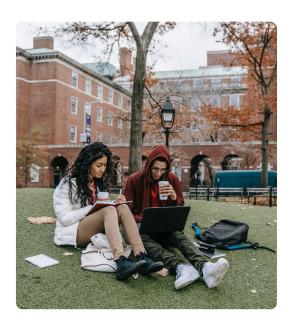


Back-to-School Means Back to Big Results

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:









