

WINNING

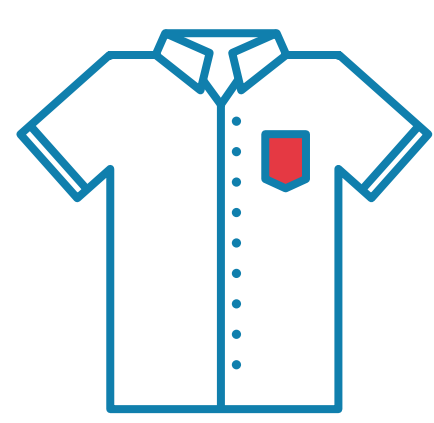
# BACK TO SCHOOL

MARKETING CAMPAIGNS

## 2nd

largest shopping event in the U.S. behind Holiday Season in 2016.

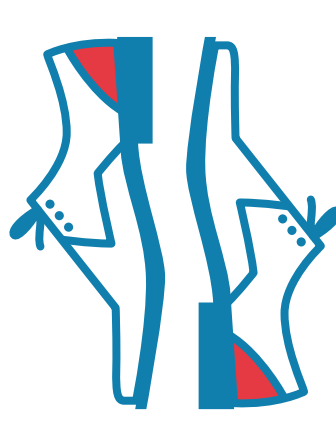
# \$75.8 BILLION



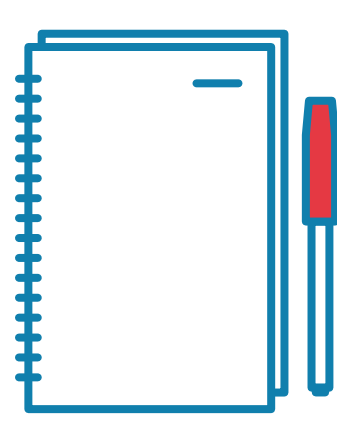
35%



30%



19%



16%

The average household spends

# \$674

on clothes, shoes, electronics and school supplies for their students.

Send the right message to the right person at the right time.



Parents and college students spend big. Pre-teens don't.



## 64% FOOT TRAFFIC

## 19% BRAND AWARENESS

## 17% WEB AND MOBILE

# 25%

of parents enlist social media to boost back to school shopping.



PROMOTIONS

## 74%

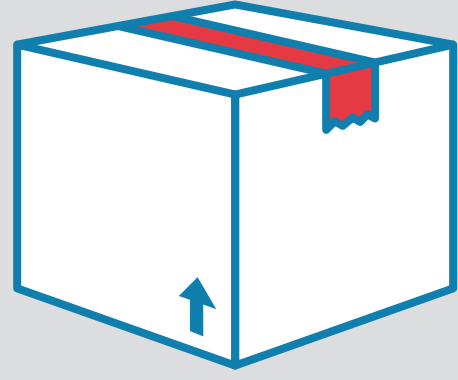
COUPONS

## 64%

SUGGESTIONS

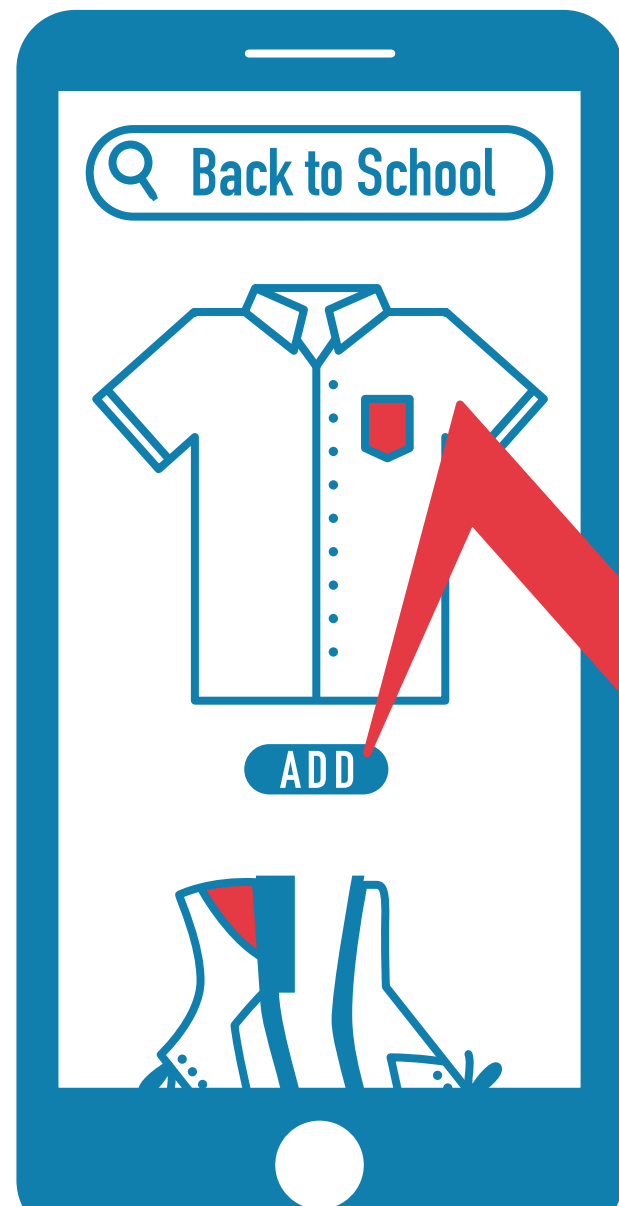
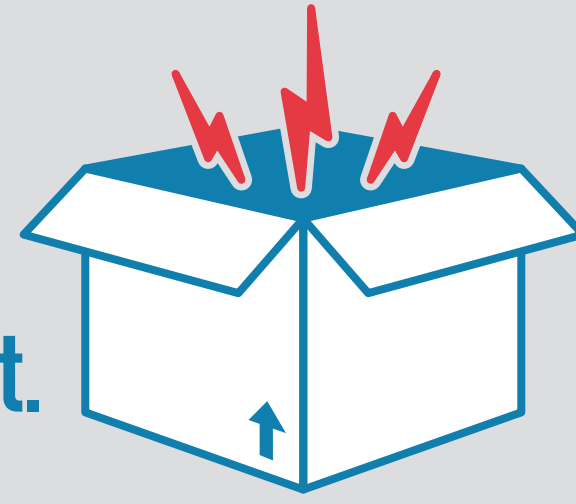
## 44%

# FREE SHIPPING



# 84%

of parents refuse to shop without it.



Back to School web searches spike in the final week before school starts.

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