



# Your Performance TV Guide to Back-to-School.

It's back to the books and butts in seats as students, educators, and their families prep for a new school year. The back-to-school season signals opportunity, prosperity, and a fresh start, not only for students, but for brands trying to reach them. Last year's back-to-school expenditure topped \$110 billion—how can your brand reclaim a slice of the pie this year?

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# Let's Talk Trends.

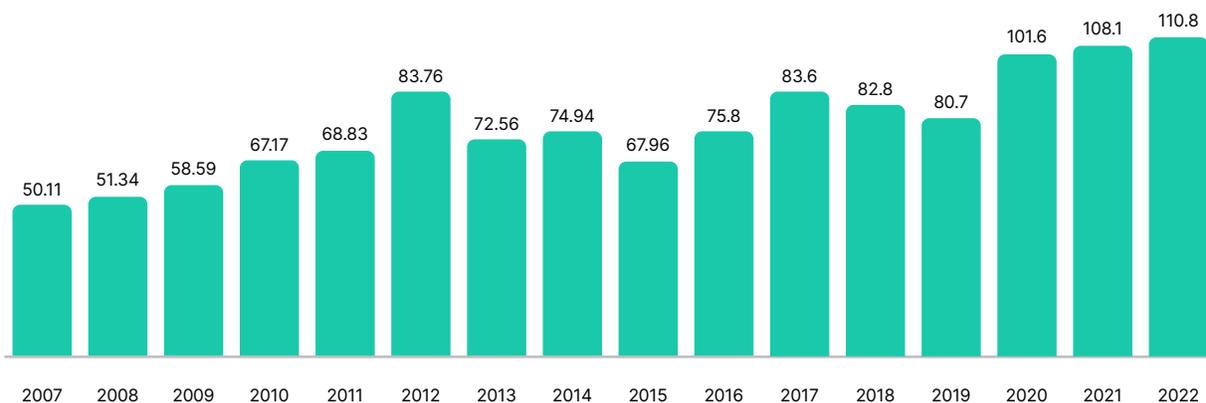
There's something unique about the back-to-school season compared to the other seasonal holidays: education and learning continue to be must-haves, instead of nice-to-haves.

**“Necessities are the most protected segment of retail.”**

Mark Mathews, Vice President of Research Development and Industry Analysis, National Retail Federation

Inflation might have consumers pulling back their spend on other categories, but when it comes to back-to-school shopping, they're reinvesting their dollars—this category has been rising steadily year over year (with a noticeable jump in 2020 when classes were relegated to zoom during pandemic times).

