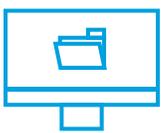


# GET GREAT MARKETING RETURNS THIS TAX SEASON

## SPEAK TO LUCRATIVE MARKETS BEFORE MAY 17

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 and those in accounting and the tax return preparation industry. 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 2020, over 90 percent of Americans filed taxes online, growth on track to increase 10 percent over the previous year<sup>1</sup>.



- In 2020 most Americans received a tax refund in excess of \$2,500<sup>2</sup>. Unlike previous years, Americans shared that most planned to save or spend refunds on everyday expenses<sup>3</sup>, reflecting altered habits likely due to the pandemic economy.



- Singular, large purchases such as a home improvement or vacation still account for 9-10 percent of refund spending<sup>4</sup>. This smaller, yet still significant number suggests brands must work harder to identify these people.

# CHOOSE FROM TARGETED “TAX TIME” AUDIENCES



## EARLY BIRDS

- Likely to file taxes in March
- Likely to file taxes in April

## LAST MINUTE FILERS

- Likely to file taxes in May

## ONLINE FILERS

- Likely to prepare taxes using computer software
- Likely to file taxes online

## USE PROFESSIONAL FILING SERVICE

- Likely to prepare taxes using an accountant
- Likely to prepare taxes using a tax preparation service

## EXPECTING A TAX REFUND

- Likely to expect a tax refund

## FUNDING BIG PURCHASES

- Likely to spend tax refund on a major purchase (TV, furniture, car, etc.)
- Likely to spend tax refund on a vacation

For more information about how these and other targeted audiences can help your clients capitalize on this annual opportunity, contact [dataguru@acxiom.com](mailto:dataguru@acxiom.com).