

A man with dreadlocks and a beard, wearing a grey sweater, and a woman in a yellow shirt are looking at a laptop screen together. The background is a blurred indoor setting. On the right side of the image, there are abstract geometric shapes in teal and blue, including a white circle and various triangles and rounded rectangles.

How to Target

Back-to-School Shoppers



Whether it's one to one targeting or driving awareness at a massive scale, Eyeota's How to Target Back to School Audience Guide is the blueprint to power your advertising campaigns with back to school audiences from best in class data brands & partners.

Browse our selection of Back to School audiences segments built from behavioral, demographics, interests, intent, lifestyle and ownership insights. Activate our audience segments on all major demand-side and supply-side platforms to identify, reach and engage your best target customers on audio, connected TV, display, digital out-of-home, mobile and social channels.

Targeting Back-to-School Audiences

Connect with Families with Children

- Eyeota - Demo - Family - Parents
- 33Across - Family - Families with Children 6-10
- Experian - Demographics - Presence of Child - Age: 0-18
- GDR - 03 Life Phases - Families With School Age Children
- Global Affinity Answers - Interest - Lifestyle - Parents with Young Children
- Kantar - Sociodemographics - Lifestage - Secondary and High School Parents
- SMS-INC - Demo - Declared Number of Children - 2-3
- US Adstra - Consumer - Family - Families with Children 0-2
- US Adstra - Consumer - Family - Families with Children 11-15
- US Adstra - Consumer - Family - Families with Children 16-17
- US Adstra - Consumer - Family - Families with Children 3-5
- US Adstra - Consumer - Family - Families with Children Aged 6-10
- US Adstra - Wealth - Affluent Families - Affluent Families with Children
- US AnalyticsIQ - B2B - Employee Attributes - Working From Home - Remote Workers Likely to Have Children in Household
- Wiland Ultimate - Likely Parents Children at Home Life Stage



Targeting Back-to-School Audiences

Connect with Back-to-School Shoppers

- Eyeota - Holidays and Events - Interest - GLOBAL - Back to School
- 33Across - Seasonal - Back to School Shoppers with Elementary School Aged Kids
- Affinity Answers - Interest - Events - Back to School
- ComScore - Sociodemographic - Back To School Shoppers
- Global Affinity Answers - Interest - Events - Back to School Apparel
- Global Affinity Answers - Interest - Events - Back to School Supplies
- ShareThis - Seasonal - Back to School
- US 33Across - Transactional - Purchases - Children's, Back to School
- US Adstra - Consumer - Family - Children's Product Purchases - Back to School
- US Adstra - Consumer - Purchase History - Purchases - Children's, Back to School
- US Experian - Retail Shoppers - Purchase Based - Seasonal - Back to School - Apparel (Clothing)
- US Experian - Retail Shoppers - Purchase Based - Seasonal - Back to School - High Spender
- US Experian - Retail Shoppers - Purchase Based - Seasonal - Back to School - School Supplies
- US SMS-INC - Shopping - Mail Order Buyer - Back To School Products
- US Wiland Ultimate - Purchase - Education - Back to School Supplies - PwrBy Amex_UAA0657
- Ziff Davis - Interests - Shopping, Coupons, Deals - Back to School



Targeting Back-to-School Audiences

Connect with Book Buyers

- Eyeota - Entertainment - Intent - Books
- Adstra - Consumer - Purchase History - Purchases - Books
- Affinity Answers - Interest - Entertainment - Books
- Spent: Heavy Spender (FLA / Fair Lending Friendly)
- GfK - Purchasing Power - Books and Stationary - High
- US 33Across - Transactional - Purchases - Books, Audio
- US 4SIGHT - Intent - In-market Purchase - Purchase Data - Book Retailers - Barnes & Noble
- US Epsilon - Purchase History - Books - Spend - Heavy Spenders
- US Experian - Lifestyle and Interests (Affinity) - Books & Reading - Book Reader
- US Plunge Digital - Intent - Likely to Purchase - Entertainment Purchasing Behavior - Books and Reading
- Wiland Ultimate - Intent to Buy - Hardcopy Books