**Total Combined Planned Back-to-Class Expenditure in the United States From 2007 to 2022**  
(in Billion USD)

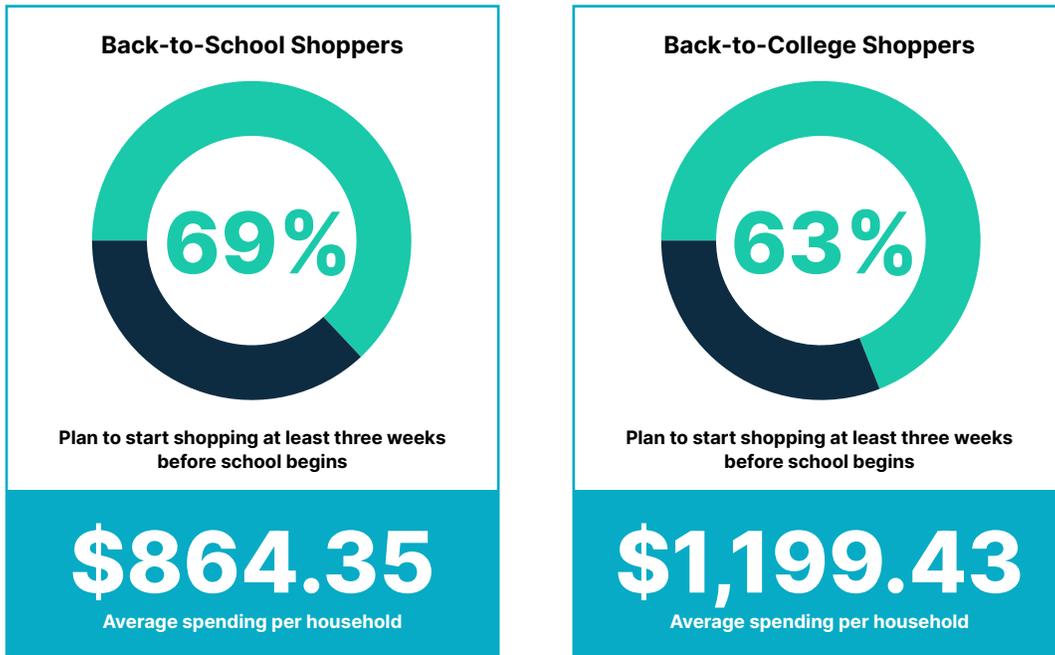


7,830 respondents surveyed from June 30 to July 7, 2022  
Source(s): National Retail Federation; Prosper Insights & Analytics



It's not only total expenditure creeping upward, either. Household expenditure has followed a similar pattern, breaking records for both back-to-school and back-to-college shoppers. More than half of consumers are starting their back-to-school shopping earlier nowadays, too.

### Back-to-School Versus Back-to-College Expenditure



Source: National Retail Federation, 2022

But what are they buying? Big-ticket items like electronics and computers take the top spot, followed by apparel and footwear.

### Estimated Back-to-School Market Spend in the United States in 2022, by Product Category

(in Billion U.S. Dollars)

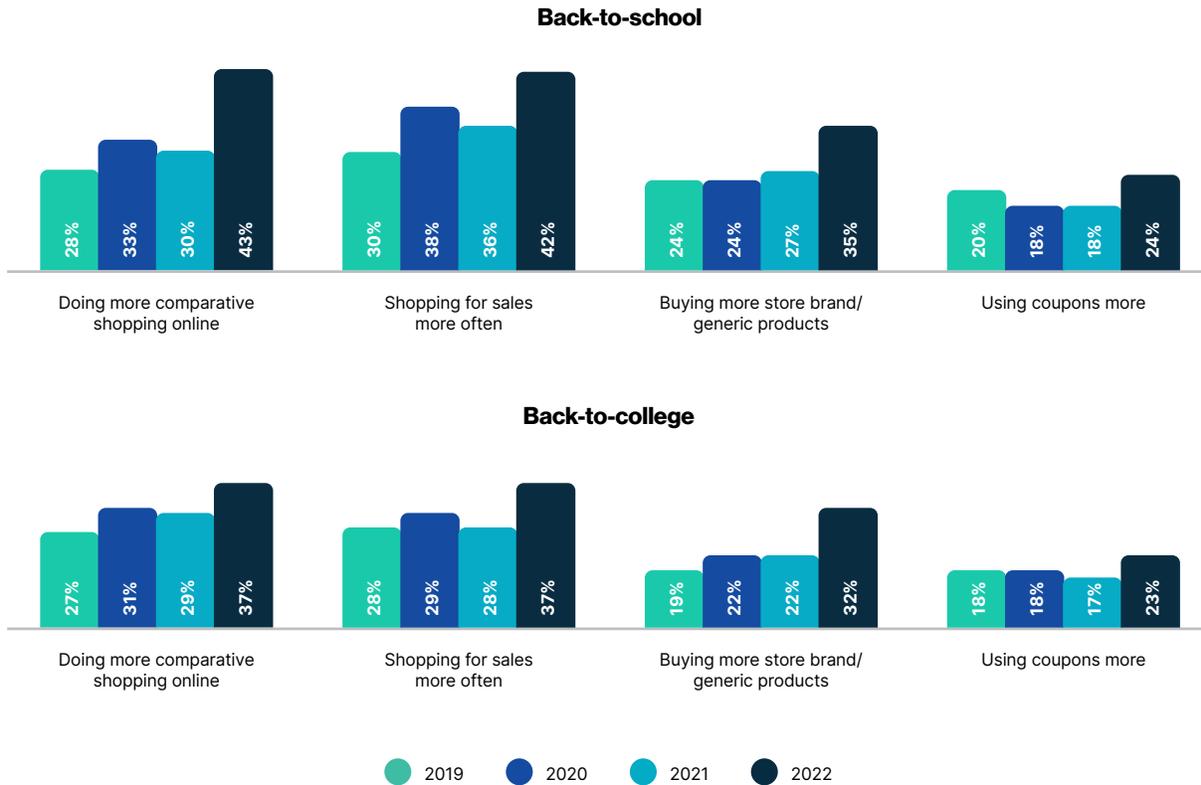


7,830 respondents surveyed from June 30 to July 7, 2022  
 Source(s): National Retail Federation; Prosper Insights & Analytics



Overall, back-to-school consumers are shopping online. They're also not pledging alliances to their usual brands, favoring discounts and promotions to shield themselves from inflationary pressures.

