

# Gear Up for Back-to-School with Data Driven Insights



While Mastercard has predicted a 7.5% rise in back-to-school (BTS) spend YoY, increasing prices are more to blame than expanding consumer purchase power. Inflation, rising gas prices, and spiked interest rates are continuing to plague families, causing discretionary expenditures, like laptops and tablets, to be put aside in favor of “must have” items, like clothing, accessories and school supplies. Much like the previous two years, BTS purchase patterns are changing and retailers must adapt to win.

**25%**  
of shoppers have begun making purchases

**64%**  
are planning BTS shopping around sale events

**7.5%**  
expected increase in BTS retail sales YoY

## Retailers & brands will need to be creative to drive sales in necessities and voluntary products



### Everyone is a bargain hunters

As 84% of consumers expect higher prices this back-to-school season, consumers are crafting their supply list with care, then waiting for sales, utilizing coupons, or buying more generic brands than in the previous three years. 43% of consumers are also doing more comparative shopping, creating a necessity for brands and retailers to stand out with eye catching advertisements, sale events, positive reviews, competitive pricing, or ease of convenience. To make your product or retailer the must have of the season, utilize Oracle Contextual Intelligence to surround relevant content like BTS guides, product comparison reviews, school lunch recipes, trending influencer content, and more.



### One stop shops are winning

Some pandemic trends are here to stay, especially when it's more convenient for the customer, like curb side pick up or delivery. While department stores were initially hit hard during the pandemic, they are back on trend, as they act as a one stop shop for the entire family. After 15 consecutive months of revenue growth, Mastercard is confidently predicting a 13% bump in department store YoY BTS spend, making it a category to target for retailers and brands alike. Target these consumers with lifestyle audiences, tailoring creative towards personas like trendy moms or green focused families.



### Return to in-store events

While ecommerce sales will continue to increase for back-to-school shoppers (4%), consumers are also venturing outside of their homes for in-store events. Families shopping together capitalize on sales and have the convenience of choosing items that are officially kid approved, versus racking up credit card debt with items that need to be returned. In May alone, Mastercard recorded a 13% growth in in-store sales, allowing them to predict an 8% bump in overall BTS spend. Ensure you're reaching the most relevant in-store shopper by applying Oracle demographic audiences to target parents of children, as well as merchant category audiences to capitalize on consumer past behaviors.

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



# Reach your most valuable customers and prospects this back-to-school season!



## Oracle Audiences

Find your intended audience nearly anywhere they engage online with the precision and reach you've come to expect with Oracle Audiences. Check out audience samples for your BTS 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
- Home Schooling
- Prospective College Students

### Clothing & 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
- Organic Foods
- Value Conscious

### 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 & Shopper Type

- Affluent Parents
- Green Parents
- Trendy Parents
- Working Class Moms
- Deal Seekers and Bargain Hunters
- Price Conscious Shoppers
- In-Store Shoppers
- Department Store Shopper

### School Supplies & Resources

- In-Market Laptops
- High Income Tech Shoppers
- Printer Supplies
- School Supplies Spenders
- Teaching Resources
- *And more...*

## 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 BTS campaigns below:

### Syndicated Categories

- Back to School
- Children
- Education
- Education Preschool
- Education University
- Entertain Books
- Family
- Family Children
- Fashion
- Food Kitchen
- Shopping
- Tech Computing

### Predicts Categories

- 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
- Homemakers
- Millennial Moms
- Savvy Shoppers Couponing
- Style Fashion
- Technology
- Teens
- Trending Toys

### Sentiment Categories

- Amusement
- Curiosity
- Happiness
- Trust

## Custom Audiences & Contextual Segments tailored to your brand

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.

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## 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 DirecTV, 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 e-commerce platforms like Amazon and Wal-Mart.



### Connected TV (CTV)

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



### Demand Side Platforms (DSPs)

Expand your reach into the open internet by utilizing a Demand Side Platform (DSP) to activate the depth and breath of data found in Oracle Audiences, available across all major DSPs including Google, MediaMath, The Trade Desk, Xandr, 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 Twitter. Oracle Audiences, particularly those built from purchase data and other offline signals, compliments native behavioral targeting signals available on these platforms.



### Streaming Audio

Engage your target audience whether they are rocking out to their favorite music or actively learning through podcasts on platforms such as Pandora and Spotify.

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\*Note – audience and contextual targeting segment availability varies platform by platform.