

Back to School

Insights for digital marketers
to ace sales this season



Back-to-school season continues to grow

It's the 2nd largest retail season, following the winter holiday season, and grew 3% from 2013.

In 2014, shoppers spent:

\$74.9

Billion

65%

was spent
on back-
to-college

35%

Was spent
on K-12

Back-to-school shoppers are spending more

The top reason people are increasing their budgets is the need for more expensive supplies like laptops and tablets.

49%

Planned to spend more in 2014 than the previous year.¹

The average shopper will spend:²

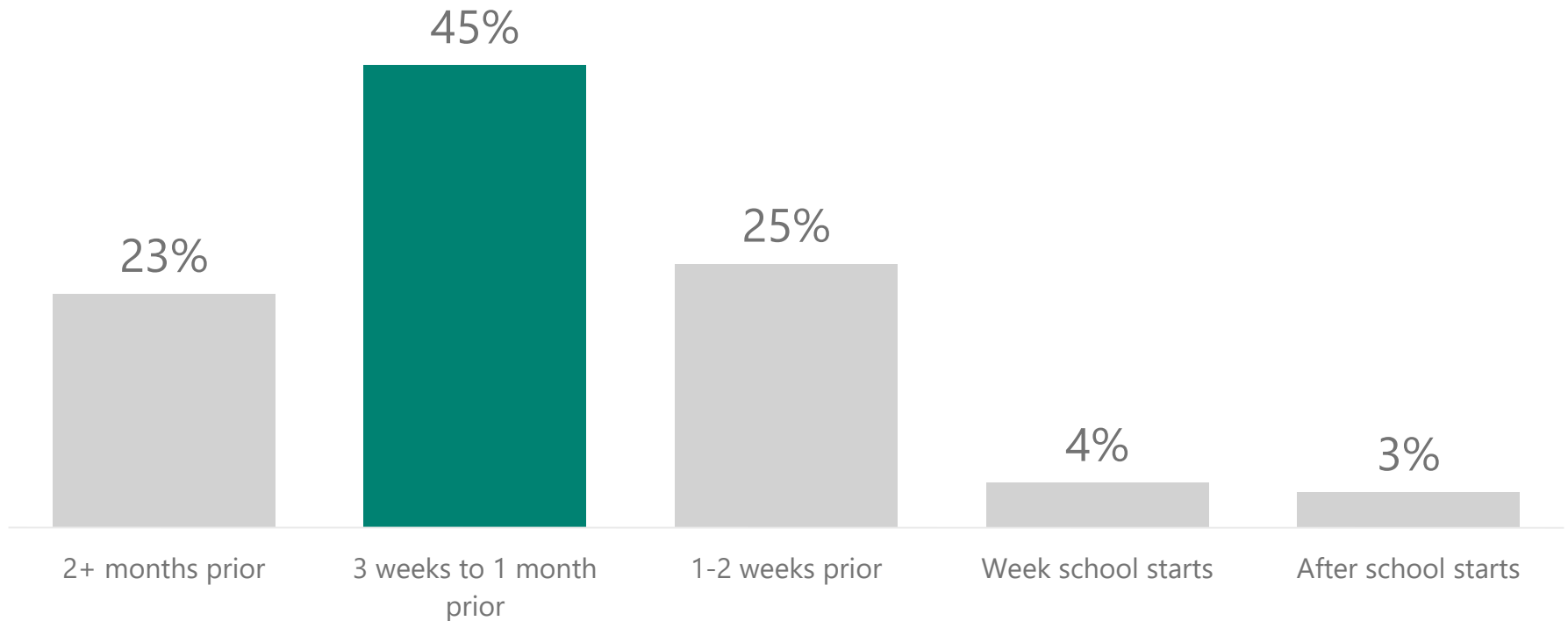
\$916 for back-to-college

\$669 for K-12

Back-to-school is not a last minute shopping season

2/3 of people begin at least three weeks or more before school starts.

