

# Gear Up for Back-to-School Shopping with Oracle Advertising



Though consumers are increasingly looking to snag a deal, back-to-school revenue is on the rise, spiking up to \$135 billion last year! With consumers kickstarting their shopping as early as June, and an increasing demand for electronics, back-to-school prep has become one of the most important shopping occasions of the year. Check out [NRF](#) and [Chicory's](#) top 2023 back-to-school stats and explore Oracle Advertising's targeting recommendations below to help you win big with scholars this year.

**\$41 billion**

in expected spend for back-to-school in 2023

**\$94 billion**

In expected spend for back-to-college

**\$38 billion**

was spent on electronics alone

## Pace your spend. Today's consumers shop for back-to-school products all summer long!



### Appeal to every bargain hunter

Consumers expect prices to remain high this back-to-school season, so they're crafting their supply lists with care, waiting for sales, using coupons, and buying more generic brands than in the previous three years. These days, 45% of consumers are also doing more comparative shopping, requiring brands and retailers to stand out with eye-catching advertisements, sale events, positive reviews, competitive pricing, or greater convenience. To make your product or retailer the must-have of the season, utilize Oracle Contextual Intelligence to surround relevant content such as shopping guides, product comparison reviews, school lunch recipes, trending influencer content, and more.



### Get the jump on early back-to-school shopping this year

The pandemic stock up before stockout mindset isn't going anywhere. Last year, 55% of consumers had already begun their back-to-school shopping before July 6, a 44% increase from 2019! Retailers are matching consumer behavior by stocking inventory earlier and extending seasonal offerings later. For example, 66% of shoppers planned to shop July's Prime Day deals on Amazon, while 31% planned to shop online at other retailers during Prime Day. When launching early campaigns this year, tap into Oracle purchase-based audiences to pinpoint real shoppers by buyer styles.



### Don't forget the snacks

Unlike traditional retail items, school snack purchasing starts during the first half of summer—but that doesn't mean parents are willing to spend full price. In fact, 70% of parents factor in cost before they purchase, while 77% have embraced buying in bulk or even trading down to cheaper options (38%) to save. If you can't win on price alone, convenience may be the way to go; 52% of shoppers prioritize on-the-go packaging and pre-portioned sizes, while 65% of parents purchase ready-to-eat and frozen meals during the back-to-school season. With Oracle's audiences for CPG, you can reach brand, competitive, loyal, and lapsed buyers through UPC-level transactions across grocery, convenience, club, traditional retail, and more.



# Reach your customers and prospects during back-to-school shopping!

## CTV Strategy

Demographic targeting will only get you so far. Make sure to implement more narrowed audience tactics or test into contextual CTV targeting, which has [300% higher brand recall!](#)

## Oracle Audiences

Find your intended audience nearly anywhere they engage online with the precision and reach you've come to expect from Oracle Audiences. Check out audience samples for your back-to-school campaigns below:

### Seasonal Back-to-School Shoppers

- Back to school: Back to college
- Back to school: Kids lunchbox packers
- Back to school: Kids under 12
- Back to school: Teens
- Back to school spenders
- Prospective college students

### Clothing and Accessories

- Boys apparel
- Fall fashionistas
- Teen clothes
- In-market children's apparel and accessories
- In-market jeans
- In-store children's stores high spenders

### CPG

- Children's food
- Frozen breakfast
- Home cooking and grilling
- Kid-driven families
- New product enthusiasts
- Online grocery delivery and pickup high spenders
- Value conscious shoppers

### Demographic

- Parents of preschoolers
- Parents of children (6–10)
- Parents of tweens/teenagers (11–18)
- Parents of 3+ children (kids)
- Parents with children in household

### Lifestyles and Shopper Type

- Affluent parents
- Green parents
- Trendy parents
- Working class moms
- Deal seekers and bargain hunters
- In-store shoppers
- Department store shopper

### School Supplies

- In-market laptops
- High-income tech shoppers
- Printer supplies
- School supplies spenders

## Oracle Moat Analytics

Protect your ad investment, gather valuable insights, and optimize campaigns with pre- and post-bid measurement solutions. [Request a consultation today!](#)

## Contextual Targeting

Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant people at the right moment. See contextual targeting sample segments for your back-to-school campaigns below:

### Syndicated Targeting

- Back to school
- Children's clothing
- Education
- Preschool
- College planning
- Books and literature
- Parenting
- Daycare and preschool
- Fashion
- Cooking
- Coupons and discounts
- Sales and promotions

### Predicts Targeting

- Back to school
- College-bound
- Parents of young kids
- Parents teachers
- Moms, dads, and grads
- Cutting-edge tech enthusiasts
- Fashion accessories
- Foodies
- Home bakers chefs

### Sentiment Targeting

- Amusement
- Curiosity
- Happiness
- Trust

### Content Affinity Targeting

- Moms of grade school kids
- Moms of high school kids
- Moms of preschool kids

## Custom audiences and contextual segments

Save time in campaign planning by reaching out to your Oracle Account Manager for insight-driven strategy recommendations. If off-the-shelf solutions don't meet your needs, our custom contextual segments, audience targeting, and brand suitability segments will.

[Let Oracle Advertising help you to activate your back-to-school campaign today](#)



## Reach your customers and prospects everywhere



Consumers are more digitally connected through smartphones, laptops, gaming consoles, and TVs than ever before. They also seamlessly bounce across many devices, media formats, and platforms throughout a typical day, while expecting a consistent customer experience. Utilize Oracle Audiences to develop a cohesive audience strategy that is portable across platforms and allows you to find your intended audience wherever they engage.



### Addressable TV

Segment TV viewers by adding Oracle audience targeting to households through Video On Demand (VOD) or linear TV via cable, satellite, and set-top boxes. Leverage partnerships with Dish or Sling to avoid wasted media spend and increase ad relevancy for engaged TV viewers.



### Commerce Platforms

Don't just rely on making the shopping list; engage relevant consumers who are actively shopping in the moment through some of the largest ecommerce platforms such as Amazon and Wal-Mart.



### Connected TV (CTV)

Explore connected TV with a fully immersive ad experience of sight, sound, and motion. Audiences by Oracle can help you deliver ads to valued customers and prospects on more than 10 endemic and programmatic CTV platforms, including Hulu, Amazon Fire TV, Sling, and Roku.



### Demand-Side Platforms (DSPs)

Expand your reach into the open internet by utilizing a demand-side platform to activate the depth and breadth of data found in Audiences by Oracle, available across all major DSPs, including Google, The Trade Desk, Xandr, AppNexus, and more.



### Social Platforms

Capture the attention of a highly engaged and logged-in user base across social platforms such as Facebook, Pinterest, Snapchat, and X (formerly known as Twitter). Oracle Audiences, particularly those built from purchase data and other offline signals, complement native behavioral targeting signals available on these platforms.



### Streaming Audio

Engage your target audience, whether they're rocking out to their favorite music or actively learning through podcasts on platforms such as Spotify.

Let **Oracle Advertising** help you to activate your back-to-school campaign today