Connect with Students

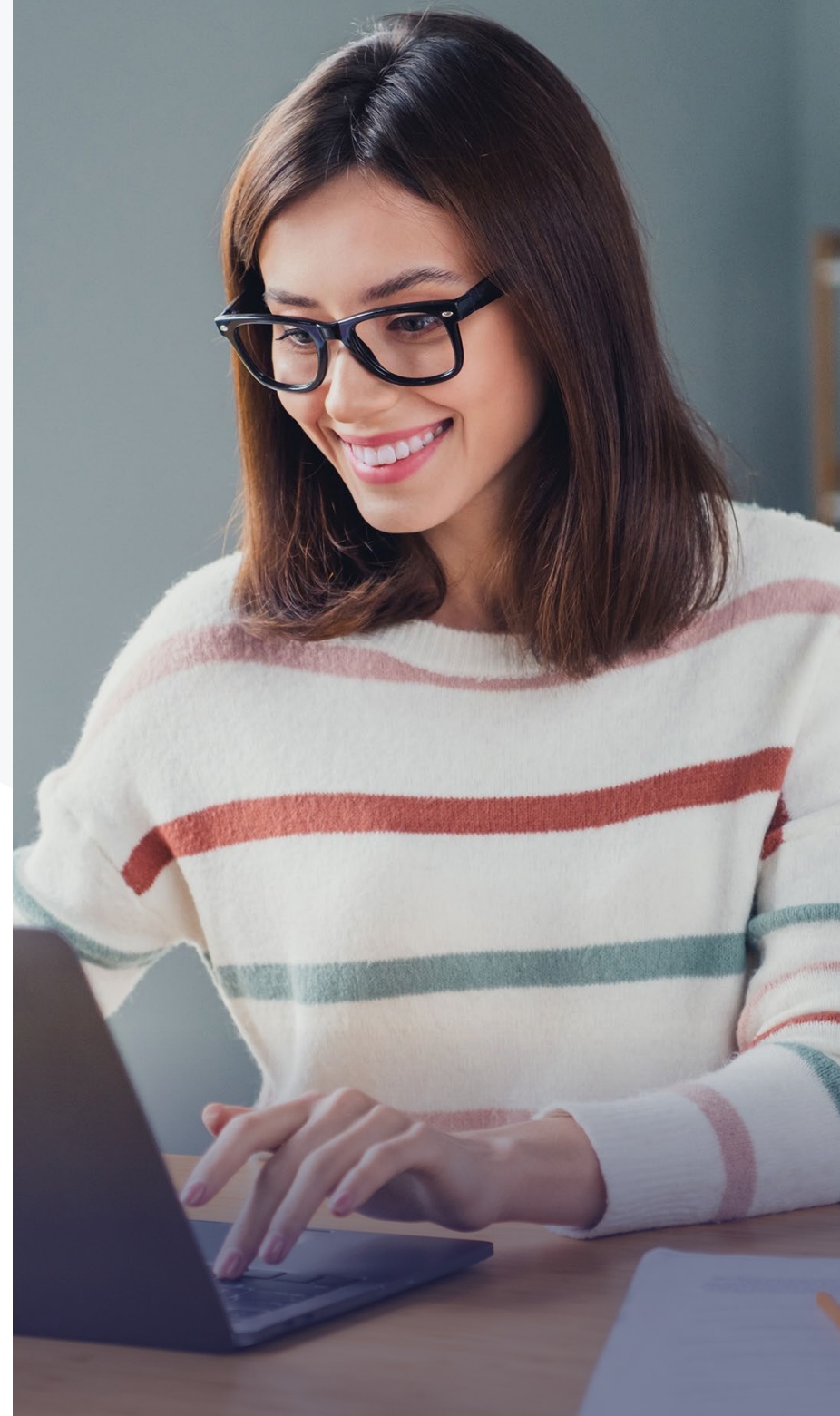
- Eyeota - Demo - Education - Student
- EQ Data - Occupation - Student
- Equifax - Wealth - Wealth Micro-Segment - HWP1. Full-time students
- Global ComScore - Post-Graduate Students
- US 33Across - Education - Current Student
- US 9D - Lifestyle - Education - College Student
- US Adstra - Consumer - In-Market Lifestyle & Interests - College Students
- US Media Source Solutions - Demographic - Location Based - College Students
- US Peoplefinders DaaS - Demographic - College Students
- US PowerB2B by MeritB2B - Title Category - Students
- US YouGov - Demographics - Work And Education - Full-Time Student



