

DON'T GET SCHOOLED

STUDY THESE STRATEGIES FOR BACK-TO-SCHOOL SUCCESS

There are 77 million students in the U.S.¹

That's over 25% of the population.

If you plan to target this diverse student body via standard "BTS" and "BTC" segments alone, expect **F+** marketing performance (at best).

How will you reach your school season audience?

Grow revenue by claiming a greater share of "back-to-school" spending. Here, we'll explore two audiences that will make every [good] marketer rethink their school season strategy:

- 1. Teachers:** it's well-known that teachers spend graciously on BTS supplies for their students and classrooms. Yet little consideration is given to how teachers spend on school-related purchases for their own use.
[Find out how much teachers spend, what they buy, and how to best reach them this BTS season.](#)
- 2. Adult Students:** over 19M students will go "back to college" this year¹. But only a small fraction match the "typical" college student profile. More than half of the BTC audience is over 22 years old¹, and far fewer are in-market for heavily-promoted BTC items like dorm and apartment essentials.

[Learn more about the adult student body so you can spend your BTC dollars wisely.](#)

¹ US Census: School Enrollment per National Current Population Survey; Oct 2015

1 TEACHERS GO BACK-TO-SCHOOL, TOO

... AND THEY'LL SPEND \$3.9B OR MORE

Students aren't the only ones who go "back-to-school." Each year, **3.6 million K-12 teachers**¹ kick-off a new school year with their students.

Although **teachers make-up 6.3%**² of the **BTS audience**, marketers give little consideration to their spending power, and thus their candidacy as a viable BTS target audience.

Marketers beware; overlooking teachers is akin to foregoing a multi-billion dollar revenue opportunity.

SUPPLIES FOR STUDENTS: \$1.8B

Teachers spend graciously on school supplies for their students and classrooms.

MOST SPEND \$500³



1 IN 10 SPEND \$1,000 OR MORE³



Teachers will spend **\$1.8B**⁴ on supplies for students, which is **6.5%** of total BTS spend (**\$27.3B**⁴).

ITEMS FOR OWN USE: \$2.1B

99% of teachers buy BTS items for their own use. Over half (**58%**) spend **\$300 or more** on personal BTS shopping⁵.

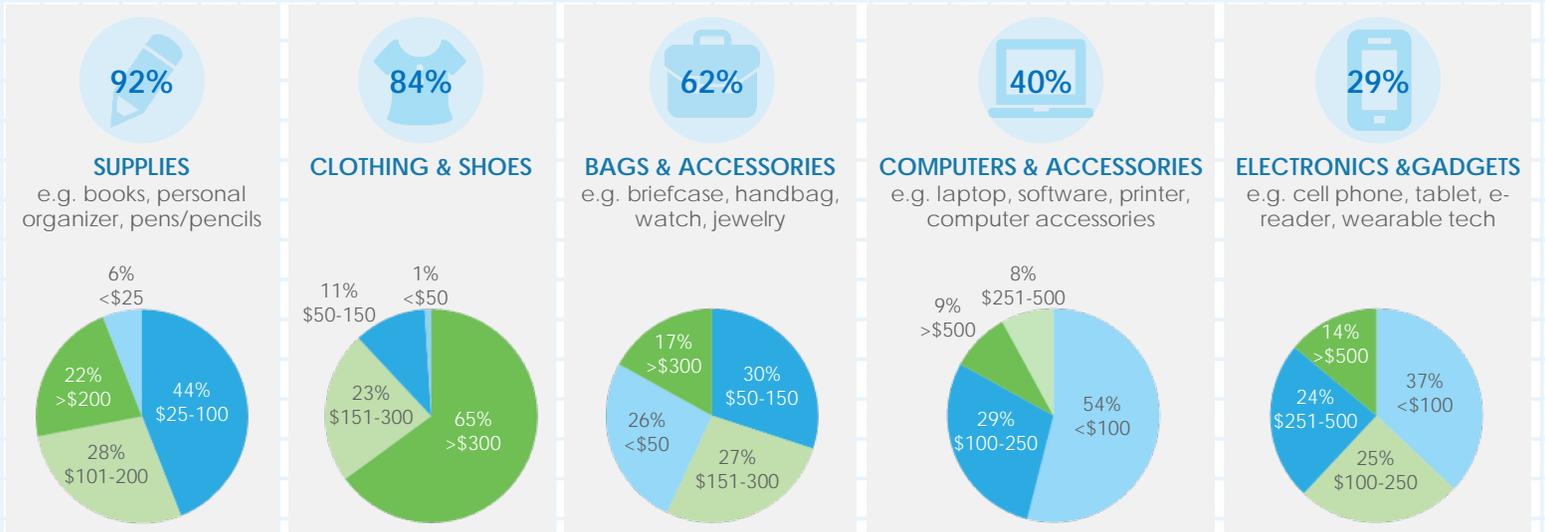
AMOUNT SPENT ON BTS ITEMS FOR PERSONAL USE
% OF TEACHERS + ASSOCIATED SPENDING⁵



Teachers will spend **at least \$1B**⁶ on personal BTS shopping. Spending will likely **reach or exceed \$2.1B**⁶.