### How Will the State of the US Economy Impact Your Back-to-Class Purchases?

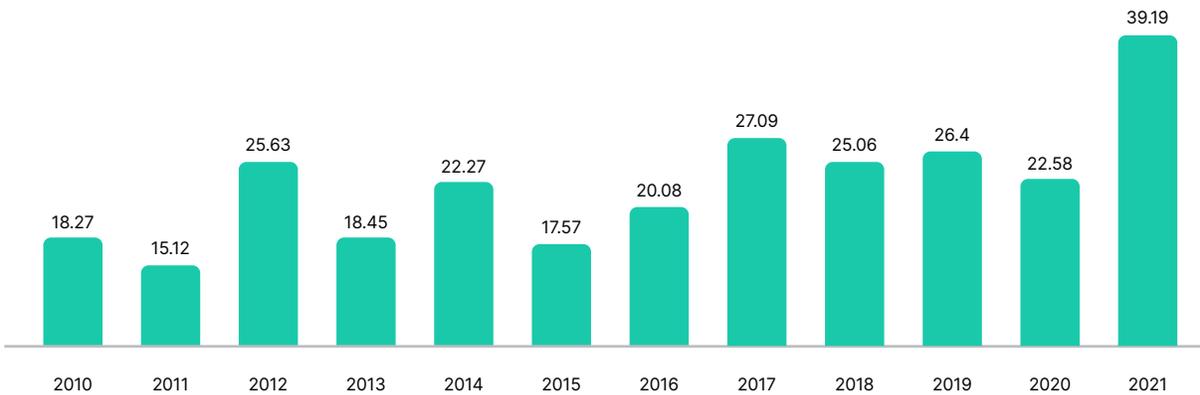


7,830 respondents surveyed from June 30 to July 7, 2022  
 Source(s): National Retail Federation; Prosper Insights & Analytics

Also, watch out moms and dads—pre-teens and US teens are starting to shop more for themselves in the lead up to back-to-school, as seen by this demographic's noticeable jump from 2020 to 2021 in back-to-school expenditure.



## Planned Expenditure of Pre-Teen's Own Money for Back-to-School Supplies in the United States From 2010 to 2021 (in U.S. Dollars)



Source(s): National Retail Federation; Prosper Insights & Analytics

How did our first-party data match up to the overall back-to-school trends? Our MNTN reveals all. Click below for the full report.

[More insights here](#)

## Campaign Best Practices.

How can you make sure your Connected TV makes the grade this year? Say no more. Here, we'll cover the foundations, from selecting the right audience (including those you may not have heard of yet), selecting your campaign goals, creative and messaging, and much more.

### AUDIENCE STRATEGIES

MNTN Performance TV provides access to thousands of integrated audiences from LiveRamp and other data providers, and limitless first-party audiences.



**A full-funnel strategy includes running both prospecting and retargeting efforts together. Prospecting is highly effective at driving more site traffic and expanding your audience pool, while adding retargeting capitalizes on that growth by driving more conversions.**

Follow these targeting best practices to set yourself up for success:

- 01** Widen your audience pool and put yourself at the top of your prospects' list by pairing your prospecting ads with third-party in-market audience segments.
- 02** Reach those bottom-of-the-funnel audiences website visitors who exhibit key on-site behavior—like average time spent on site, specific page visits, cart abandoners, average order value, site visit frequency, and recent conversions. You can also reach ripe audiences by segmenting your [CRM database](#), reaching loyal customers with a high intent to purchase.
- 03** Layer steps one and two together to maximize your efforts and drive conversions at the top, middle, and bottom of the funnel.
- 04** If you want to see how each of your audiences are performing, check out [Audience Segment Reporting](#) to help optimize your targeting strategy.



