The DAA also runs the PoliticalAds program, which is an advertising program while giving consumers information and control over the types of digital ads they may see. This end, the category-level preferences will initially be offered to all stakeholders.

- **Beauty & Fashion** category may refer to ads for products and services related to care of and purchase of apparel and footwear, cosmetics, and grooming.
- **Real Estate** category describes ads for products and services related to commercial, industrial, agricultural, and residential property. It may include the purchase or renting of apartments, houses, land, and farms.
- **Food & Cooking** category pertains to ads for products and services related to culinary interests and/or ingredients, meal planning and preparation, recipes, and groceries.
- **Technology & Internet** category may encompass ads for products and services related to any electronic or digital products or services such as computer software and networks, as well as cloud, mobile, and web-based technologies.
- **Shopping: Beauty & Fashion** category may refer to ads for products and services related to the care of and purchase of apparel and footwear, cosmetics, and grooming.
- **Home Improvement & Appliances** category may include ads for products and services related to renovating or upgrading homes, including services such as air conditioning, washing machines, ovens, vacuum cleaners, yard equipment, and hardware.
- **Lifestyle** category encompasses ads for products and services related to a person's or culture's way of living. It may include interests such as national, civic, and religious holidays as well as lifestyle choices such as sustainability and green-living.
- **Parenting** category may be included within the respective categories, focusing on other interest areas reflected in this list of categories. It may cover ads for products and services related to familial relationships and/or the care for those relationships, including baby, child, and elder care.
- **Autos** category may include ads for products and services related to motor vehicle-related products and services. It relates to the making, selling, buying, and services related to motor vehicle-related products and services.
- **Community & Culture** category may refer to ads for products and services related to a group of people that share a common identity, interests, customs and traditions, location, and/or other social characteristics.
- **Travel** category may encompass ads for products and services related to any trip to another place. This may include ads for products and services related to a person's or culture's way of living.
- **Education** category may refer to ads for products and services related to any educational pursuits, including a field of study, book, school, college, and classes.
- **Health & Fitness** category may include ads for products and services related to a healthier physical condition as a person's profession, occupation, or career. It may also include services related to a person's profession, occupation, or career that help a person advance in his or her field of work.
- **Dating** category may include ads for products and services related to technology used for finding a partner, including networking, internships, resumes, and related services which help a person advance in his or her field of work.
- **Non-Apparel** category may refer to ads for products and services related to any commercial, industrial, agricultural, and residential activities, as well as different levels of instruction and/or pursuit of a vocation.
- **Entertainment & Arts** category may include ads for different leisure activities such as books, movies, TV shows, and music. It may also include events such as concerts, theater, and pop culture. It may also include a field of art such as museum exhibitions, fine arts, and more.
- **Finance** category may include ads for products and services related to financial services supporting consumer services incorporating personal investments, mortgage loans, savings, energy and home utilities, and insurance.
- **Careers** category may include ads for products and services related to a person's profession, occupation, or career. It may also include services related to a person's profession, occupation, or career that help a person advance in his or her field of work.
- **Alcohol** category may refer to ads for products and services related to legal activities such as the making, selling, buying, and services related to any commercial, industrial, agricultural, and residential activities, as well as different levels of instruction and/or pursuit of a vocation.