TEACHER SPENDING BY CATEGORY

Teachers spend across categories for their personal BTS needs. Almost all (**92%**) will buy supplies, and **50%** of those purchases will **exceed \$100**. The vast majority (**84%**) will also update their wardrobe for the new school season; **65%** will spend **over \$300** on new clothes and shoes⁵.



REACHING BTS TEACHERS

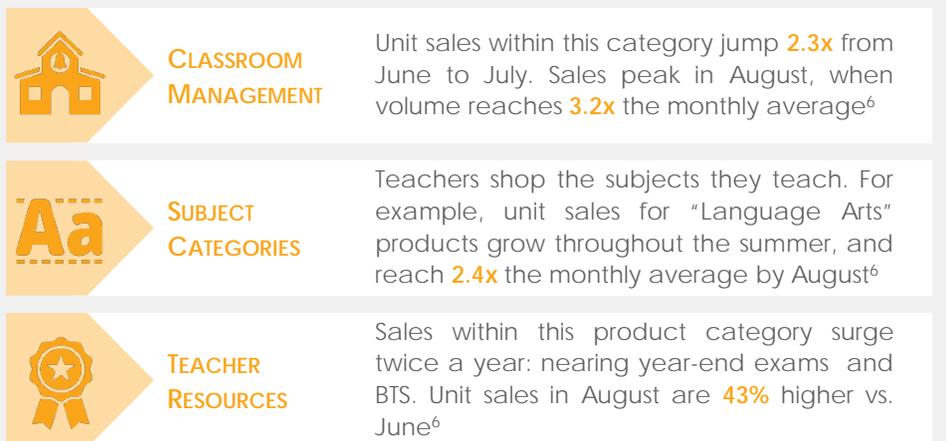
Advertisers need user-level data capable of identifying BTS teachers amongst the greater BTS audience. Shopping data is the perfect fit.

Magnetic's Shopper Data enables advertisers to target people (and look-a-likes) who browsed or purchased items from product categories that teachers shop for BTS.

Create custom segments based on Shopper Data alone, or append attributes to existing BTS segments to refine reach to your BTS teacher audience.

SHOPPER DATA PRODUCT CATEGORIES

EXAMPLE CATEGORIES TO IDENTIFY & TARGET BTS TEACHERS



¹ NCES; Digest of Education Statistics, Public & Private Elementary and Secondary Teachers; Feb 2016

² US Census; School Enrollment per National Current Population Survey; Oct 2015

³ Time Money; Here's How Much Your Kid's Teacher Is Shelling Out for School Supplies; Aug 2016

⁴ NRF; Annual Back-to-College survey conducted by Prosper Insights and Analytics; Aug 2016

⁵ Magnetic; Proprietary Teacher Survey; March 2016

⁶ Magnetic; Proprietary Shopper Data; Jan-Dec 2016

^{*} Count of teachers x \$500 avg. spend

[^] Count of teachers x low/high end of spending ranges; \$999 deemed high-end of >\$500 category

2 ADULT STUDENTS

THE UNDERVALUED, UNDERSERVED BTC AUDIENCE

Back-to-College ranks as the #2 seasonal spending event. At **\$48.5B, BTC spending is almost 2x that of BTS (\$27.3B)**, and is trumped only by Winter Holiday spending¹.

Given the revenue opportunity, it's no surprise that brands spend billions on BTC marketing each year. What is surprising is how inefficiently those dollars are spent.

BRANDS ARE MISSING-OUT ON 80% OF BTC SHOPPERS

Most brands target marketing efforts to the ideal BTC customer: college students (and parents) seeking BTC fundamentals, like electronics, computer equipment, and dorm/apartment furnishings and décor.

For the majority, this customer profile describes young students who are starting their college career – i.e. year 1 college students (freshmen) up to 21 years of age.

However, this audience represents **only 20% of college students, and less than 17% of the total BTC audience** (including graduate students)². Of the 19.1M students that go "back to college" each year, **36% (6.7M) are A25+, 19% (3.7M) are graduate students, and 77% (14.7M) are not freshmen.**

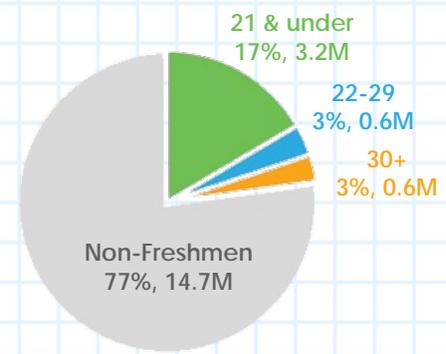
This means many brands allocate 100% of their BTC budget towards a fraction of their BTC audience.