Targeting **Back-to-School** Audiences

Connect with **Consumers Interested in Education**

- Eyeota - Demo - Life Events - Education Seekers
- Adstra - Consumer - In-Market Lifestyle & Interests - Online Education
- Affinity Answers - Interest - Education - Online
- Epsilon - Lifestyles And Interests - Online Degree And Education Seekers - Likely
- Global Affinity Answers - Interest - Education - Online
- ShareThis - Jobs and Education - Education - Standardized and Admissions Tests
- US Adstra - Consumer - In-Market Lifestyle & Interests - Online Education
- US Adstra - Consumer - In-Market Lifestyle & Interests - Online Education - Continuing Education
- US Adstra - Consumer - In-Market Lifestyle & Interests - Online Education - Tutoring/Learning Resources
- US Affinity Answers - Intent - Mobile Apps - Education
- US Affinity Answers - Interest - Digital - Education
- US Anteriad - B2C - Interest - Education
- US Data Axle (fka Infogroup) - Consumer - Interests - Education - Colleges & Universities
- US Data Axle (fka Infogroup) - Consumer - Interests - Education - Adult Education



Targeting Back-to-School Audiences

Connect with Family Decision Makers

- Eyeota - Lifestyle - Decision Makers - Family
- Global Intuition - Family - Family Decision Makers
- Global ShareThis - People and Society - Family and Relationships - Parents
- Gourmet Ads Data - Demographic - Lifestyle - Household Decision Makers
- ShareThis - People and Society - Family and Relationships - Parents
- US 9D - Lifestyle - Family - Parent of school age kid
- US Affinity Answers - Interest - Lifestyle - Parents with Young Children
- US Alliant - Composite - Purchasing Parents
- US Anteriad - B2C - Demographic - Family - Parents
- US Kantar - Sociodemographics - Lifestage - Primary School Parents
- US Kantar - Sociodemographics - Lifestage - Secondary and High School Parents
- US Media Source Solutions - Household - Location Based - Parents
- US Stirista - B2C - Social - Parenting

Connect with Consumers In-Market for Children's Products

- Eyeota - Retail - Intent - Children's Products - Educational
- Eyeota - Retail - Intent - Clothing - Children's Jackets and Outerwear
- Eyeota - Retail - Intent - Children's Products - Toys
- Adstra - Consumer - Family - Children's Product Purchases - General
- Plunge Digital - Interest - Purchase Categories - Children's Products
- US 33Across - Family - Children's Product Purchases - Apparel
- US Alliant - Premium Family Interests - Premium Children's Products
- US Compass Ventures from Anteriad - Interest - Children Products
- US Epsilon - Purchase History - Children's Products - Spend - Heavy Spenders
- US SMS-INC - Customerconnect360 Propensity Model - Buyer - Children's Products
- US Wiland Ultimate - Intent to Buy - Children's Upscale Products - PwrBy Amex_UAA0011



