Go Back to School with Bazaarvoice Audiences

Activate these recommended audiences to fuel your Back-to-School advertising campaigns:

LIFESTYLE AUDIENCES

COLLEGE

Bazaarvoice > Lifestyle > Back to School > College
- College gear, student laptops, textbooks and dorm essentials like twin XL bedding, bath towels, and more.

HIGH SCHOOL

Bazaarvoice > Lifestyle > Back to School > High School
- Teen apparel, sports equipment, computers, school supplies, calculators, usb drives, and eReaders.

MIDDLE SCHOOL

Bazaarvoice > Lifestyle > Back to School > Middle School
- Pre-teen fashion and athletic apparel, backpacks, spiral notebooks, binders, and other school supplies.

ELEMENTARY SCHOOL

Bazaarvoice > Lifestyle > Back to School > Elementary School
- Arts and craft supplies, backpacks, toys, lunch boxes, childrens apparel and footwear.

IN-MARKET AUDIENCES

Shoppers actively shopping multiple product pages in the following categories:

Bazaarvoice > In-Market > Children's Apparel

Bazaarvoice > In-Market > Sneaker

Bazaarvoice > In-Market > Laptop

Bazaarvoice > In-Market > Tablet

Bazaarvoice > In-Market > Sports

Bazaarvoice > In-Market > Bedding

MOBILIZE OUR SHOPPER DATA

Option 1: 360 degree campaign management from our expert team.

Option 2: Audience packaged up and ready for activation at DSPs including Amobee, The Trade Desk, and AAM.

Why Bazaarvoice Data

We are the **global leader in ratings & reviews:** our software powers **6,000+** brand and retailer sites.

Our intent data is **sourced directly from 240M+ shoppers** engaging on product and category pageviews, ratings & reviews, and transactions across these sites.

Unlock exclusive insights to **bridge the fragmented shopper journey** and drive performance across goals.

bazaarvoice: bazaarvoice.com/advertising   For any additional questions, email us at: audiences@bazaavoice.com