

# Back to School Audiences

Ace this Back to School season by reaching in-market shoppers looking to stock up on school essentials with Lotame’s highly targeted audience segments.



## Families

Families with children in elementary through high school plan to spend an average of \$864 on school supplies this year. The most significant chunk of this budget goes to electronics and computer-related equipment. According to the [NRF](#), the top five back to school shopping destinations are online, department stores, discount retailers, clothing stores, and electronics stores. With these insights in mind, here are a few Lotame sample audiences to target:

- Back to School Shoppers
- Declared Parents
- Product Purchasers - Snacks
- Online Shoppers
- Electronics & Gadgets
- Computers & Technology



## Teachers

Over 90% of teachers plan to do their own shopping for back to school, with the average teachers spending \$500 of their own money for supplies. When targeting teachers, keep in mind that over 76% are women, 45% are under the age of 40, and 56% have a master’s degree or higher. Here are a few sample audiences:

- Females 25-44
- School & Education
- Level of Education - Advanced Degree
- Product Purchasers - Stationary, School-Supplies



## College Students

College students and their families plan to spend about \$942 on average this season. That’s 142% more per college student when compared to households with a K-12 child. Top back to college items include clothing, electronics, shoes and office supplies. Sample Lotame audiences include:

- Computers & Software
- Clothes Shopping
- College Sports
- Parents of Teenagers
- Level of Education

**Get Data Empowered with travel audiences.**

Contact us to discuss other custom audience segments:

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**Cookieless Activation:** Cookieless Activation: Lotame Data Exchange audiences are available on all browsers, devices, and platforms via our cookieless identifier Lotame Panorama ID™. [See case studies!](#)

**Connected TV:** All of Lotame’s audiences — demo, interest, intent, and CTV viewership (US only) — are targetable on over 50 **CTV and OTT** channels globally.

Sources: [Eduleads](#), [NRF](#)