

**TARGETING TUTORIAL**

# Countdown to Back-to-School

## Capitalize on Back-to-School Buzz

Back-to-school is the second most popular shopping season of the year, after the holidays. Consumers will begin their search as early as July, but 33% won't finish shopping until after the school year starts.

### THE BUYER JOURNEY: FROM CLICKS TO BRICKS

65% of consumers will research a product online before ever stepping foot in a store.

#### Who's Buying?

-  Parents of students grades K-12
-  College students & their parents
-  College students

#### Purchasing Period

**JULY**



#### CONSUMER ELECTRONICS

- › Checking off the big-ticket items first
- › 84% of back-to-school shoppers research laptops online prior to purchase

**AUGUST**



#### SCHOOL SUPPLIES

- › Stocking up after teachers send out supply lists

**SEPTEMBER**



#### APPAREL & FOOTWEAR

- › Adopting the latest trends and prepping for the fall
- › Online browsing starts early with highest click-through-rates in July and August

## Seize Your Share

Families with students grade K-12 spend an average of \$674

66% of parents are likely to buy more than what's required

Total 2017 spend expected to reach \$80B

**JUMP TO THE HEAD OF THE CLASS WITH PROGRAMMATIC DIRECT MAIL®**

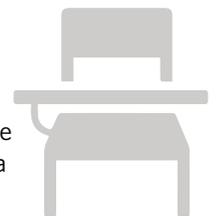


### Make a tangible difference this back-to-school season



- › Retarget website visitors based on real-time online interest and intent data

### Deliver a relevant, longer-lasting impression in-home



- › 70% of consumers re-engage with a brand after receiving a piece of direct mail

### Allow consumers to take action on their terms, at their convenience



- › Tangible media is easier to process, easier to remember, better able to motivate
- › 66% of consumers make a purchase as a result

Source: DMN, "3 Reasons Why Advertisers Should Study Up for Back-to-School Shopping Season," May 2017; MarketingLand, "Don't be Tardy! Back-to-School Searching Starts in July—Plan Campaigns Now," June 2017; Retail Dive, "Why research online, shopping offline is the new norm," May 2017; National Retail Federation, "A Look at Back-to-School Supplies Lists and Online Shopping," August 2016; Canada Post, "A Bias For Action," July 2015; Direct Mail Association, 2013