



Your back-to-school audience lookbook | 2023

Activate top back-to-school audience strategies with Experian

Back-to-school audiences

Five audience segments for 2023

Build your 2023 back-to-school campaigns with Experian audiences. Not sure where to start? Our data can be your guide.

Grounded in consumer identity, our data foundation provides what you need to engage your consumers where, when, and how they want. In our back-to-school audience guide, you'll discover:

- Five audiences you should target this back-to-school shopping season
- Where you can find our audiences on-the-shelf
- Related back-to-school audience segments that can boost your campaign strategy

Top five back-to-school audiences



High-Net-Worth
Households



Bilingual
Multi-Generational
Households



Suburban
Savvy Shoppers



Young
Suburban Families



Tech-Savvy
Families



High-Net-Worth Households



🏠 7.55% U.S. households 👥 9.48% of U.S. consumers*

Who we are

- Head of household: 36-45
- Income: \$250,000+
- Ages of children: 13-18

Where we live

Most exclusive zip codes like Beverly Hills, CA. Suburbs of big cities, or private in-town residences with backyards with swimming pools.

Where we shop

- Specialty department store
- Wholesale
- Specialty or boutique store

Media preferences

- Streaming TV
- Email
- Social media

This group consists of households with above average income and education levels. They often lease luxury cars, purchase products in every channel, travel extensively, and are philanthropic supporters of the arts.

Did you know?

High-Net-Worth Households prefer to receive offers through digital news channels more than the national average. To reach this group, make sure you're targeting them through those channels.

Audience pairings

High-Net-Worth Households pair well with luxury brand purchasers to refine your targeting. We have on-the-shelf audiences that feature Lifestyle and Interests, such as luxury furniture purchasers, or auto audiences for brands such as Land Rover, Mercedes, and Porche.

How to find these on-the-shelf

- Lifestyle and Interest (Affinity) > Purchase Intent > Luxury Furniture Buyers
- Autos, Cars and Trucks > In Market-Make and Models > Mercedes-Benz

* based on Consumer View data



Bilingual Multi-Generational Households



🏠 5.72% U.S. households 🧑‍👩‍👧‍👦 7.26% of U.S. consumers*

👤 Who we are

- Head of household: 36-45
- Income: \$50,000-\$74,999
- Ages of children: 13-18

🏠 Where we live

Inner-ring suburbs, houses valued at average levels. Multi-ethnic, multilingual neighborhoods.

🛒 Where we shop

Online bidding auction sites like eBay

👆 Media preferences

- Digital display
- Digital video
- Radio

Large households in multilingual neighborhoods, filled with married parents and their kids. They are financially cautious, bilingual, and participate in team sports.

Did you know?

This segment consumes all forms of content at or around the national average, including online. However, this group is less likely to convert digitally. But, this group shops in-store more than the national average. Focus on people, rather than channel, led planning to map and sequence offline and online exposures to understand how this group moves through the funnel.

Audience pairings

Further connect with this family focused audience by using our Retail Shopper audience that focuses on Family Apparel shopping, and features consumers that frequent stores like Old Navy and the Gap. You should also check out our Coupon Users segment within our Lifestyle and Interest category to connect with the thrifty shoppers in this group.

How to find these on-the-shelf

- Retail Shoppers: Purchase Based > Apparel > Family Apparel (Clothing)
- Lifestyle and Interests (Affinity) > Purchase Behavior > Coupon Users

* based on Consumer View data



Suburban Savvy Shoppers



🏠 4.73% U.S. households 👥 6.42% of U.S. consumers*

Who we are

- Head of household: 36-45
- Income: \$125,000 - \$149,000
- Ages of children: 10-12

Where we live

Suburbs of large cities from NYC to San Francisco.

Where we shop

- Wholesale
- Online bidding auction sites like eBay
- Specialty department store

Media preferences

- Streaming TV
- Email
- Social media

Middle-aged couples and families who earn above-average incomes, maintain active lifestyles, and spend their money on quality home products and furnishings.

Did you know?

This group has little time to devote to traditional media. They're below average fans of radio, newspapers, and magazines, and much of their information-gathering now takes place on the internet. They like watching sitcoms, and their favorite cable networks include ESPN. They're more receptive to ads served up on streaming TV as well as mobile SMS, email, and social media.

Audience pairings

Consider pairing Suburban Savvy Shoppers with our Retail Shopper, purchased-based audiences featuring children's apparel shoppers who are considered high spenders. You can also find consumers who play golf or are in the market for high-end furniture with our Lifestyle and Interest audiences.

How to find these on-the-shelf

- Retail Shoppers: Purchase- Based > Apparel > Children's Apparel (Clothing): Online High Spenders
- Retail Shoppers: Purchase- Based > Apparel > Children's Apparel (Clothing): In Store High Spenders
- Lifestyle and Interests (Affinity) > Activities and Entertainment > Play Golf
- Lifestyle and Interests (Affinity) > In-Market > High End Furniture

* based on Consumer View data





🏠 5.77% U.S. households 👥 7.33% of U.S. consumers*

👤 Who we are

- Head of household: 36-45
- Income: \$75,000-\$99,999
- Ages of children: 10-12

🏠 Where we live

Middle-ring suburbs known for quiet streets and commutes to in-town jobs.

🛒 Where we shop

- Online bidding auction sites like eBay
- Discount supercenters
- Online deal voucher

👆 Media preferences

- TV (broadcast cable & streaming)
- Digital display
- Direct mail

This segment includes households in the middle child-rearing stages of life, typically with a dual income household and multiple children of school age. They typically have spacious single-family residences in suburban neighborhoods that are slightly above average in housing values. On weekends, these suburban young families often engage in activities like skateboarding, biking, and video games with their children.

Did you know?