Targeting Back-to-School Audiences

Connect with Deal Seekers

- Eyeota - CPG and FMCG - Interest - Grocery - Coupons
- Eyeota - Retail - Intent - Shopping - Bargains
- Acxiom - Lifestyle - Personix - Financial Clusters - 34 - Deal Seekers
- Claritas - Sociodemographic - ConneXions - 47 Discounts and Deals
- ShareThis - Shopping - Consumer Resources - Coupons and Discount Offers
- US 9D - Online Shopper & Real-World Location - Shopper type - Retail - Bargain Hunters
- US 33Across - 33Across AudienceID - Hobbies - Coupon Clipper
- US 33Across - 33Across AudienceID - Shopping - Online Coupons
- US Adstra - Orbits - Convenience and Deal Seeker
- US Affinity Answers - Interest - Hobbies & Interests - Bargain Hunter
- US Affinity Answers - Interest - Lifestyle - Bargain Hunters
- US Affinity Solutions - Intent - In-Market - Ollies Bargain Outlet Shoppers
- US Data Axle (fka Infogroup) - Consumer - Interests - Shopping - Specialty Shoppers and Bargain Hunters
- US Data Axle (fka Infogroup) - Consumer - Interests - Shopping - Specialty Shoppers and Bargain Hunters - Bargain Hunting
- US Data Axle (fka Infogroup) - Consumer - Interests - Shopping - Specialty Shoppers and Bargain Hunters - Online Shoppers
- US Experian - Lifestyle and Interests (Affinity) - In-Market - Shoes (Deal Seeker)
- US Goldfish Ads - Interest - Shopping - Coupons
- US Plunge Digital - Sociodemographic - Lifestyle - Transaction Type - Bargain Buyer
- Ziff Davis - Interests - Shopping, Coupons, Deals - Coupon Enthusiast



Targeting Back-to-School Audiences

Connect with B2B

- Eyeota - B2B - Decision Makers - Education Industry
- Eyeota - B2B - Decision Makers - Education Industry - Colleges and Universities
- Eyeota - B2B - Decision Makers - Education Industry - K-12 Schools
- Eyeota - B2B - Decision Makers - Education Industry - Libraries
- Eyeota - B2B - Decision Makers - Education Industry - Management and Administration
- Eyeota - B2B - Decision Makers - Education Industry - Professional, Technical and Trade Schools
- Eyeota - B2B - Employment - Education Industry
- Eyeota - B2B - Employment - Education Industry - Colleges and Universities
- Eyeota - B2B - Employment - Education Industry - Education, Childcare and Training
- Eyeota - B2B - Employment - Education Industry - K-12 Schools
- Eyeota - B2B - Employment - Education Industry - Libraries
- Eyeota - B2B - Employment - Education Industry - Management and Administration
- Eyeota - B2B - Employment - Education Industry - Professional, Technical and Trade Schools
- Eyeota - B2B - Employment - Education Industry - Professors and Teachers
- Global ShareThis - B2B - Occupation - Teacher
- US 33Across - B2B - Education
- US 33Across - B2B - Education Admissions
- US 33Across - B2B - Education Librarian
- US 33Across - B2B - Education Teacher
- US 33Across - B2B - Industry - Education Industry
- US 33Across - B2B - Industry - Higher Education Industry
- US 33Across - B2B - Professor, Higher Education



Targeting Back-to-School Audiences

Connect with B2B

- US Axiom - Ninth Decimal - Demographic - Teachers
- US Adstra - Business - Professionals by Department/Functional Area - Education: Professors & Teachers
- US Adstra - Business - Professionals by Industry - Education - Professors and Teachers
- US Adstra - Political - Voters by Occupation - Voters by Occupation: Teachers Union Members
- US Alliant - Education - Education / Teacher Product Buyers
- US Compass Ventures from Anteriad - Sociodemographic - Occupation - Teacher / Educator
- US Data Axle (fka Infogroup) - Business & Professional - Functional Area - Education - Professors and Teachers
- US Dun & Bradstreet - B2B Decision Makers (DM) - Education Decision Makers
- US Dun & Bradstreet - B2B Industry - Educational Services
- US Dun & Bradstreet - B2B Industry - Educational Services - Business and Computer Training
- US Dun & Bradstreet - B2B Industry - Educational Services - Colleges and Universities
- US Dun & Bradstreet - B2B Industry - Educational Services - Elementary and Secondary
- US Dun & Bradstreet - B2B Industry - Educational Services - Other Schools and Instruction
- US Dun & Bradstreet - B2B Industry - Educational Services - Technical and Trade Schools
- US Dun & Bradstreet - B2B Job Function / Roles - Education



