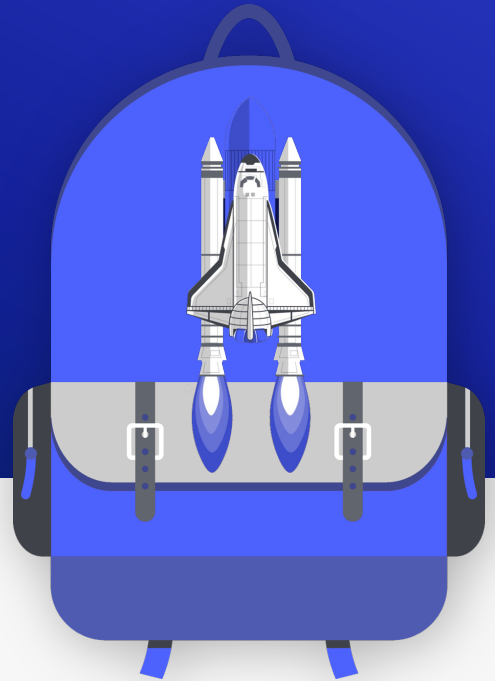




Best In Class

Head Back to School with Confidence



It's nearly time to get the kids ready for a brand-new school year. Connect with parents and students during the crucial moments of the summer holidays with 4D.

93%

of back-to-school consumers find it important that ads they see are relevant to the content they are viewing³

60%

of back-to-school consumers find online advertising helpful in making their purchasing decisions³

Source: 1) eMarketer consumer [study US 2024](#),
2) Deloitte Retail Back To School [Report 2024](#),
3) IAS Back to School [Agenda](#)

As families continue to navigate through the cost-of-living squeeze, they're having to prioritize where their incremental money is spent. However, US parents are still planning to spend an average of **\$586₂ per child**.

Retailers should consider capturing consumer attention now, as early shoppers spend **1.5x more** than late shoppers.

4D enables brands to reach consumers in the perfect mindset, targeting 'Back to School' content, alongside many other categories within 4D's contextual library. Additionally, advertisers can leverage past purchase behaviors to find relevant shoppers when they are most engaged.

Prepare for the New Classroom with 4D



Privacy-safe advertising built for back-to-school consumers

4D is a future-proofed, privacy-first solution that maximizes consumer attention by aligning brand messaging with the most impactful and relevant content.



Optimization and insights

4D analyses the context of where your impressions have been seen and engaged with, to optimize the campaign in real-time, all the while providing unique insights.



Contextual targeting, evolved

4D uses NLP techniques including Topical Targeting & Semantic Search for display, and state-of-the-art Computer Vision models for video, to ensure greater accuracy.



Driving efficiency, reducing wastage.

By aligning brand messaging with the most impactful and relevant content, 4D drives media efficiency by reducing wasted impressions.



Brand safe. Brand suitable

4D's advanced technology is critical when it comes to keeping your brands safe. Going one-step further, 4D Video adheres to GARM guidelines by providing three-levels of protection for even the most nuanced environments.



One-stop contextual targeting & insights platform

As contextual continues to gain share of wallet, 4D is the only platform you need with advanced targeting and industry-leading insights.

Discover your most valuable customers and prospects.

IAB Contextual Categories.

Our syndicated taxonomy now incorporates curated categories based on IAB's content taxonomy 3.0! With over 400 more segments at your fingertips, you can easily target consumers on a granular level.

- Education
- Coupons & Discounts
- Stationary
- Gifts & Greeting Cards
- Children's Clothing
- Sportswear
- Online Retailers
- Outer Wear
- Travel
- Back to School
- Fashion Trends
- Consumer Electronics
- Laptops
- Social Networking
- Academic/Research/Content
- Student Discount



Custom contextual segments tailored to your brand.

Save time in campaign planning by talking to our 4D Managed Service team for insight-driven strategy recommendations. If off-the-shelf solutions don't meet your needs, our custom contextual segments and brand suitability segments will.

Connect with new consumers when and where it matters.



Topics

Events & Attractions	School
Shopping	Clothing
Shopping	Sports
Shopping	Confectionary
Online Retail	Electronic
Online Retail	Laptop
Travel	Trains
Travel	Buses



Keywords

Back to School:
 School
 Term
 New School
 Uniform

Student:
 Stationary
 Travel
 Accommodation



Channels

- Programmatic Display
- Programmatic Video
- Programmatic Mobile
- YouTube
- OLV
- CTV
- OTT

Why 4D?

Don't waste time delivering an ad based on past digital footprints and old ways of working.

Connect with back-to-school audiences in the perfect moments by delivering the right ad, in the right environment, when they need it most.

100% Cookieless 100% GDPR Compliant 100% CCPA Compliant

Start today:
info@weare4d.com

