



High-Response Audiences for Back-to-School Campaigns

Parents, caregivers, and educators are looking to equip the students in their lives for success throughout the year—and especially during the back-to-school season. From apparel to supplies, resources, and much more, there will be a surge in spending on a variety of items to help facilitate learning.

Wiland audiences help you reach these ready-to-spend people—the ones most likely to respond to your back-to-school marketing campaigns.

Wiland digital audiences, available for activation at leading platforms, are created using the largest set of individual-level consumer spending and interest-intensity data ever assembled. Using these spend-based audiences is the most effective way to improve the performance of your acquisition campaigns across all digital channels.

Here is a sample collection of our **back-to-school** audiences:

Audience ID	Audience Name
UAA0558	Likely Parents with Children at Home, Life Stage, Active Spenders
UAA0559	Likely Parents of College Student, Life Stage, Active Spenders
UAA0657	Back-to-School Supplies, Intent to Buy
UAA0715	Classroom Teaching Equipment and Supplies, Intent to Buy
UAA0659	Midscale Children's Casual Apparel, Intent to Buy
USP0026	Upscale Children's Apparel, Intent to Buy
USP0381	Teen-Oriented Apparel, Intent to Buy
UAA0195	Discount Apparel, Intent to Buy
USP0031	Comfort and Casual Footwear, Intent to Buy
UAA0336	Athletic Footwear, Intent to Buy
USP0487	College and University Book Stores, Intent to Buy
USP0217	Books and eBooks, Intent to Buy
USP0439	Tutoring and Educational Counseling, Intent to Buy
USP0016	Computers and Electronics, Intent to Buy
UAA1057	Preschools and Daycares, Intent to Use

NOTES ON AUDIENCE TABLE

- » Audience IDs beginning with UAA
In-market and likely to spend in the category based on anonymized spending insights and other attributes using Wiland modeling.
- » Audience IDs beginning with USP
Affinity based on individual-level social media engagement data,

Did You Know?

Wiland also offers powerful, custom-modeled audiences based on your brand's unique campaign objectives.



Ready to Connect with Your Best New Customers?

We can immediately deliver these high-response audiences to Facebook or your DSP or platform of choice. They are also available for immediate activation at Viant, LiveRamp, The Trade Desk, Google, Eyeota, and other leading platforms. For questions about finding your ideal audience or having a custom audience created to meet your specific campaign goals, contact your Wiland representative or email us at [✉ info@wiland.com](mailto:info@wiland.com).

QUICK TIP: On some platforms, including The Trade Desk, Google, and LiveRamp, you will find Wiland audiences listed as "Ultimate Data" audiences.

