

# GET GREAT MARKETING RETURNS THIS TAX SEASON

**SPEAK TO LUCRATIVE MARKETS BEFORE APRIL 15**

When most people think of tax season, April comes to mind. But when it comes to marketing to those preparing returns, the season starts months in advance. We can provide audiences for everyone impacted: the enormous and profitable audience of tax-filing consumers; those in accounting and the tax return preparation industry. And we can help with every aspect, from hiring decisions to marketing tax preparation software.

## FAST FACTS



- People who owe taxes favor online tax preparation and filing. In 2015, about 78 percent of Americans filed their taxes online, but 89 percent of customers who owed additional taxes chose to file their return online.<sup>1</sup>



- One in five Americans plans to spend income tax refund money in 2017. Most popular items on which to spend their refunds: a vacation, a major purchase like a down payment on a home or car and splurging on a purchase such as a TV or apparel.<sup>2</sup>



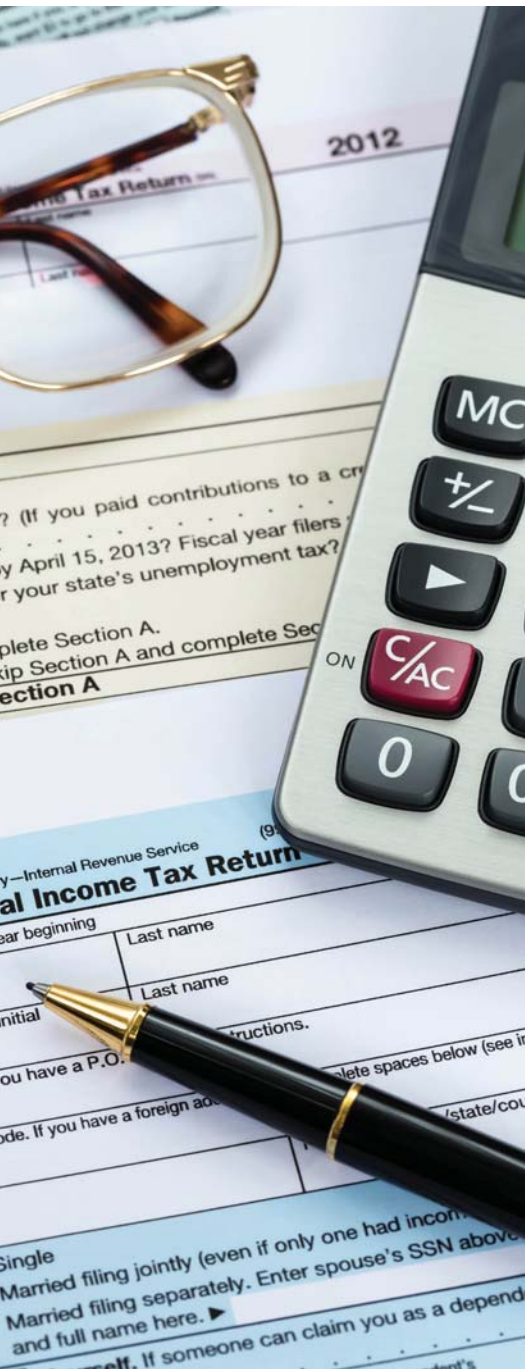
- A recent Go Banking Rates poll indicates women who expect a tax refund are most likely to use it to pay down debt, selecting this answer about 20 percent more often than men. Men are nearly 25 percent more likely than women to plan on using a refund for a vacation and are 85 percent more likely to use a refund to splurge.<sup>2</sup>



- The District of Columbia is home to both the IRS and the most tax-filing procrastinators for three years running. Conversely, Indiana and Rhode Island took the prize for the most early-bird filers from 2013 to 2015.<sup>1</sup>

For more information about how these and other targeted audiences can help your clients capitalize on this annual opportunity, email us at [dataguru@acxiom.com](mailto:dataguru@acxiom.com) or call 888-322-9246.

# CHOOSE FROM TARGETED "TAX TIME" AUDIENCES.



## EARLY BIRDS

- AP005800** Likely to file taxes in February
- AP005801** Likely to file taxes in March

## LAST-MINUTE FILERS

- AP005802** Likely to file taxes in April
- AP000553** Likely to file taxes after the IRS deadline

## ONLINE FILERS

- AP000554** File Taxes Using Any Internet/Online Tax Preparation Program
- AP000487** Use Other Tax Software (Financial)
- AP000486** Use TurboTax Tax Software (Financial)
- AP000546** Use TurboTax Online Tax Service (Financial)
- AP005803** Likely to prepare taxes using computer software
- AP005806** Likely to file taxes online

## USE PROFESSIONAL FILING SERVICE

- AP000551** Use CPA or Other Tax Professional Onsite Tax Service
- AP000488** Use CPA or Other Tax Professional Tax Service (Financial)
- AP000550** Use Other Onsite Tax Preparation Service
- AP005804** Likely to prepare taxes using an accountant
- AP005805** Likely to prepare taxes using a tax preparation service

## EXPECTING A TAX RETURN

- AP005807** Likely to expect a tax return

## FUNDING BIG PURCHASES

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

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