

# BATTLE FOR THE \$700 BACKPACK



Back-to-school is one of the heaviest consumer spending periods of the year with more than **\$700\*** spent per household in 2018. Capture your share with relevant, targeted marketing and drive sales with our audience-winning strategies.

## AUDIENCE PLANNING BASED ON AFFLUENCE

The top and the bottom levels of affluence have distinct spending patterns.

Marketers often focus on reaching high spenders, but the bottom 30% affluence of back-to-school shoppers spends at least half as much as the top 1% on their children\*\*. Couple that with the fact that the bottom 30% is a larger scale audience and they become an important part of winning a piece of that \$700 pie.

Each income level has very different spending patterns—not knowing how to engage them could cost you.



\* www.statista.com/statistics/286432/average-back-to-school-spending-in-the-us/  
\*\* USDA, Center for Nutrition, March 2017

### WINNING STRATEGY #1

REACH THEM WHERE THEY SHOP FOR RETAIL ITEMS

Each level of affluence has different shopping channel preferences. Tailor digital offers to preferred channel. For example, free shipping for the top 1% and mobile in-store coupon for the bottom 30%.



	Arts & crafts	Bottom 30%	Top 1%	Arts & crafts	
Top 1%	Budget apparel			Budget apparel	Bottom 30%
Top 1%	Cameras & photography			Cameras & photography	Bottom 30%
	Children's apparel	Bottom 30%	Top 1%	Children's apparel	
	Children's stores	Bottom 30%	Top 1%	Children's stores	
Top 1%	Consumer electronics			Consumer electronics	Bottom 30%
	Cosmetics & beauty	Bottom 30%	Top 1%	Cosmetics & beauty	
Top 1%	Department stores			Family apparel	Bottom 30%
Top 1%	Family apparel			Footwear	Bottom 30%
Top 1%	Footwear		Top 1%	Luxury cosmetics	
Top 1%	Furniture & home decor	Bottom 30%		Mid-budget apparel	Bottom 30%
Top 1%	Kitchen equipment & accessories	Bottom 30%		Sporting goods	Bottom 30%
	Luxury cosmetics	Bottom 30%		Women's apparel	Bottom 30%
Top 1%	Mid-budget apparel		Top 1%	Women's activewear / yoga	Bottom 30%
	Pet speciality stores	Bottom 30%			
Top 1%	Sporting goods				
Top 1%	Upscale apparel	Bottom 30%			
Top 1%	Women's apparel				



### WINNING STRATEGY #2

MOBILE MATTERS MOST

Overall back-to-school shopping on mobile devices is increasing, desktop is declining, and mobile device types map to affluence. This season consider shifting more spend to mobile advertising and pulling back on desktop.\*

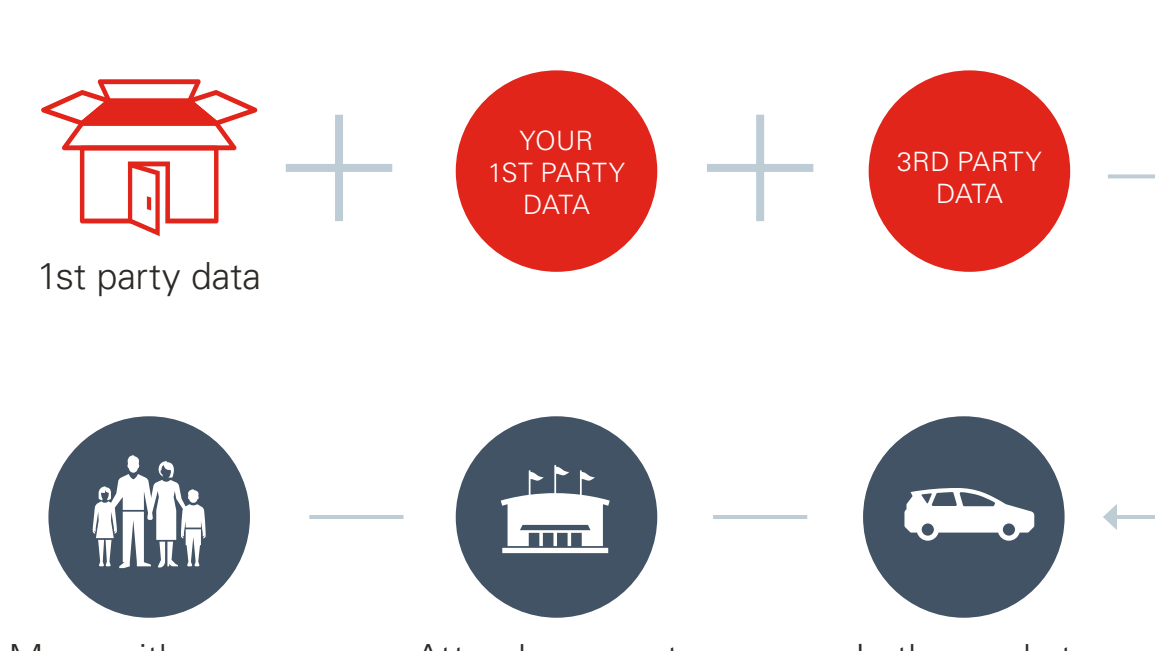


### WINNING STRATEGY #3

BRANDS—PARTNER WITH YOUR BIG-BOX RETAILERS WITH 2ND PARTY DATA SHARING

Both groups shop at big-box stores. Even though the top 1% of back-to-school shoppers buy more brand name items, they shop at big-box stores as much or more than the bottom 30%.

Overlap purchase-based audiences and onboard data, then augment with 3rd party demographic and behavioral data for a 360-degree picture on how to reach and speak to these audiences.



CONTACT **THE DATA HOTLINE** TO LEARN MORE ABOUT HOW TO ENGAGE WITH BACK-TO-SCHOOL AUDIENCES

