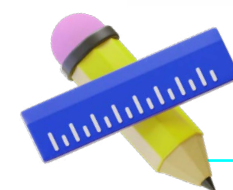


3 PERFORMANCE TIPS TO PLAN FOR AN A+

BACK TO SCHOOL CAMPAIGN

Back-to-school (BTS) shopping is one of the most important retail events of the year, and **Programmatic Direct Mail (PDM)** is one of the most important channels for driving performance. PDM can cut through the digital noise by pinpointing decision-ready shoppers with high-quality creative and tailored offers, and it has significantly succeeded in driving revenue for past BTS campaigns.

We combed through insights from 2022 and 2023 BTS campaigns that brands ran with us to illustrate the strong performance and value PDM brings to marketers during this critical period.



1 GET YOUR TIMING RIGHT

Back-to-school start dates are scattered across the states, with some returning to the classroom by the end of July and others returning in mid-September. That means BTS campaigns can have a longer run time—and even extend into the holiday shopping season—as consumers with later start dates might not have school supply lists till close to fall.

Our data backs up this theory. In 2022, BTS campaigns peaked in marketing spending from August to October, accounting for 43% of the total budget in August, 42% in September, and 57% in October. In 2023, the bulk of BTS campaign spending shifted earlier: 37% of the total budget in August and 24% in September.

Except for brands targeting states with earlier start dates, we recommend starting back-to-school campaigns in August and extending them into the holiday season to continue heightened success.



2 DON'T STOP CONVERTING

To our point above, don't underestimate the power of BTS campaigns overlapping with the start of holiday shopping, which continues earlier each year. Our data shows that in 2022, conversion rates for

BTS campaigns followed an upward trend from August through November. In 2023, we saw a significant spike in conversion rates in August at 25.36%.

This underscores the importance of extending BTS campaigns into the early holiday season to capitalize on sustained momentum.



3 CRACK OPEN THOSE WALLETS

Back-to-school shoppers spend more.

In 2022, the average order value for our BTS campaigns was 14% higher than the AOV of non-BTS campaigns throughout the year. Last year, BTS campaigns maintained an 18% higher AOV than the average of non-BTS campaigns.

Kids increasingly influence their parents' shopping habits. We already know Gen Z's massive purchase power, and Gen Alpha is coming up right behind them. Social media influencers have also taken hold of younger generations of shoppers—just look at all the buzz around tweens with Stanley Cups and shopping at Sephora.

Our data demonstrates the effectiveness of leveraging PDM for back-to-school campaigns. Really ramping up campaigns in August and extending them into the holiday season maximizes conversion rates and order values. The success of specific strategies such as retargeting and lookalike audiences further emphasizes the potential for high engagement and returns. Industry-specific results, particularly in the shoe, apparel, and education sectors, validate the superior performance of BTS campaigns compared to an aggregate of non-BTS campaigns.

Marketers can confidently utilize these insights to drive successful back-to-school campaigns, ensuring robust revenue growth and a strong return on investment.

So, ensure your campaign messaging, creatives, and tactics can tap into the consciousness of parents being heavily influenced by their children.