



IS YOUR BACK-TO-SCHOOL ADVERTISING CAMPAIGN SET UP FOR SUCCESS?

School is in session

At Bazaarvoice, we're experts on consumer shopping behavior. That knowledge, combined with the traffic to our network of **6,300 brands and retailers**, gives us a unique ability to gain valuable insights on the back-to-school shopper during this busy shopping season.

HERE IS WHAT WE SEE:

LAST YEAR BACK-TO-SCHOOL SHOPPING SPENDING TOPPED \$60 BILLION

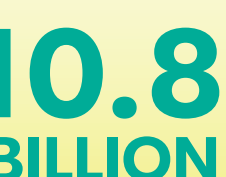
Source: NRF Back-to-School Data 2015 for K-12 and College Shopping

Popular categories and products in 2015 were:

CONSUMER ELECTRONICS

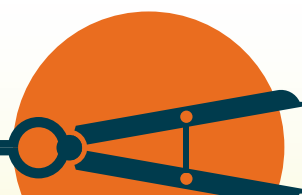


Dell XPS13 Laptop



Beats Solo2 Headphones

OFFICE SUPPLIES



FixMeStick Virus Removal



Samsung Wireless Charging Pad

APPAREL AND ACCESSORIES

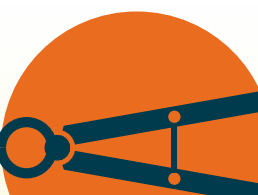


JanSport Big Student Backpack



The Big One Solid Bath Towels

Source: Bazaarvoice network data from Social Analytics Team



TRAFFIC TO THE BAZAARVOICE NETWORK IS HUGE

During back-to-school shopping season, the Bazaarvoice network of brands and retailers sees:



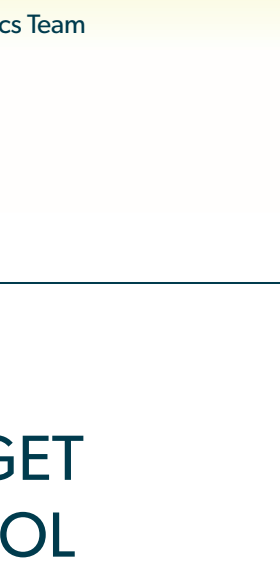
10.8 BILLION

TOTAL PRODUCT PAGE VIEWS ACROSS THE BAZAARVOICE NETWORK



320 MILLION

PRODUCT PAGE VIEWS TO CONSUMER ELECTRONICS & OFFICE SUPPLIES CLIENTS



3 BILLION

PRODUCT PAGE VIEWS TO APPAREL CLIENTS

Source: Bazaarvoice network data from Social Analytics Team



WHEN SHOULD YOU GET YOUR BACK-TO-SCHOOL CAMPAIGN IN MARKET?

Our data shows that the back-to-school season starts early and lasts into the school year, with several peaks.

THERE ARE MANY TIMES TO REACH IN-MARKET SHOPPERS:

Back-to-school product page view traffic for Consumer Electronics and Office Supplies clients:



EARLY BIRDS:

Start their back-to-school shopping around June 15th

BACK-TO-SCHOOL RUSH:

Starts around July 13th and runs through the end of August

IN-SCHOOL FRENZY:

Forgotten purchases are realized and we see another uptick in September and October

We can't forget the need for new clothes when back-to-school comes around too!



JULY 13-19, 2015

Saw a large peak in traffic as shoppers prepared for school

Source: Bazaarvoice network data from Social Analytics Team



NOW MORE THAN EVER, BACK-TO-SCHOOL SHOPPERS USE MOBILE TO SHOP AND READ REVIEWS - EVEN IN STORE

Consumers use smartphones in stores to:

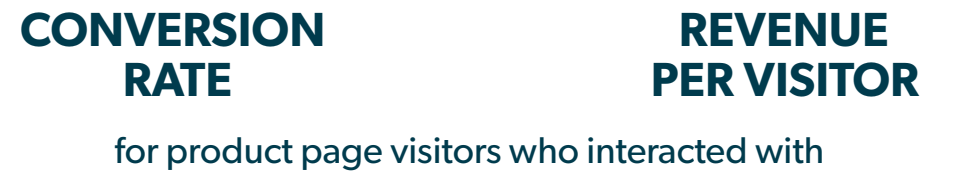
FIND COUPONS 66%

COMPARE PRICES 55%

RESEARCH PRODUCTS 73%

READ REVIEWS 61%

Source: AOL Back-to-School Consumer Research Study, 2014



32%

of product page views for Consumer Electronics retailers across the Bazaarvoice network come from mobile devices

Source: Bazaarvoice Q3 2015 benchmarks



REVIEWS MATTER FOR THE BACK-TO-SCHOOL SHOPPER

Shoppers who read reviews and other consumer-generated content such as product questions and answers are more likely to purchase:

Consumer Electronics clients saw:

92% RETAILERS **54% BRANDS**

LIFT IN CONVERSION RATE

85% RETAILERS **103% BRANDS**

LIFT IN REVENUE PER VISITOR

for product page visitors who interacted with consumer-generated content vs. those who didn't

Source: Bazaarvoice 2015 ROI Beacon benchmarks

BACK-TO-SCHOOL SHOPPERS RESEARCH ONLINE, EVEN WHEN THEY BUY OFFLINE.

Shoppers who read reviews online before purchase:

COMPUTERS & TABLETS

63% ONLINE SHOPPERS

49% IN-STORE SHOPPERS



HOME & BEDDING

63% ONLINE SHOPPERS

21% IN-STORE SHOPPERS



LUGGAGE & BACKPACKS

78% ONLINE SHOPPERS

37% IN-STORE SHOPPERS

ELECTRONICS

82% ONLINE SHOPPERS

54% IN-STORE SHOPPERS

Source: Bazaarvoice ROBO study

FOR ADDITIONAL DETAILS ON HOW YOUR ONLINE ADVERTISING DRIVES OFFLINE SPENDING VISIT BAZAARVOICE.COM/ROBO

ADVERTISING DRIVES BACK-TO-SCHOOL SALES

How does this connected back-to-school shopper want to discover and learn about new products?

From your ads. And they want them to be personal.

NEARLY HALF

of consumers agree that advertising helps find relevant products

ONE IN THREE

say online ads help them find their back-to-school items

Source: From AOL Back-to-School Consumer Research Study, 2014

HOW CAN BAZAARVOICE HELP YOU REACH YOUR SHOPPERS THIS BACK-TO-SCHOOL SEASON?

Bazaarvoice knows back-to-school - we see active shoppers across our network of **6,300 brands and retailers** while they're researching and purchasing **90 million unique consumer products**. By leveraging our first-party data, we're able to reach your true in-market shoppers with effective messaging across devices. Let us help you efficiently engage your shoppers this back-to-school season with an ad campaign to influence their consideration and purchase decisions.

FOR MORE INFORMATION VISIT BAZAARVOICE.COM/ADVERTISING

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