

BACK-TO-SCHOOL

Audience Insights



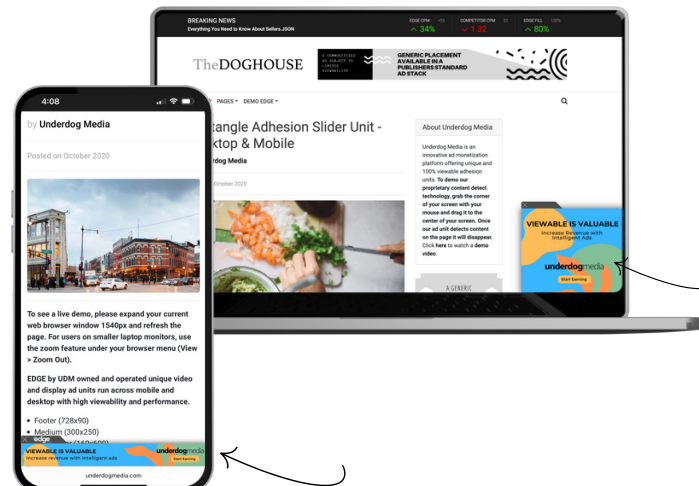
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Reach consumers who actively shop for back-to-school essentials, from shoes and apparel to supplies and electronics. Through our customized approach, we can precisely engage with these shoppers ensuring your brand is top-of-mind as they prepare for the new school year.

- 29M have kids in their household
- 10M are college students
- 14M visited a college campus (last 30 days)
- 24M spent \$100-\$500 on kids & teen clothing (last 6 months)
- 27M bought women's clothing (last 6 months)
- 22M bought men's clothing (last 6 months)
- 10M spent \$100-\$500 on teen shoes (last 6 months)
- 32M bought shoes for men & women (last 6 months)
- 15M bought sports apparel/shoes (in last 6 months)
- 29M mobile in-app purchase using phone or tablet (last 6 months)
- 20M shopping on the Internet is a real time saver (shopping opinion)
- 10M searched for a laptop/desktop computer (last 6 months)
- 8M purchased a printer/All-in-one printer/scanner (last 6 months)
- 17M spent \$500+ on electronics (last 6 months)
- 12M shopped at Best Buy (last 30 days)
- 12M shopped Office Depot/Office Max (last 30 days)
- 23M shopped at Target (last 30 days)
- 40M shopped at Walmart (last 30 days)

General Demographics
113M in the USA
56M Females
57M Males

Get in touch! For more information about targeting this audience through a PMP, please contact: Michelle Gable - mgable@underdogmedia.com

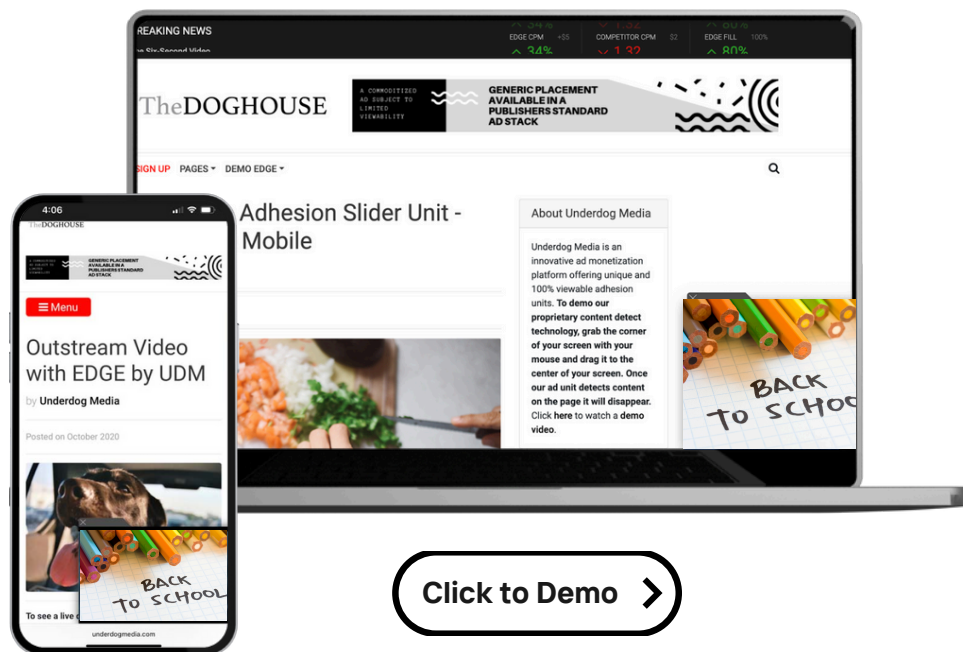


Underdog Media

Maximize Revenue with Innovative Ads



EDGE by UDM



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Utilize our unique EDGE by UDM

- Unique owned and operated EDGE by UDM ad units demonstrate exceptional visibility and engagement
- KPI's are 80%+ viewability, average .34% CTR, and high completion rate on video
- Enhance performance by integrating a customized audience specifically designed for your brand.
- Exclusive global inventory across mobile web and desktop generating 2B impressions and attracting more than 245 million unique users each month

CTV/OTT



Access top programmatic CTV/OTT inventory! Tap into some of the most well-known apps!

- Large-screen targeting available
- Incorporate a customized audience that we develop exclusively for your brand to enhance performance.
- Create a custom CTV/OTT app list that yields a high ranking stats against your targeted audience to target for your campaign
- Run on networks such as Vizio, MLB.TV, Fubo, PlutoTV, AMC Networks, Paramount+ and more

The Buyer Advantage

- 245M monthly uniques and 2B worldwide impressions; 113M Monthly US Uniques
- Unique & Exclusive Inventory
- Custom Audience Targeting Through a PMP
- Programmatic CTV/OTT, Display and Video
- Audience Insights & Data

Quality, Transparency, & Efficiency

- Ads.txt and sellers.json compliant
- Third-party brand safety vendors include: BetterAds.org compliant and Confiant
- Ranked in top 10 on Comscore's Multi-Platform Ad Ecosystem
- Dedicated team to oversee performance

Get in touch! For more information about Display, CTV and video opportunities, please contact: Michelle Gable - mgable@underdogmedia.com

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