

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. New guidance from CAP sets out key steps to ensure you make responsible targeting choices.



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 existing followers or logged-in users.

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