

DATA & INSIGHTS

What's So Cool About Back To School?

Your Back to School strategy guide



quantcast®



TREND SPOTLIGHT

Enjoy your summer, then shop.

In the past, Back to School heated up before school ended. In 2016, roll out spiked on July 11.

According to the NRF, most parents get their supply list one month before school starts.

Research starts in July. Buyers purchase July - Labor Day.

TIPS

Get on their radar.

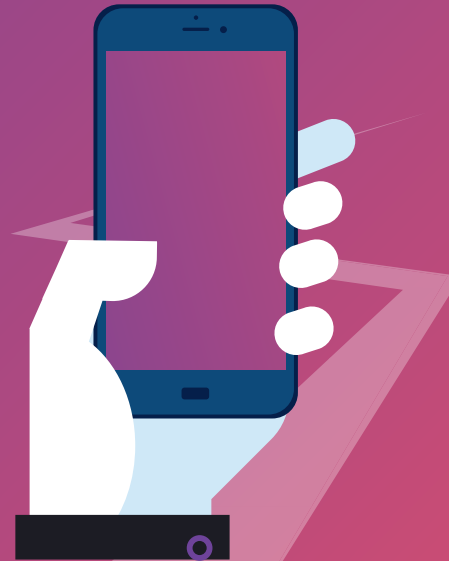
Take advantage of the research phase: consider running prospecting campaigns to get shoppers interested in your brand, at the same time you retarget.

Don't throw away your (second) shot.

New Year's breathes new life back into Back to School. Remember you have a second wave to ride in January. Apply your success from the summer and fall to cash in.

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Mobile is the first touch.



The majority of BTS shoppers research on mobile, buy in store.

Three out of five 2016 online BTS searches happened on mobile.

2016 saw a 35% lift in BTS online searches over 2015.

One third of BTS purchases are made on mobile devices.

2016 saw a 20% lift in mobile BTS searches followed by department store visits.

TIPS

Omnichannel is oh so important.

Lesson learned? Optimize for mobile, and encourage researchers who visit your site to purchase in your store (while still leaving options open for mobile and 'buy online, pick up in-store' conversions).

Be an opportunist.

Capture other mobile paths to purchase—like showrooming (shoppers view in store, then search for deals on their devices) and in-the-moment purchases with a mobile-optimized competitive conquering campaign.

Sharpen your pencils, double-knot your shoes.

MAKE THE MOST OF THE BACK TO SCHOOL SEASON

Ask yourself some questions to make sure you're prepared

How well do you understand your Back to School target customers?

How clear are your Back to School goals, and do you have a reliable way to measure your success in meeting them?

What lessons did you learn from your last Back to School season? Do you have a clear strategy to implement them?

How would you ideally like to target Back to School customers this year?

How will you customize your targeting strategy to different customer segments?

How will you insure integration of messaging across channels?

How will you measure in the in-target accuracy and reach of your campaign?

How will you ensure you're targeting in-market customers?

How much confidence do you have in the freshness and relevance of your data?

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Moms are just part of the story.



50% of parents admit children will influence their BTS purchases.

College students are in on the act: 57% say they will cover more than half of BTS costs.

Dads make the majority of technology BTS purchases.

TIPS

Put your campaign where your audience is.

With their busy schedules, moms are 30% more likely to shop on phones than other adult dems, and 43% more likely to make mobile purchases.

Dads will do 41% of their BTS shopping on mobile. 56% of dads report they click on online ads, and 38% have made purchases based on digital ads.

Build and reach new audiences.

Technology is a beautiful thing. With tactics like lookalike modeling, programmatic solutions can leverage your current best back to school customers to find new ideal prospects. (According to Nielsen, Quantcast helps clients discover and convert new audiences with the industry's highest level of accuracy, at scale.)



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Shoppers watch a lot of video.

Youtube saw a 70% lift in views of 2016 BTS content over 2015. And teens, key BTS influencers, spend hours daily surfing through clips.

