIENCES
Scale your campaigns with confidence using real homeschool behavior.

PERFECT FOR



Curriculum



ESA Campaigns



Marketplace Launches



Educational Apps



Books



Co-ops



Microschools



Online Learning

WHAT'S INCLUDED

- ✓ Verified homeschool audience access
- ✓ Automatic audience maintenance
- ✓ Demographic filtering (state, age, life stage)
- ✓ Create lookalike audiences
- ✓ Campaign onboarding support
- ✓ No contracts
- ✓ Cancel anytime
- ✓ Dedicated support
- ✓ Built for proven performance