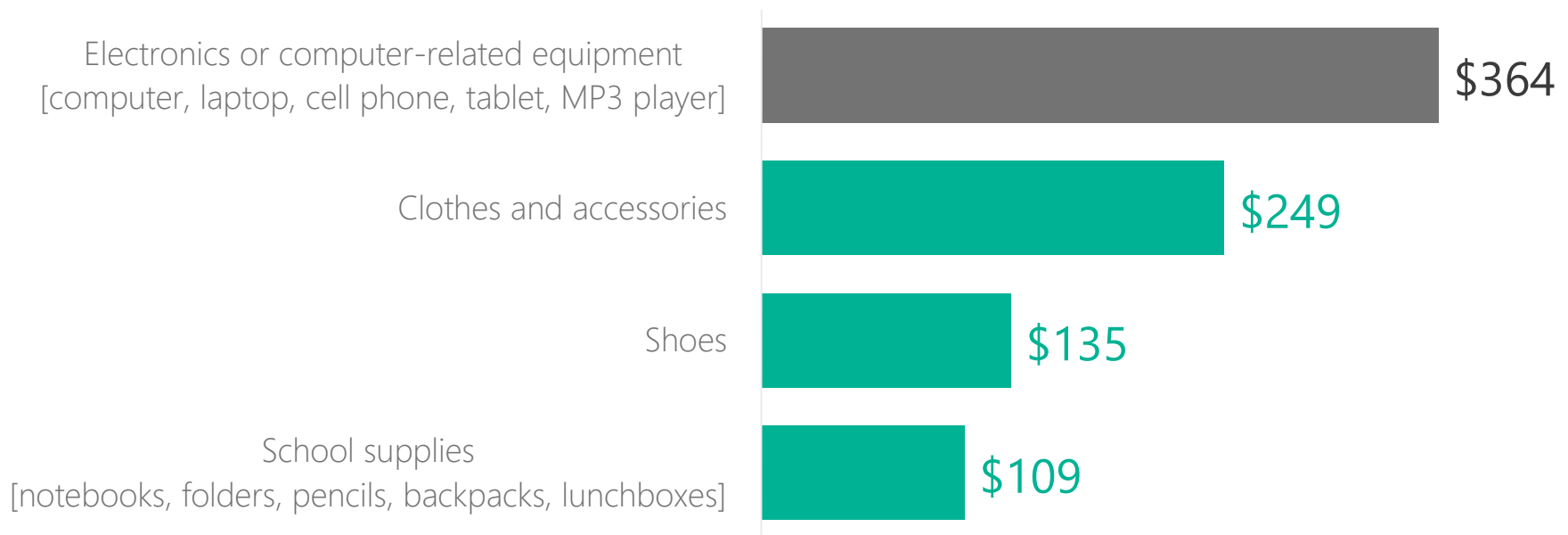
WHEN people will begin shopping for back-to-school:



Electronics, clothes, and supplies, oh my

Over 90% of households plan to buy clothes, shoes, and school supplies.
Nearly 60% plan to buy electronics.

HOW MUCH shoppers plan to spend on top back-to-school items:

