

2023 Back-to-School Report

Key Trends & Tips to Maximize your Impact

Back-to-School Basics

This year, back-to-school shoppers will expect more than just savings from brands and retailers. Convenience and brand values are high on their list of must-haves, so you'll need a cohesive omnichannel strategy that includes all three to guarantee a share of their wallets.

How can you best connect with back-to-school shoppers?

- Focus on transparent, authentic messaging
- Lean on dynamic, context-based advertising
- Use digital incentives to help shoppers afford necessities

88%

of consumers will change their shopping behavior as a result of continued economic friction.



A 54% INCREASE
YEAR-OVER-YEAR

96%

of shoppers will buy from a new brand that offers a coupon if their preferred brand doesn't.



A 14% INCREASE
YEAR-OVER-YEAR

Use These Tips for A Best-In-Class Strategy



USE A DATA-BACKED STRATEGY

65% of consumers are willing to share their personal data with brands in exchange for custom offers & experiences.

>> **AKI TIP:** Form a 360° view of each shopper by accessing nationwide transaction and behavior signals through our ShopperSync® CDP. Understand previous buying signals to reach the right shopper at the right moment with the right message.



SHOPPERS WANT COMFORT AND CONVENIENCE

56% of shoppers consider shopping "enjoyable" when it is convenient and seamless.

>> **AKI TIP:** Bring the influence of creators into receptive environments like digital media, DOOH and CTV, expanding reach and creating a smooth, impactful, and engaging multi-channel experience.



CONTEXT WILL CONVERT

70% of consumers would choose an individualized experience over one that's not, and over a third would spend more as a result.

>> **AKI TIP:** Leverage Moments Media to dynamically update ads moment-by-moment — based on region, weather, buying preferences, and other historical and shopper attributes.

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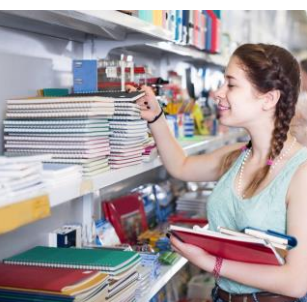
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