

Back-to-School Means Back to Big Results

Reach High-Intent Shoppers with Precision, Scale, & Smarts

Back-to-school is one of the biggest retail moments of the year – and it’s not just for school supplies. From laptops and sneakers to snacks, skincare, and dorm decor, shoppers are ready to spend. That makes it the perfect time for brands to connect with high-intent consumers through programmatic media.

Audigent’s curated, data-rich PMP solutions make it easy to activate targeted, performance-driven campaigns that meet families (and students) where they are – online, on-the-go, and in the decision-making mindset.



Why Back-to-School is a Can’t Miss Moment



Major Spending Event
Second to only the winter holidays, BTS drives billions in seasonal sales across multiple verticals.



Broad Demographic Reach
Target parents, students, teachers, and even non-parent shoppers capitalizing on deals.



Long Shopping Window
Consumers start early and shop often – from June through September – creating a long-tail opportunity to build awareness and drive conversions.



More Than Just Supplies
Key spending categories include apparel, tech, personal care, food & beverage, and home goods – perfect for endemic and non-endemic brands alike.

Make it Smarter with Programmatic PMPs

Audigent’s curated PMP ecosystem brings data, context, and control together in one place – making back-to-school campaigns more efficient and effective.

By partnering with Audigent, advertisers can:



Target the Right Audiences
Activate 1P and 3P data to reach parents, students, planners, and deal-seekers.



Extend Across Channels
Launch campaigns across CTV, video, display, native, mobile, and audio.



Optimize in Real Time
Use dynamic data signals to scale performance and reduce waste.



Access Premium Inventory
Run in brand-safe environments curated for quality and relevance.

A+ Audiences, Backed by Data Pros

From dorm-bound freshman to busy parents with supply lists, our partners help you target every back-to-school shopper with precision.

SAMPLE AUDIENCES:



Parents of School Aged Children



College Bound Students



Dorm Room Decorators



Budget Conscious Shoppers



First-Time Backpack Buyers



High-Intent Electronics Researchers

SAMPLE DATA PARTNERS:



Circana.

Kontext



alliant



experian



becausal

formerly Scanbuy Data

Ready to Build Your Back-to-School Strategy?

Let’s get your campaign on the bus.
Connect with us at audigent_sales@experian.com to get started.