



PlaceIQ

Back to School

Marketing With Location + Purchase Data

Back-to-school shopping is a major event for students, their parents, and retailers alike. But students and their parents don't only shop for office supplies, electronics, and clothing. While they're out, they visit other retailers and restaurants as well! By combining MasterCard's anonymous, privacy friendly, credit card purchase data with PlaceIQ's insights on the locations they visit on their back-to-school shopping journey, marketers are able to get a more holistic view on who their back to school consumer really is and enhance their back-to-school marketing tactics.

MasterCard

Back-To-School Office Supply Shopper

Shoppers who are top spenders on office supplies in August and September

also typically visit...



	GROCERY Albertsons		SHOPPING PGA Golf Superstore
	GROCERY Trader Joe's		SHOPPING Sony

MasterCard

Back-To-School Electronics Shopper

Shoppers who are top spenders on electronics in August and September

also typically visit...



	GROCERY Wegmans		SHOPPING Kwik Shop
	AUTO Boutique Car Dealerships		DINING Carrabba's

MasterCard

Back-To-School Family Store Shopper

Shoppers who are top spenders in family stores in August and September

also typically visit...



	SHOPPING Pottery Barn		AUTO Subaru
	COFFEE Peet's Coffee & Tea		GROCERY Sprouts & Whole Foods

MasterCard

Back-To-School Children's Apparel Shopper

Shoppers who are top spenders in children's apparel stores in August and September

also typically visit...



	GROCERY ShopRite		SHOPPING Buy Buy Baby
	ACTIVITY Aquariums		SHOPPING Outlet Malls



If you would like to learn more about PlaceIQ audience analytics, visit us at www.placeiq.com/contact-us

PlaceIQ is a leading data and technology provider that powers critical business and marketing decisions with location data, analytics and insights. An early industry pioneer, PlaceIQ has become the standard for fueling better decisions for marketers, analysts and publishers through powerful location-based consumer insights, real-world measurement and attribution. With PlaceIQ, companies can uncover opportunities within the consumer journey by learning about and connecting with location-based audiences, measuring real-world ROI, and applying insights that drive intelligent marketing and successful business outcomes.

