

Direct Marketing to College & College Bound

Marketers focused on Students (or their parents) in, or heading for College can reach their target audience with great precision, ease, and ROI using Email and Direct Mail. Infocore's analysis of the US market has uncovered 104 separate audiences in 10 categories that offer marketers the ability to select their target consumers by a wide range of attributes, some of which we have included here.

This precision targeting lets marketers deliver the right message at the moment a consumer is most likely to be responsive. To learn more about reaching these US consumers, please email AudienceLandscape@infocore.com and request more information about the College and College Bound Market.

