



MAKE SURE YOUR MEDIA BUY MAKES THE GRADE

Parents will spend billions as students head back to school in the fall — making it second only to the holiday season in terms of retail revenue generated. Acxiom audiences help you ensure that your Back to School media buy is successful and remarkably easy to execute.



ACTIVE ATHLETES

3.7 MILLION

GEARING UP FOR THE SEASON

DEPARTMENT STORE, DRUG STORE OR NO STORE



104 million

and their shopping
preferences for back to school



ESSENTIAL ELECTRONICS

22 million parents of students from K to College



EARLY BIRDS

45 million

who won't wait until the last minute?



STYLISH STUDENTS

1.6 million

with an eye for trendsetting
apparel and accessories

Find out how these targeted groups can pay off big during the back to school season, contact dataguru@acxiom.com or call 888.3ACXIOM.



HERE ARE JUST A FEW OF THE 29 DISTINCT OFFERINGS TO HELP GENERATE
BACK TO SCHOOL SALES:



Active Athletes: (1.7 million)

From little kids to varsity athletes, this is the time of year when this segment and their parents head to sporting goods retailers to gather all of the gear required for the upcoming season. Make sure your client gets a share of this valuable niche.



Department Store, Drug Store or No Store: (104 million)

Beyond the goods they will be looking for and when they are likely to be in buying mode, Acxiom's back to school segments can tell you where your customer is likely to buy from. Who will be shopping the department store, who will spend the bulk of their money at the drug store, and who will skip the retail frenzy all together and do their shopping online? We can tell you, quickly and easily.



The Early Bird: (45 million)

Acxiom's back to school data dimensions don't just stop at merchandise categories. Our data goes way beyond that: predicting who will do their back to school shopping when. Reach customers who shop as early as two months before school starts. Or aim your message at customers that buy their supplies one month ahead, or even the week after classes begin — our data sets are that specific.



Essential Electronics: (22 million)

Tablets, smart phones and other devices are central to the classroom for a growing number of students, from college all the way down to elementary school. Get in front of this group and their parents with the latest and greatest in the tech field.



Stylish Students: (1.6 million)

Want to target campus trendsetters who are likely to be out spending big on the latest apparel and accessories? We can help you identify them for perfect message placement. If your client sells trendsetting apparel to children, teens, or college students, we have a segment to match.