Back-to-School is one of the heaviest consumer spending periods of the year with more than $83 Billion spent in 2017. Capture your share with relevant, targeted marketing and drive sales with this four-step plan.

**STEP 1:**
Unlock insights
Use data-powered insights to get inside your shoppers’ heads. Meet any marketing objective with our industry-specific audiences.

**STEP 2:**
Connect with accuracy
Oracle ID Graph™ matches consumer identities across devices and channels, and at scale, to ensure you’re providing a seamless experience across their touchpoints.

**STEP 3:**
Prove it works
Using the most accurate and relevant metrics available, Oracle Data Cloud enables you to track how effectively your campaigns connect with buyers.

**STEP 4:**
Partner with our experts
Our Data Hotline team will create innovative audience plans to help you win. Get fast, free answers for any campaign question.
BACK-TO-SCHOOL AUDIENCES

We’ve got you covered with over 50,000 audiences to meet any objective

**CPG, Auto, Retail**
Target high-value buyers of relevant back-to-school products using our 1:1 purchase-based data.

**B2B**
Reach teachers, professors, and administrators to help them in stocking up the classroom for all their back-to-school needs.

**Consumer Technology**
Target people who spend on consumer electronics during the back-to-school timeframe, or who may be researching and in-market for computers, mobile phones, and other electronic devices.

**Demographics**
Be confident you’re reaching parents of school-age children with demographics that are validated and proven to reach the right audience to minimize waste.

**Financial Services**
Don’t forget about high-school graduates heading to college. Target those researching automotive insurance, personal finance, and student loans.

**Lifestyle/Interests**
We all know mom is important during this season—get hyper-relevant with audiences such as fit moms, moms of high-school kids, and stay-at-home moms.

**Online Behavioral**
Use known online behavior to reach those consuming back-to-school content like healthy recipes, clothing and apparel, or car-buying intent.

**Philanthropy**
Donating a portion of back-to-school purchases to a cause? Target audiences that share the same affinity.

**Retail Proximity**
Target existing and new shoppers within driving distance of specific grocery, mass, club, and drugstore locations.

**Seasonal**
In-demand seasonal audiences are brought together for convenience so you know who is most likely to participate in your back-to-school promotion.

**Telecommunications**
Extend back-to-school offers for service and upgrades to users likely to switch mobile carriers and users with older devices.

**Travel**
Back to school is the best time to plan the next family vacation. Target those searching/browsing for flights, hotels, and car rentals.

**TV Advertising**
Spending the big bucks on back-to-school TV? Maximize your buy by reaching those same consumers online or target your TV advertising using our addressable audience segments.

**Visa Audiences powered by Oracle**
Target households based on their actual credit-card spend behavior across entertainment, retail, travel, grocery, and more.

Have a unique back-to-school challenge?
We can create custom audiences to meet your needs. Contact your client partner or The Data Hotline.