

# Back to School Audiences



According to research, back-to-school shoppers rack up the highest sales of the summer season and it represents the largest shopping season for both consumers and brands alike. It is expected that an average of \$19.5 billion will be spent on apparel for students of all ages this year, and 48% of back-to-school shoppers plan on making online purchases. Optimise digital ad spend by integrating audience profiles to target your ideal consumers such as:

-  Children Products
-  Clothing & Apparel
-  Books & Literature
-  Education

## Why Choose Audiencerate:

We only work with trusted, transparent data, ensuring best-in-class performance. Also, we are able to build Composite Audiences, meaning that we can collide several audiences that are relevant to the target and make it a single one. The audiences will layer each other and demographic data can be added and pushed to your seat.

## Get Started with Back to School Audiences

Talk to us about your data needs as we are able to help with custom audiences, built and ready for use. As data experts we can support buyers giving the most accurate audience recommendations for a specific brief or target. Just send us a brief/target audience and we will send over our suggestions.

## Available for targeting on all DSPs

Natively integrated into Open Marketplace and Private Deals

Google adform

Via Private Deals on\*

theTradeDesk



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