## AUDIENCE SEGMENTATION

There are thousands of integrated audiences from LiveRamp and other data providers available on the MNTN platform—so where do you start?

Consider this the cheat sheet to segmentation with some ready pulled audience recommendations. We've also provided the search terms so you can easily find them when it comes time to set up your campaign.

### 01 **Back-to-School Shoppers:**

Get in front of shoppers who are in the market for Back-to-School supplies.

Search keyword: **Back to School**

- Merkle > Lifestyle > Experian > Interest > Back-to School
- Gravy Analytics > In-Market > In-Market Back to School Shopper
- 33Across AudienceID > Seasonal > Back To School Shoppers

### 02 **Back-to-College Shoppers:**

The average household spends more on college supplies than their back-to-school counterparts, so don't forget to add this one to your targeting pool. Search keyword: **College**

- Connexity > CNX Seasonal > Back To College
- AnalyticsIQ > Seasonal > Back to School > Moms with College Students
- AnalyticsIQ > Seasonal > Back to School > College Students

### 03 **A Mixed Backpack:**

Don't forget these auxiliary search terms too—back-to-school encompasses more than just students, but those who are invested in learning, like teachers and educators. Search keyword: **Study,**

**Supplies, Classroom**

- Oracle > Seasonal and Holiday > Merchant Category Audiences > School Supplies Spenders
- Media Source > MAIDS Sourced > Interests > Homework and Studying
- ShareThis > Jobs & Education > Education > Teaching & Classroom Resources

### 04 **Hey, Big Spender:**

Total back-to-school spend in these categories topped \$30 billion last year, so make sure you're getting in front of shoppers in the market for these top three categories.

- PlacelQ > Retail > Clothing Stores > Recent
- MasterCard > Top Tier Spender > Seasonal > Back To School Shoppers > Back to School Shopper - Electronics
- Valassis Digital > Purchase Intent > Shopping > Apparel > Footwear



# Campaign and Budget Pacing.

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Now for the nuts and bolts of your campaign—here we'll cover setting up goals, timing and budget pacing.

## GOALS

It's not uncommon for brands to have multiple goals for their campaigns—in fact we recommend it. Split up your goals according to your prospecting or retargeting campaigns.



### Prospecting

This depends on the following:

- **Cost Per Visit:** Driving engaged new users to your website
- **ROAS/CPA:** Conversions or revenue
- **Cost Per Completed View (CPCV):** Reaching a larger audience and creating more brand awareness



### Retargeting

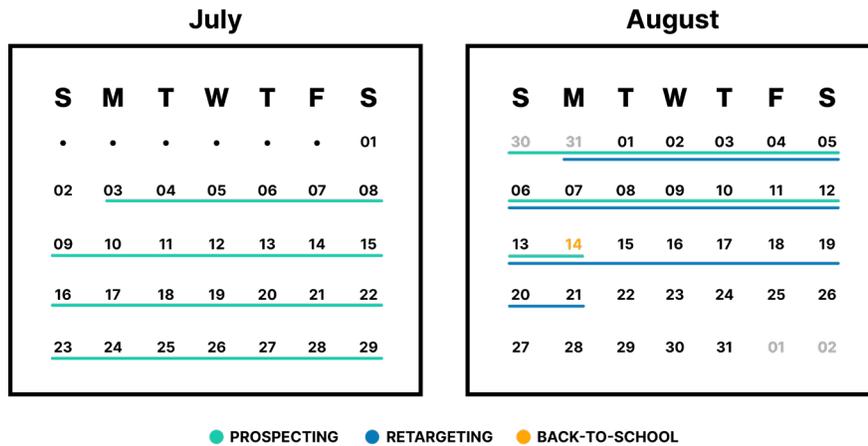
Return On Ad Spend (ROAS) or Cost Per Acquisition (CPA)



## BUDGET AND TIMING

Like your goals, you'll also want to split up your budget based on your prospecting and retargeting efforts. Use the calendar below as a guide on when to time your campaigns.

