Ask the Expert
Back-to-school

experian.

Back-to-school audiences
High 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 high 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 high school shoppers. We are defining high school shoppers as families with children between 14–18 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 - Middle School: Families with children between 11–14 years old
- Back to School Spend - High School: Families with children between 14–18 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

Demographics > Presence of Children > Ages: 16-18
This segment contains consumers likely to have children between 16 to 18 years old in a household.

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.

Consumer Behaviors > At-Home: Families at Home (kids 13+)
This segment contains consumers who are likely to consist of households that have children who are 13+.

Lifestyle and Interests (Affinity) > Moms, Parents, Families > Mothers with high school child(ren) (16-18 yrs old)
This segment includes consumers likely mothers with at least one child between 16-18.

Clothing and accessories

Lifestyle and Interests (Affinity) > Technology > Apple iPod/iPhone Owner Model
This segment includes consumers who are likely to have an iPod and/or an iPhone. They are interested in music and can be targeted through mobile promotions.

Retail Shoppers: Purchase Based > Apparel >
These segments contain consumers who are high spenders at athletic footwear and teen apparel stores.
- Footwear (Shoes): Athletic Footwear: High Spenders
- Teen Apparel (Clothing): In Store High Spenders
- Teen Apparel (Clothing): Online High Spenders

Retail Shoppers: Purchase Based > Shopping Behavior >
These segments contain consumers who spend at office supply and department stores.
- Office Supplies: High Spenders
- Department Store In Store Spenders

Lifestyles and shopper type

Lifestyle and Interests (Affinity) > Technology > Highly Active Online Users
This segment includes consumers who are likely to be highly active online.

Mosaic - Personas - Lifestyle and Interests >
- Group B: Flourishing Families > B09 - Family Fun-tastic: This segment contains consumers who are likely to be upscale, middle-aged families with older children who live in suburban areas and lead busy lives focused on their children.

- Group C: Booming with Confidence > C14 - Boomers and Boomerangs: This segment contains consumers who are likely to be baby boomer adults and their teenage/young adult children sharing suburban homes.

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.

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 →

Visit us at experian.com/marketing