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## Get ready for back to school

*It's the kick-off to the biggest shopping season of the year, and [Audiences@Experian](#) can help you find—and reach—the most profitable consumers.*

We may all still be indulging in lazy beach days and evening spent around the barbecue, but behind all this summer fun is a looming truth: before we know it, it'll be back-to-school season. And that means it's time to plan your fall campaigns.



It's estimated that fall retail sales skyrocketed past \$800 billion last year. [Audiences@Experian](#) was designed to help you gain your fair share of that revenue and make sure your fall campaigns are as targeted and effective as possible.

Below are just a few examples of audiences Experian has to offer:

- Coupon Moms
- Digital Savvy Dads
- Past Purchasers - Children Merchandise

### Get a head start on back to school!

Read more about [Audiences@Experian](#) on our [website](#), or contact us via e-mail at [experianmarketingsolutions@experian.com](mailto:experianmarketingsolutions@experian.com) to learn more.

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