Targeting **Back-to-School** Audiences

Connect with **B2B**

- US Epsilon - Demographics - Occupation - Teacher / Educator
- US IXI (Equifax) - Equifax B2B - Industry - Services : Educational Services
- US IXI (Equifax) - Equifax B2B - Job Function - Academic Education
- US Peoplefinders DaaS - B2B - Company - Educational Institution
- US Peoplefinders DaaS - B2B - Employment - Occupations - Education - Librarian/Archivist
- US Peoplefinders DaaS - B2B - Employment - Occupations - Education - Teacher
- US Peoplefinders DaaS - B2B - Functional Area - Education
- US PowerB2B by MeritB2B - Business Industry - Education
- US PowerB2B by MeritB2B - Business Industry - Education - Higher Education
- US PowerB2B by MeritB2B - Business Industry - Education - Other
- US PowerB2B by MeritB2B - Business Industry - Education - Primary / Secondary Education
- US PowerB2B by MeritB2B - Business Industry - Education Management
- US PowerB2B by MeritB2B - Business Industry - Services, Education
- US PowerB2B by MeritB2B - Job Function - Education
- US PowerB2B by MeritB2B - Job Function - Education Professional
- US PowerB2B by MeritB2B - SIC2 Code - Educational Services (82)
- US PowerB2B by MeritB2B - Technology Install Product - Academic & Education Management Software
- US PowerB2B by MeritB2B - Title Category - Education
- US PowerB2B by MeritB2B - Title Specific - Education
- US PowerB2B by MeritB2B - Title Specific - Education Administrator / Dean / Principal



Back-to-School audience profiles sourced from premium **Branded Data Partners**



Activate **Back-to-School** Audiences for Your Campaign!

Back-to-School Audiences are available through Eyeota's Partner Network of leading DSPs, SSPs, DMPs and social platforms for digital campaign activation.

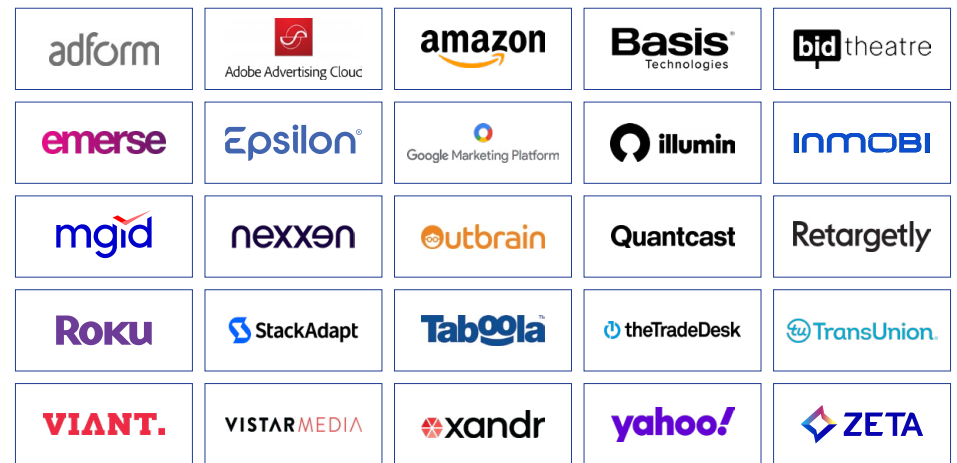


Connect with our Audience Specialists for support.

[CONTACT NOW](#)



Demand Side Platforms



Supply Side Platforms



Data Management Platforms



Social Networking Platforms



Commitment to Data Quality
Eyeota audiences are independently audited to provide confidence and reassurance to marketers of the quality, transparency and compliance of the data they are buying.