

June 2023

# Back to School 2023 Insights & Strategy



## Back-to-School Y/o/Y Findings\*

↑ 34%

Increase in revenue  
over 2021

↑ 52%

Increase in traffic  
over 2021Top categories  
Increased Revenue

01

- Health & Wellness
- Women's Apparel
  - Footwear

Top categories  
Increased Traffic

02

- Eyewear
- Footwear
- Apparel



## BTS is Coming Fast:

Performance in 2022 began to increase starting on Saturday, July 30<sup>th</sup>, continuing through Labor Day weekend

Key Dates 2022



### AP Insights & Predictions:

- ROAS across clients participating in media saw stronger returns during the month of August than July (average of +\$2 ROAS increase)
- In 2022, many footwear brands were offering 30-40% off through BTS - we anticipate steep discounts again in 2023
- Health & Wellness will continue to be a winner in 2023
- We'll see an uptick for clients focused on promotions and lower price point items
- August brings tax-free weekends in many states- plan ahead
- Labor Day weekend is still a vital shopping period!





2022 Insight:

Buy Now Pay Later partners made up 3 of our top 5 performing partners across all BTS focused clients

#### PAID PLACEMENTS to CONSIDER:

- Newsletters and BTS Guides were the most common placements run during this timeframe, with newsletters performing best.
- Out of the box placements are worth testing. In one 2022 example, a Back-to-School TV Segment via a Partner Feature yielded 104% growth for one client.

#### Key 2023 Prediction:

As consumers look for ways to spread out their spending for necessary Back to School items, BNPL partners will continue to be large players for the 2023 BTS season:



# 2023: What To Expect



## 01

### BTS Starts In June

June will be the unofficial kick off, but Amazon Prime Day in July will be the true start date

Prime Day 2023:  
July 11-12

AP Tip: prepare placements/content opportunities that focus on products that resonate with your specific BTS audience

## 02

### What's driving Sales?

According to [eMarketer](#), across the board the focus is on apparel and accessories, office equipment and supplies, computers and consumer electronics. In addition, College-bound BTS will include furniture and home furnishings, health/personal care/beauty, books/music/video, and food and beverages.



Back-to-School ecommerce sales are anticipated to grow 2.5% compared to 2022. Overall, ecommerce sales are expected to make up **40.7%** of all back-to-school sales, totaling over **\$29 billion**.



### Inflation Concerns Continue:

Many consumers will be especially cost-conscious, making smart shopping decisions and taking advantage of sales/promotions

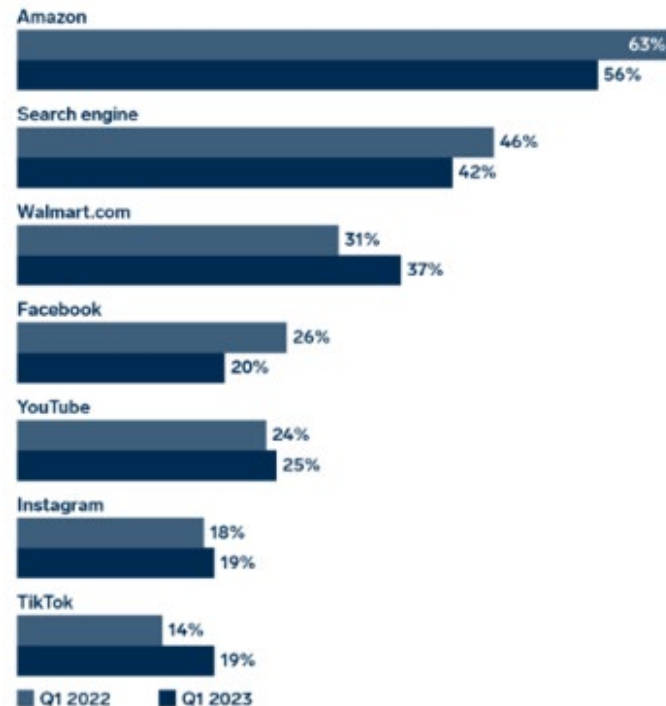
### AP Recommends:

- Start promotions/sales early. Back-to-school is typically a high-anxiety period for shoppers
- Instead of waiting for the major shopping days during June/July/August, offer exclusives more frequently to entice shoppers to make more/larger purchases



## Product discovery is playing a larger part in online shopping

Where US Consumers Start Their Search When Online Shopping, Q1 2022 & Q1 2023  
% of respondents



### What We're Seeing:

As platforms like TikTok and Instagram build out their ecommerce capabilities, more consumers will begin their online shopping journeys there. Future shoppers will be more driven by inspiration and discovery, and platforms will need to find ways to keep shoppers (especially younger ones) engaged.

Tap into the social media space. Try working with influencers via the affiliate channel

Social media offers the best scalable opportunities in 2023:

- For the first time, there will be more Gen Z than Gen X social users
- Focus on TikTok, influencers, and new ad formats/technology that will come out in 2023 for a competitive edge





Connect with Acceleration Partners to take your marketing to the next level this back-to-school season!

