

Ask the Expert

Back-to-school



Back-to-school audiences Elementary school edition

As the back-to-school season approaches, marketers need effective strategies to capture the attention of back-to-school shoppers. 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 for elementary school back-to-school shoppers.

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 campaigns that target households with elementary school shoppers. We are defining elementary school shoppers as families with children between 5–11 years old. 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

To prepare for back-to-school campaign planning, Experian has built eight new audiences to reach the right audience for your campaign.

These new back-to-school audiences are available by life stage targeting households with:

- [Back to School Spend - PreK \(Early Ed - PreK\)](#): Families with children between 1–5 years old
- [Back to School Spend - Elementary School](#): Families with children between 5–11 years old

[Back-to-School Spend](#)

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

[Back-to-School High Spend](#)

This segment contains consumers who frequently engage with various retailers during the back-to-school season. This segment includes families that routinely visit big box stores and online platforms to purchase a broad array of school-related products. Ideal for retailers offering bundled deals, loyalty programs, and extensive product ranges, this segment helps businesses connect with consumers likely to make multiple purchases across different categories, from tech gadgets to school uniforms.

[Back-to-School Apparel](#)

This segment focuses on consumers purchasing school clothing from specialty children's clothing stores, department stores, and online retailers. This segment captures families looking for everything from durable everyday wear to trendy pieces that appeal to students' fashion sense. Retailers can use this segment to target promotions and marketing campaigns for uniforms, sports gear, and casual wear, ensuring visibility among parents and students seeking both style and function in their school wardrobe choices.

[Back-to-School Supplies](#)

This segment contains consumers who frequent office supply stores, educational supply stores, and e-commerce sites to equip students from PreK to high school. This segment is crucial for retailers offering traditional supplies like notebooks and pens, as well as tech products like tablets and scientific calculators. It provides a targeted approach for businesses to reach parents and students investing in quality, innovative educational tools that enhance the learning experience.





Household composition

[Lifestyle and Interests \(Affinity\) > Moms, Parents, Families >](#)

These segments include mothers with at least one child in the following age bands:

- Mothers with toddler child(ren)(4–6 yrs old)
- Mothers with tweener child(ren)(7–12 yrs old)
- Mothers with teenage child(ren) (13–15 yrs old)

[Consumer Behaviors > At-Home: Families at Home \(kids under 13\)](#)

This segment contains households that are likely to have children under the age of 13.

[Demographics > Presence of Children >](#)

These segments contain consumers who are likely to have children in the following age bands:

- Ages: 4–6
- Ages: 7–9
- Ages: 10–12
- Ages: 13–15

Our Geo-Indexed audiences offer a unique, privacy-forward methodology for demographic targeting by enabling brands to reach target audiences based on regions with common attributes. Learn more about our Geo-Indexed audiences [here](#).

[Lifestyle and Interests \(Affinity\) > Moms, Parents, Families >](#)

These segments contain consumers who are likely to have children under the age of 18:

- Mothers with only 1 child
- Mothers with 2+ children

[Lifestyle and Interests \(Affinity\) > Moms, Parents, Families > Moms Age 25–54](#)

This segment contains consumers likely to be moms between 25–54.

[Television \(TV\) > Household/Family Viewing > Co-Watchers with Children](#)

This segment contains households with a high probability of watching television with others who also have children.



Clothing and accessories

[Lifestyle and Interests \(Affinity\) > In-Market > Retail Apparel – Families](#)

This segment contains consumers who are likely interested in apparel in categories like high-end, back-to-school, work, etc.

[Retail Shoppers: Purchase Based > Apparel >](#)

These segments contain consumers who are likely in-store or online high spenders at children's apparel stores:

- Children's Apparel (Clothing): In Store High Spenders
- Children's Apparel (Clothing): Online High Spenders

[Retail Shoppers: Purchase Based > Shopping Behavior > Children & Family: Families with Kids: High Spenders](#)

This segment contains consumers who are likely families with children and are high spenders at children and family stores.



Clothing and accessories continued

[Purchase Transactions > Education > Spenders](#)

This segment contains households who are likely to buy books, magazines, and maps for early learning skills, reading, language, science, history, and music.

[Purchase Predictors > Shoppers All Channels > Education and Early Learning](#)

This segment contains households who are likely to spend on education and early learning products.



Food or CPG

Families are also picking up snacks, quick breakfast, and lunch options in addition to buying apparel and school supplies for the back-to-school season. Here are a few audiences you can add to your campaigns to reach these shoppers.

[Retail Shoppers: Purchase Based > Grocery >](#)

These segments contain consumers who are likely high spenders at grocery stores:

- [Grocery Stores: High Spenders](#)
- [Online Grocery Delivery Services: High Spenders](#)

[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 who are likely to buy candy, snacks, beverages, food-related books, and magazines.

[Retail Shoppers: Purchase Based > Food and Drink > Restaurants: Fast Food/QSR Pizza Frequent Spenders](#)

This segment contains consumers who are likely frequent spenders at pizza restaurants (e.g. Domino's, Little Caesars, Pizza Hut).



Lifestyles and shopper type

[Psychographic/Attitudes > Shopping Behavior > Child Influenced](#)

This segment contains consumers who are likely to buy products that their child requested or because of their child's welfare.

[Lifestyle and Interests \(Affinity\) > Personas >](#)

- [Digital Dads](#): This segment contains dads who make purchase decisions for the household, including CPG, personal care products, home goods, and child and baby products.
- [Digital Moms](#): This segment contains moms who use technology to stay connected, obtain product information, and make online purchases.

[Lifestyle and Interests \(Affinity\) > In-Market > Retail Apparel - Deal Shoppers](#)

This segment contains consumers who are likely interested in apparel-related deals/coupons/sales and events.



Lifestyles and shopper type continued

Mosaic - Personas - Lifestyle and Interests >

- **Group A: Power Elite > A03 - Kids and Cabernet:** This segment contains consumers who are likely to be prosperous, middle-aged married couples with children who live in affluent suburban areas and lead busy lives focused on their children.
- **Group D: Suburban Style > D15 - Sports Utility Families:** This segment contains consumers who are likely to be upscale, multi-generational households of middle-aged couples with school-aged children living active family lifestyles in outlying suburbs.

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:



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 →](#)