

PLANNING A BACK TO SCHOOL CAMPAIGN?

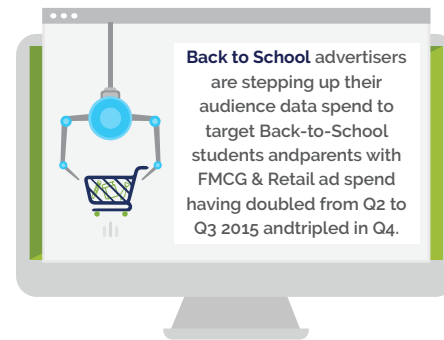
We've got the audience you need!



Sociodemographic

- Demographic - Lifestyle - With Children / Kids
- Demographic - Lifestyle - Parents with Children / Kids - repeated
- Demographic - Lifestyle - Mothers
- Global Bombora - B2C - Lifestyle - Miscellaneous - Parenting
- US Experian - Mosaic - Group - B Flourishing Families
- US Experian - Mosaic - Type - F23 Families Matter Most
- Experian - Demographic - Lifestyle - Households with Children

- Intent - Shopping
- Intent - Shopping - Fashion - Apparel / Clothing



Intent

- Intent - Shopping - Consumer Electronics
- Intent - Shopping - CPG / FMCG

Interest



- Interest - Education Seekers
- Interest - Entertainment
- Interest - Family and Relationships
- Global Grapeshot - Reach - Food

Seasonal

- Seasonal - Holiday and Special Events - Back to School Shoppers
- Global Grapeshot - Event - Back to School