



# Get GREAT MARKETING RETURNS this tax season.

Help your client speak to lucrative markets  
before April 15<sup>th</sup>.

When most people think of tax season, April comes to mind. But when it comes to marketing to those preparing returns, the season is already here. Is your client in the accounting or tax return preparation industry? We can help them speak to their target before they make a decision on who to hire. Or, perhaps you represent a client who sells tax preparation software? We can help them market directly to an enormous and profitable audience as well.

In addition to making it easy for your client to communicate with an impressive array of tax filers, we can also provide you with a targeted list most likely to get a refund and what they are most likely to spend it on. Acxiom's seasonal audiences are four times as likely to be the "last minute filer" you are looking for\* and refund season is a huge event for retailers. So turn to Acxiom for the data insights that can help your client cash in.

Find your target from the list below or contact [dataguru@acxiom.com](mailto:dataguru@acxiom.com) for a more comprehensive selection.

**acxiom**<sup>®</sup>

## Choose from any of these prospects:

**Who's Filing?** If your client sells tax-related products or services, including tax preparation or software, we can help them appeal to their ideal target market.

AP005804	Likely to prepare taxes using an accountant
AP005803	Likely to prepare taxes using computer software
AP005806	Likely to file taxes online
AP005805	Likely to prepare taxes using a tax preparation service

**When are they filing?** Not only can we provide your client access to a targeted list of those likely to file returns, we can also let you know when they will file, so you can adjust your marketing accordingly.

AP005802	Likely to file taxes in April
AP005800	Likely to file taxes in February
AP00580	Likely to file taxes in March

**Who's getting a return?** After the returns are filed, there are those mailing in checks and those who are receiving them. If you have a retail client, we can let you know who is likely to have extra disposable income in their pocket this year.

AP005807	Likely to expect a tax return
----------	-------------------------------

**What are they buying?** Tax refund season is right up there with the holidays when it comes to Americans splurging on big-ticket items. Use our marketing insights to find out what your target is likely to spend their refund on this year.

AP005809	Likely to spend tax return on a major purchase (TV, furniture, car)
AP005808	Likely to spend tax return on a vacation

Available for targeted digital media buys through a variety of distribution partners including DMPs, DSPs, ad networks, exchanges, mobile platforms, online video platforms and trading desks, publishers and television partners — see the latest list today at [www.acxiom.com/partners](http://www.acxiom.com/partners).

**For more information about how these and other targeted groups can help your clients capitalize on this annual opportunity, call 888.3acxiom or email us at [dataguru@acxiom.com](mailto:dataguru@acxiom.com).**

\*This is based on the Index/Lift of the model over no model at all.