This group isn't the type that will quickly convert to a new brand. To reach this audience, grab their attention with incentives like loyalty programs, BOGO promos, and coupons. Learn which of your competitors they're using to position yourself as the better choice.

Audience pairings

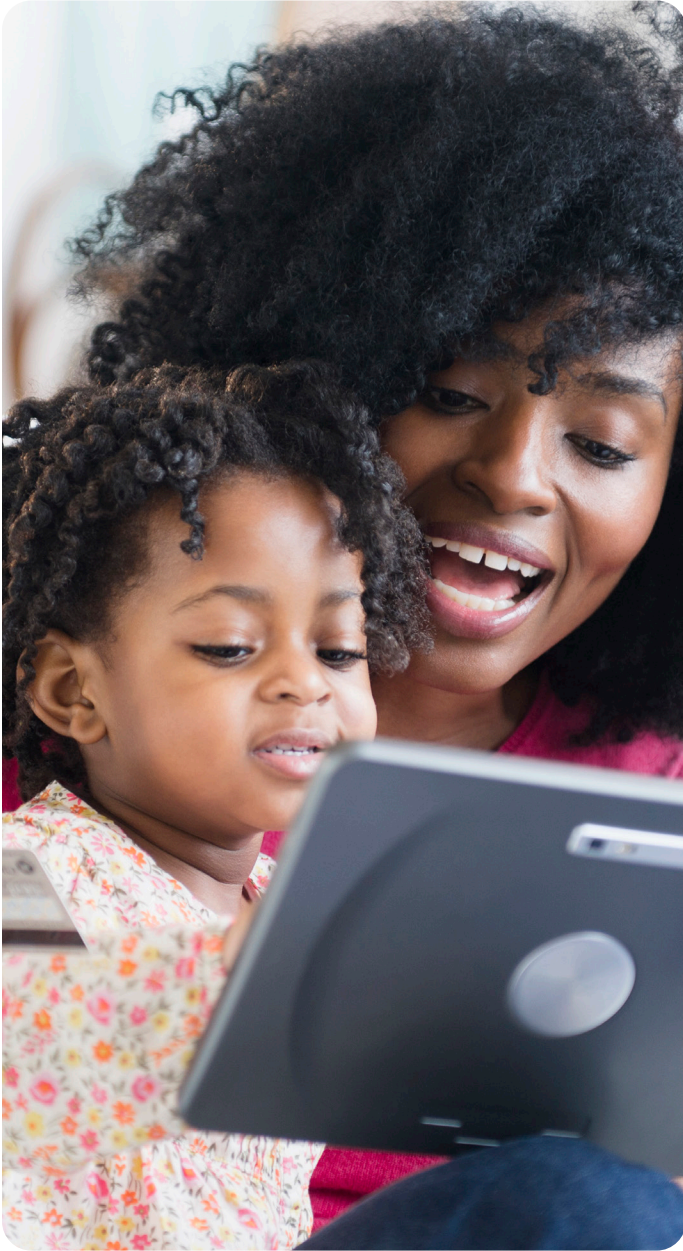
Two suggested audience pairings for Young Suburban Families come from our TV Audience and Retail Shopper categories. To connect with these shoppers, find our big box and club store segments within our Retail Shoppers to connect with consumers who frequently shop at stores like Costco and Sam's Club. You can also dive into our new TV audiences to connect with consumers who watch TV as a family.

How to find these on-the-shelf

- Television (TV): Household/Family Viewing > Co-Watchers with Children
- Retail Shoppers: Purchased Based > Shopping Behavior > Big Box and Club Stores: Costco Frequent Spenders

* based on Consumer View data





🏠 8.02% U.S. households 👨‍👩‍👧‍👦 10.97% of U.S. consumers*

 Who we are

- Head of household: 51-65
- Income: \$125,000-\$149,999
- Ages of children: 13-18

 Where we live

Relatively new subdivisions in the West and Northeast on tree-lined streets worth more than \$350k.

 Where we shop

- Specialty department store
- Wholesale
- Specialty or boutique store

 Media preferences

- Digital news
- Email
- Direct mail

Highly educated, affluent couples in their peak earning years, with a preference for both traditional and digital media, who live in upscale housing and are savvy investors and environmental philanthropists.

Did you know?

This group makes time for traditional media and prefers print for information. Don't forget about traditional media channels like magazines and newspapers to reach this audience.

Audience pairings

These tech-minded consumers are the perfect fit for using our Retail Shopper purchase-based segments that contain computer and software frequent and high spenders. These segments can connect you with those who have a high propensity to make similar purchases in the future.

How to find these on-the-shelf

- Retail Shoppers: > Purchase Based > Technology/Telecom > Computers/Software Frequent Spenders
- Retail Shoppers: > Purchase Based > Technology/Telecom > Computers/Software High Spenders

* based on Consumer View data

Where to find our audiences

audigent

BEESWAX 

krux

/LiveRamp



SnapChat

theTradeDesk

videoamp 



XAXIS

yieldmo



For a full list of activation partners and digital audiences, visit us or contact your Experian Sales representative.

[Get in touch](#)



Back-to-school together

At Experian, we put people at the center of your marketing. We can help you prioritize your marketing dollars on your most valuable back-to-school shoppers. Contact us today to enhance your back-to-school campaigns and learn more about our top five back-to-school audiences available through Consumer View or on-the-shelf of most trusted advertising platforms.



About us

Experian Marketing Services delivers privacy-forward data and insights to help brands meaningfully connect with people. Advertising is smarter and more personalized than ever. Experian sets new standards in data management, usability, and measurement to thrive in this evolving ecosystem. Discover why brands, agencies, and publishers across the globe trust Experian.

Watch our new video with industry leaders for our predictions and tips for the 2024 back-to-school season.

[Watch now](#)