AGE OF ENROLLED STUDENTS²

AGE	COLLEGE 15.4M	GRADUATE 3.7M	TOTAL 19.1M
21 & UNDER	55% 8.5M	5% 0.2M	45% 8.7M
22-24	18% 2.8M	24% 0.9M	19% 3.7M
25-29	11% 1.7M	30% 1.1M	15% 2.8M
30+	16% 2.4M	41% 1.5M	21% 3.9M

FRESHMEN VS. NON-FRESHMEN, BY AGE

ONLY 17% OF STUDENTS ARE FRESHMEN + UNDER 21 YEARS OLD²



ENGAGE ADULT STUDENTS TO GROW BTC MARKET SHARE

PROSPECT ADULT STUDENTS

- Add an Adult BTC segment to your BTC Search Retargeting campaign.
- Target categories & keywords that indicate an adult student audience.

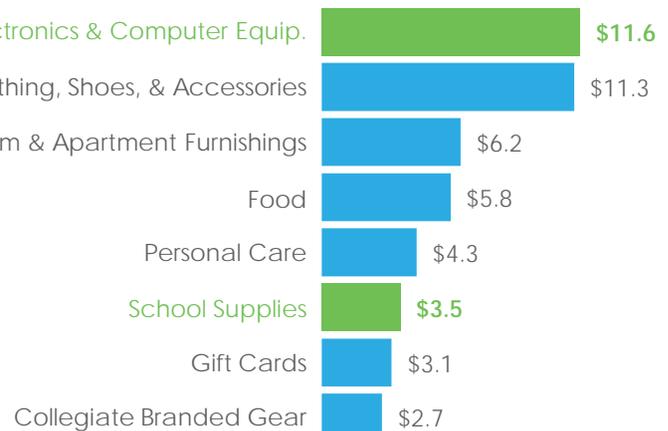
- education & grad education category terms
- federal student aid & student tax breaks
- employer education reimbursement
- application process & references
- business category terms

CATER MESSAGING TO THEIR NEEDS

- Align creative and offers to products they're most likely to buy, and limit messaging for less likely purchases to minimize waste.
- For example, all students need **school supplies**. Adult students may also be in-market to upgrade **electronics** for the new school year, or buy additional **computer equipment** required for their upcoming course schedule.

BACK-TO-COLLEGE SPENDING BY CATEGORY¹

(BILLIONS)



¹ NRF; Annual Back-to-College survey conducted by Prosper Insights and Analytics; Aug 2016
² US Census; School Enrollment per National Current Population Survey; Oct 2015

DON'T GET SCHOOLED

KEEP THIS CHEAT SHEET HANDY FOR AN A+ SCHOOL SEASON



TEACHERS



- ▶ **3.6M** teachers (K-12) go "back to school" each year.
- ▶ Teachers spend upwards of **\$3.9B** on BTS as they shop supplies for their students & classrooms (**\$1.8B**) and items for their own use (**\$2.1B**).
- ▶ Spending for personal BTS needs spans categories:
 - ▶ **92%** buy supplies. **50%** spend over **\$100**.
 - ▶ **84%** purchase clothing & shoes. **65%** spend **\$300** or more.
 - ▶ Many buy big-ticket items like computers & accessories (**40%**), and electronics & gadgets (**29%**).

Reach BTS teachers by targeting user-level data that can identify teachers amongst the greater BTS audience.

Shopper Data enables advertisers to target people (and look-a-likes) who browsed or purchased categories that teachers shop. It should be used to create or refine your BTS teacher segment.



ADULT STUDENTS



- ▶ At **\$48.5M**, Back-to-College ranks as the **#2** seasonal spending event, trumped only by the Winter Holidays.
- ▶ Most brands define the ideal customer profile as year 1 college students (freshmen) up to 21 years of age.
- ▶ Although these students buy big-ticket items – like dorm furniture and décor – they only represent **17%** (**3.2M**) of the total BTC audience.
- ▶ Of **19.1M** BTC students, **36%** (**6.7M**) are A25+, **19%** (**3.7M**) are graduate students, and **77%** (**14.7M**) are not freshmen.

Engage adult students to grow your BTC market share.

Prospect adult students by adding an Adult BTC segment to your BTC Search Retargeting campaign. Cater messaging and promotions to their needs by focusing on items they're most likely to buy.

Contact your Magnetic team to learn more about growing your share of School Season spending this year.

MAGNETIC™

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