TIP

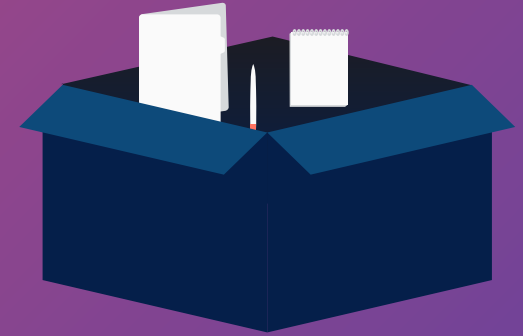
Campaign across channels. Integrate. Repeat.

Unified campaigns across display, mobile and video cut costs, maximize ROAS, strengthen brands and boost sales.

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Don't dare charge for shipping.

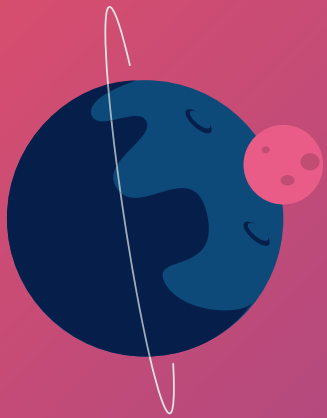
84% of parents say they won't buy Back to School items online without free delivery. Site experience, promotions, and loyalty programs can make you stand out, too.



TIP

Give now, invest for later.

Back to School competition is steep, and discounts can be, too. Think of free shipping and other possible incentives as an investment. Trade them for contact info and enrollment in loyalty programs, and you launch a relationship that pays off big in the long term.



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The category is expanding.

Back to School is bigger than notebooks and new sneakers. For example, schools now require 77% of families to buy cleaning supplies and paper goods for the classroom.* And that's not all.

TIPS

Back to School is the other 'New Year'.

Capitalize on the resolution spirit! Fitness plans, healthy ways of cooking and eating, feng shui furniture, beauty and career makeovers... products and services that speak to 'New Year, new you' do well with parents as well as kids this time of year.

Convenience is king.

Families juggling school and extra-curricular schedules look to simplify their lives. Better and quicker ways to organize, clean, drive, prepare food, make money, learn Spanish, buy groceries, do laundry and stay healthy resonate as the leaves start to turn.

Drill down on your audiences.

Demographic profiles from our internal insights show women 25-44 with kids are doing most of the searching online. Taking a closer look at the search terms being used in the word cloud, we found that teachers as well as mothers are executing BTS searches online.



Do your homework!



MAKE MOBILE YOUR FIRST STOP.

Most Back to School buyers use it for research and education, and many use it to make purchases. It's key to the omnichannel strategy your brand needs to win. Design mobile messaging for all stops on the purchasing journey, with special attention to early stage prospecting.



KNOW YOUR AUDIENCE.

Remember, not only the moms are involved in the Back to School purchasing decision. Drill down on your own Back to School audience, its interests and behaviors in more detail for even better connection.



THINK OUTSIDE THE CLASSROOM.

Back to School is not just about notebooks and new backpacks. It's a shopping event that can potentially touch a myriad of retail categories – including yours.



ACT ON WHAT'S HOT.

What are consumers buying, and how are they buying it? How does your offering connect to these trends, and how can you best connect it to customers?



INCLUDE VIDEO AND RICH MEDIA, AND INTEGRATE ACROSS SCREENS.

Consumers who see ads on multiple devices convert at higher rates. Young Back to School shoppers prefer video over any other medium.

Want more Back to School tips, tailored to your individual business needs?

Contact your account representative, or contact us at info@quantcast.com or 1-800-293-5706.

ABOUT QUANTCAST

Quantcast, a global technology company headquartered in San Francisco, provides a live look at the where, what and why of consumer behavior online. Backed by the largest proprietary data set of real-time audience behavior across the Internet, Quantcast delivers truly unique and actionable insights, as well as branding and direct response advertising, at scale. Complete your marketing plan with Quantcast. For more information, visit www.quantcast.com.

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