

College Students: Connect at a Pivotal Point in Life

By powering campaigns with Acxiom's data insights, you can recognize and reach college bound, in college and non-traditional college students with messaging that matters.

College students are an audience for brands looking to engage people at a pivotal point in their lives – adulthood. Whether it is moving out on their own, starting their first job, or continuing their education, these students are ready to make key purchasing decisions. Not only are they making these decision – they are often making them for the first time and taking the first steps in what could be a lifetime of brand loyalty.

Why is it challenging to engage college students?

By their very nature, college students:

- ✔ Are highly mobile and hard to reach
- ✔ Have a broader demographic composition with an age range from 18 to 24, as well as 25+
- ✔ Have low spending power. About 67% of students receive \$2,000 or less per year from their parents¹
- ✔ Are heavily influenced by their peers and are likely to be interested in the same goods and services

What is the Acxiom college student audience?

Part of Acxiom's Major Milestones portfolio, the College Student audience covers more than 15 million college bound, in college and non-traditional students who are experiencing a stage of life focused on higher education. Critical Acxiom descriptive and predictive data assets from InfoBase, Audience Propensities and Personix have been combined with the audience, enabling brands to build relevant marketing messages based on powerful predictive insights including:



Spending power



Buying behaviors



Wealth indicators



Interests & behaviors

College students represent an amazing



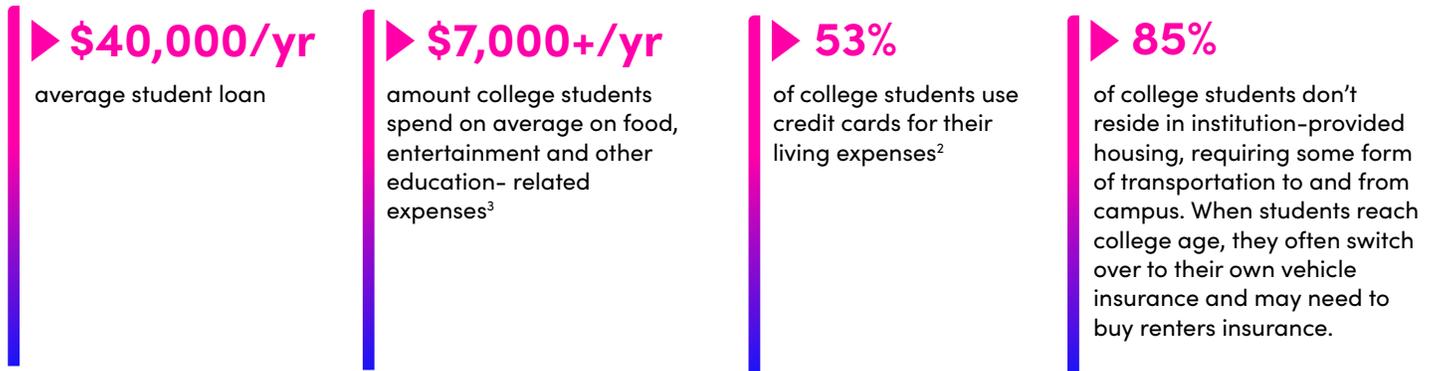
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in spending power...
making them an audience
not to be ignored.

according to admissiononly.com

Tap into a growing audience

College students are a key market for industries such as financial services, retail, and insurance.



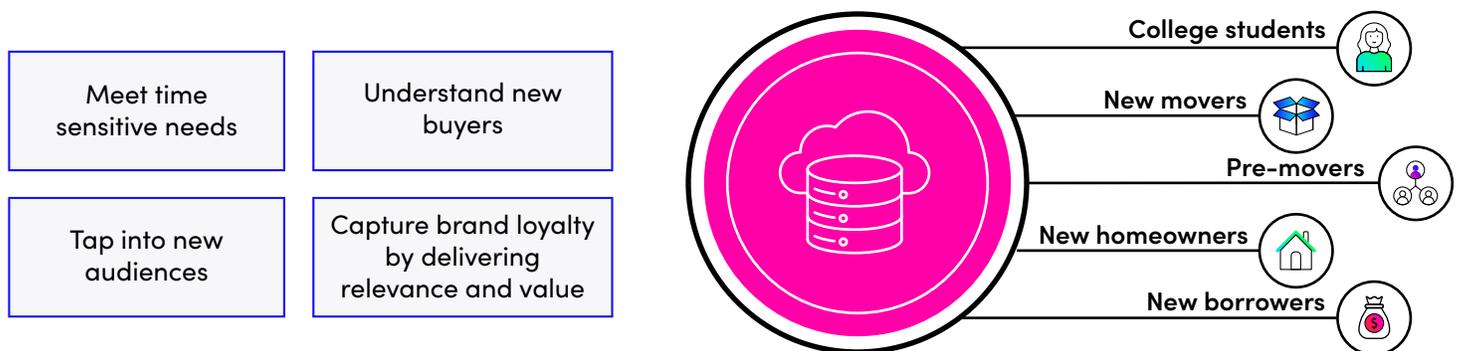
What makes Acxiom different

We bring more than 55 years of experience in connecting and understanding audiences with market leading data when, where, and how you need it. This solution will harness that experience and data to allow you to:

- 01** Understand new buyers through powerful insights
- 02** Build brand loyalty through more relevant marketing
- 03** Distribute audiences to popular publishers and platforms
- 04** Trust Acxiom's industry leadership in privacy and compliance
- 05** Leverage the power of InfoBase to:
 - Fuel analytical models to improve results
 - Increase conversion speed through data accuracy

Personalize every engagement with Acxiom Milestones

Imagine understanding and connecting with audiences at pivotal points in their lives, enabling your brand to:



Ready to reach college students? Visit acxiom.com or contact us at info@acxiom.com.