Digilant offers programmatic buying solutions and services designed for independent agencies and brands that are increasing their advertising spending. Using data science to unlock proprietary and complex audience data, Digilant enables brands to uncover ‘new’ customers and provide the actionable intelligence they need to compete across every important media channel. To learn more about Digilant, please contact us at www.digilant.com/contact

© 2017 Digilant, Inc. All rights reserved. Usage of this content is permitted provided that proper attribution is given and includes the statement “Source: Digilant, Inc.”.

How do they consume media?

About 8 in 10 mothers have smartphones, according to January 2016 polling by Edison Research.

25% Use social media to inform purchase decision
74% Look for promotions
61% Research online before buying in-store

85% of smartphone owners with kids ages 5 to 22 used their device to compare prices in the lead-up to classes.

Where do they consume media?

Digitally savvy shoppers have been embracing BTS omni-channel retailing and using a range of traditional online tools to shape their purchasing choices.

The best places to reach them for advertising

Social Media Promotions
Online Ads
TV Ads
YouTube Ads

Fashion-forward teens rely on social influencers, on YouTube and other platforms, for fashion trends.

Three-quarters of internet users with kids in school found deals, and promotions in print circulars and flyers, while 43% named TV ads. E-mail promotions were ahead of all other forms of digital ads, at 39% to 33%, and just 8% named mobile promotions.

Print Circulares and Flyers 75%
Named TV Ads 43%
E-mail Promotions 33/39%
Named Mobile Promotions 8%

Sources: eMarketer, Deloitte

Sources: Deloitte, eMarketer

Sources: Deloitte

Sources: Deloitte, 2017

Sources: Deloitte

Sources: Deloitte, 2017

Sources: Deloitte

Sources: Deloitte