### Back-to-School Season



\*Note: Back-to-School varies from county to county

- Set aside 60-90% of your budget for your prospecting or upper-funnel campaigns, and start them 3-6 weeks out to allow time for setup, testing, campaign optimization and to generate a large site visitor pool.
- The remaining 10%-40% of your budget can go toward your retargeting or lower-funnel campaign efforts. Launch these 1-2 weeks out to re-engage your audiences in time, plus a week afterward to catch those residual shoppers.
- Don't let those insights go to waste during back-to-school. We always say the best approach is an evergreen approach, so keep your campaigns on to ensure you're capitalizing on those learnings each season.



# Creative and Messaging.

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Now, here's the part you've all been waiting for: fine tuning your Connected TV creative. Did you know that viewers retain 95% of a message when they watch it on video? Not to mention, ad completion rates on Connected TV remain high at 98%. It's no surprise, considering two-thirds of Americans will use CTV this year and time spent on CTV devices has nearly doubled over the last four years. Here are some creative best practices to guide you for back-to-school, and all year round.

- 01** Always have a clear call-to-action. This applies both in your voiceover and on-screen copy.
- 02** Include a URL so viewers know where they can find out more (and where to convert).
- 03** Keep your creative consistent across ad channels to drive brand recall. (With [MNTN's Multi-Touch feature](#), you can easily extend your creative and messaging beyond the CTV screen to other household devices. Just saying.)
- 04** Create several iterations of your ad creative to A/B test throughout and continually refresh your campaign. Test different product groups, featuring different talent in your creative, and even switch up your copy and call to action.





### **MORE CREATIVE? NO PROBLEM.**

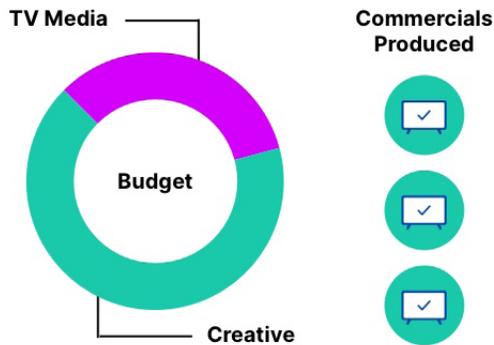
Keeping creative production consistent throughout the year is a challenge for many brands—compounded with tightening budgets and lean teams, it all sounds like the recipe for the perfect storm (not unlike the dreaded finals week).

**77%** of creative teams cite speed as one of the biggest roadblocks in creative production.

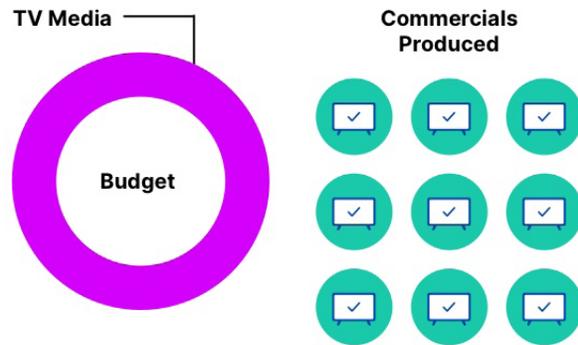
MNTN's [Creative-as-a-Subscription™](#) (CaaS) was created to meet these ongoing needs. The idea is simple: get a steady stream of fresh creative quarterly, at no additional cost beyond what you'll pay in media. You can A/B test, discover what's working and spend more budget on driving results.



## Standard TV Commercial & Media.



## CaaS.



CaaS™ pairs your brand with a global network of creators through our partnership with [QuickFrame by MNTN](#) to support your CTV creative end-to-end from ideation through to execution.

The end result? More performance-optimized creative drives compounded revenue over time.



**Significant Cost Savings**



**Creative Optimized to Drive Conversions**



**Faster, More Agile Video Production**



**Opportunities for Continuous A/B Testing**



**Refreshes to Avoid Creative Fatigue**



**Capitalize on Seasonality**



# MNTN Performance TV Makes This Year's Back-to-School a Best-in-Class Event.

Yes, we admit we're the teacher's pet. But think of it this way: for you, that just means a better grade on our group project. Learn why brands are turning to the power of Connected TV to uplevel their marketing strategy.

**Want to learn more?**

[Visit mountain.com](https://mountain.com)

References:

[National Retail Federation, Back-to-Class Data Center](#)

[Statista, Back-to-School Market report](#)