

# Back To School Audiences

Ameribase Digital can help you identify Parents of School-Age children and College Bound Teens

According to the National Retail Federation, total back to school spending was expected to reach a record \$37.1 billion in 2021 and college students and their families planned to spend more than \$1000 on college or university items.

If you're looking to promote products or services to parents of children aged 4-18 or in college education, Ameribase Digital can help you reach these high-value Moms and Dads in your multichannel marketing campaigns.

## Example Audiences Available



Parents of Children  
Aged 4-11  
Est 30 Day Count:  
150K Emails, 600K Devices



Secondary  
Education  
Est 30 Day Count:  
1.5 MM Emails, 6MM Devices



College  
Life  
Est 30 Day Count:  
250K Emails, 1MM Devices



Post-Graduate  
Education  
Est 30 Day Count:  
200K Emails, 800K Devices

## Why Choose Lighthouse?

Our data is multichannel, actionable across direct mail, email, social, mobile, CTV, gaming, digital, and audio. Plus we only provide multi-sourced data with 5+ declared touch points on each audience segment for quality assurance.

## Get started with Back To School Data

Talk to us about your data needs. We can also help with custom audiences, built and ready for use within 72hrs. Additionally, our data can be delivered directly into your favourite digital platform.



**For recommendations or custom queries, contact:**

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We are a participant in the TAG Registry, TAG ID: d79d949c28c78e88

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