

School's Back In Session!

As the largest retail season of the year after the winter holidays, total spending for K-12 and college students is estimated to reach more than **\$121.6 BILLION** in 2017.

To help ensure advertisers are targeting and reaching back-to-school shoppers this summer, **use these tips** and trends to capitalize on your 2017 campaigns.



Timing is Everything



Conversions climb right after the Fourth of July holiday, and spike on August 5th.



Site traffic is just as likely to come from cellular devices as it is desktop site visitors during the summer period, from early July to end of August.



Parents of **K-12 STUDENTS** will spend an estimated **\$75.8 BILLION** in 2017 * | \$673.57/ person.

Highest converting periods were late July and early August. Target parents shopping for kids and teens all the way through mid-October.



Parents of **COLLEGE STUDENTS** will spend an estimated **\$45.8 BILLION** in 2017 * | \$899.18/ person.

The best window is between July 8 and August 19, target parents and students shopping for college strong and early.



Premium Media had a 2X higher engagement rate in back-to-school campaigns compared to all other media.



Campaigns that let the brain optimize across channels in a unified omnichannel fashion saw a 75% decrease in CPA.



Lookalike audiences based on CRM data were 21% more responsive than the original CRM seed data set.

KEY TAKEAWAYS

*(NRF)