Ask the Expert

Back-to-school

experian.

Back-to-school audiences
College edition

As the back-to-school season approaches, marketers need effective strategies to capture the attention of both students and parents. At Experian, we understand the importance of reaching the right audience with the right message at the right time. To help brands, agencies, and media buyers like you navigate back-to-school advertising with confidence, we've curated customized audience recommendations to reach college students and parents.

Experian's syndicated audiences are available for activation on-the-shelf of most major platforms. When you choose Experian, you gain access to:

- Data accuracy ranked #1 by Truthset

- 2,400+ audiences across 15 verticals

- 30+ activation platforms and distribution to 200+ media platforms

Here are a few Experian audiences that we recommend adding to your back-to-school campaigns that target college students. We are defining college students as consumers with undergraduate and/or graduate degrees. We define the back-to-school season as August-September.

For a full list of Experian's syndicated audiences and activation destinations, download our syndicated audiences guide.

Back-to-school focused

Back-to-School Spend
This segment contains consumers who are actively purchasing supplies and apparel during the back-to-school season.

Demographics > Ages > 18-29
This segment contains consumers within the age range of 18-29 years old.

Lifestyle and Interests (Affinity) > Education > Graduate School
This segment includes consumers who are likely interested in "Education/Graduate School" based on internet activity in the last 90 days.

Mobile Location Models > Visits >
These segments contain consumers who are likely college sport venue visitors or who are likely to be a college student:
- College Sport Venues
- College Students

Social Media > Non-traditional Student
This segment includes consumers who are likely to be a non-traditional student based on activities such as engaging with "ITT Tech", "Kaplan University" or other popular schools geared toward adults going back to complete an Associate's or Bachelor's degree.

Financial FLA Friendly* > In Market Student New Loan
This segment includes consumers who are likely to be in the market for a student loan in the next 180 days.

Financial FLA Friendly > Student Loan Has Existing
This segment includes consumers who are likely to have an open student loan.

Mosaic - Personas - Lifestyle and Interests > Group O: Singles and Starters > O53 - Colleges and Cafes
This segment contains consumers who are likely to be youthful singles and recent college graduates living in college communities.

Mosaic - Personas - Lifestyle and Interests > Group G: Young, City Solos > G24 - Ambitious Singles
This segment contains consumers who are likely to be youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles.

Mosaic - Personas - Lifestyle and Interests > Group G: Young, City Solos > G25 - Urban Edge
This segment contains consumers who are likely to be lively, up-and-coming singles living big city lifestyles located within top MSA markets.

🏠 Household composition

Consumer Behaviors > Generational Segments: Generation Z
This segment contains households that are likely to have individuals present that are between the ages of 19-24.

Television (TV) > Household/Family Viewing > Co-Watchers
This segment contains households with a high probability of watching television with others.

TrueTouch: Communication Preferences > Engagement Channel Preference >
These segments contain consumers who are likely to prefer streaming TV, digital display, or digital video ads.
- Streaming TV
- Digital Display
- Digital Video

Demographics > Education > High School Diploma
This segment contains consumers that are likely to have completed high school.

👕 Clothing and accessories

Lifestyle and Interests (Affinity) > Purchase Behavior > Young Adult Clothing Buyers
This segment contains consumers who shop at young adult clothing stores.

Lifestyle and Interests (Affinity) > Technology >
These segments contain consumers who recently purchased a Mac or Dell computer.
- Apple Mac Purchaser Model
- Dell Computer Model

Retail Shoppers: Purchase Based > Shopping Behavior >
These segments contain consumers who spend at big-box electronic stores, discount department stores, and are in the market for a mattress.
- Big-Box Electronics Stores: High Spenders
- Mattresses: In-Market Spenders
- Department Store Deal Shoppers In Store Spenders
- Big Box and Club Stores: Amazon Frequent Spenders

Retail Shoppers: Purchase Based > Home Furnishings > Furniture and Home Decor: Deals Discounts Affordable Online Spenders
This segment contains consumers who are likely online spenders at affordable furniture/home decor stores (e.g. Kirkland's, Homegoods).

NEW! Retail Shoppers: Purchase Based > Sporting Goods, Apparel > Athleisure Sportswear Apparel
This segment contains consumers who purchase "athleisure" (sporty, casual fitness apparel).

🍽 Food or CPG

When you think of college students, you might picture them buying snacks for their dorm room or heading to coffee shops to meet up with study groups. Here are a few audiences you can add to your campaigns to target these behaviors.

Mobile Location Models > Visits > Quick Service Restaurants (QSR)
This segment contains consumers who are likely to frequently visit Quick Service Restaurants (QSR) in the last 30 days.

Purchase Predictors > Shoppers All Channels > Food Snacks Beverages
This segment contains households who are likely to spend on food, snacks, and beverage products.

Purchase Transactions > Food and Beverage > Spenders
This segment contains households that buy candy, snacks, beverages, food-related books, and magazines.

Retail Shoppers: Purchase Based > Food and Drink > Restaurants >
These segments contain consumers who frequently spend at fast food restaurants or coffee shops.
- Fast Food/QSR Pizza Frequent Spenders
- Coffee Frequent Spenders

Have a campaign in mind and would like to layer in vertical data?

We have syndicated audiences that span across multiple verticals and categories including:

Auto	Business	Energy	Finance	Health	Retail	Travel

Need a custom audience? We can help you build and activate an Experian audience on the platform of your choice.

Connect with our audience team →