

Key steps for responsible targeting of online age-restricted ads

As a marketer, it's your responsibility to ensure your age-restricted ads are targeted away from children and young people.



Choosing the right media

Use exclusion and/or inclusion lists to help direct your ads towards age-appropriate media, and away from media popular with or intended for children and young people.



1

Using a combination of targeting tools

Use the range of tools available, such as age, interest, or behavioural targeting, to direct your ads away from children and young people and towards a legitimate adult audience.



2

Working with content creators and influencers

Be very cautious about working with influencers and other content creators who have a significant following of children or young people and where there are inadequate means to prevent the protected age group from seeing a post.



3

Managing your own social media posts

Place additional restrictions on who can see your posts where possible, such as only targeting logged-in adults.



4

Monitoring your campaign

Review data from ad platforms and/or third-party providers to adjust ongoing campaigns (where possible) and improve the targeting of your future ads.



5

Read the guidance to find out more: asa.org.uk/online-targeting