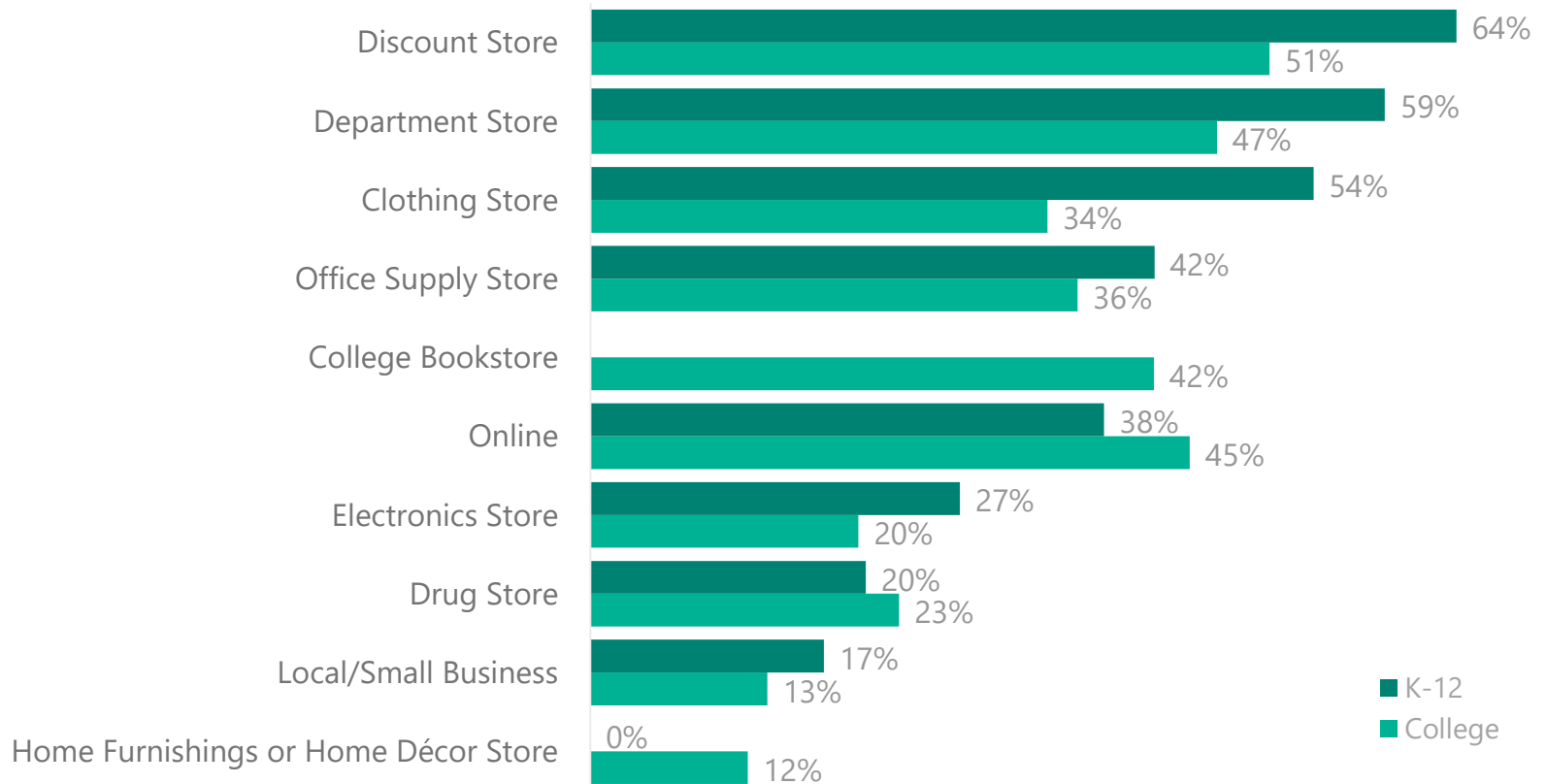


Tip: Consider capturing back-to-school intent searches by adding “back-to-school” or “back-to-college” in your ad copy.

School shoppers get their shop on everywhere

Online shopping increased 20% for back-to-college shoppers in 2014.

WHERE shoppers plan to shop for K-12 and College supplies:



Over half of parents research online

57% of parents research online before purchasing in-store.

40% (up from 33% in 2013)

prefer to buy from retailers who offer buy online/pick up in store, and buy online/return in store.

2/3

are more likely to buy from an online retailer who offers free shipping for back-to-school.

Female shoppers are more budget conscious

58% of females have budget in mind prior to back to school shopping (versus 47% of men).



I'll buy more back-to-school items on sale	59%	49%
I'll use more store coupons	32%	26%
I'll use more loyalty or cards with benefits	20%	16%

Video haul selfies influence purchases

Video bloggers enjoy flaunting their back-to-school clothing and supplies “haul” and sharing online with their peers.

80% of college students consider product review sites, blogs, and video blogs influential in their back-to-school purchasing decisions.²

40% of “haul video” viewers will visit the stores mentioned in the videos.¹

70% more searches for “back-to-school hauls” took place in 2014 than the year prior on YouTube.¹

43% of all “back-to-school haul” videos viewed on YouTube took place on a mobile device.¹

Mobile insights for Back-to-School





Mobile commerce grew 42% in 2014¹

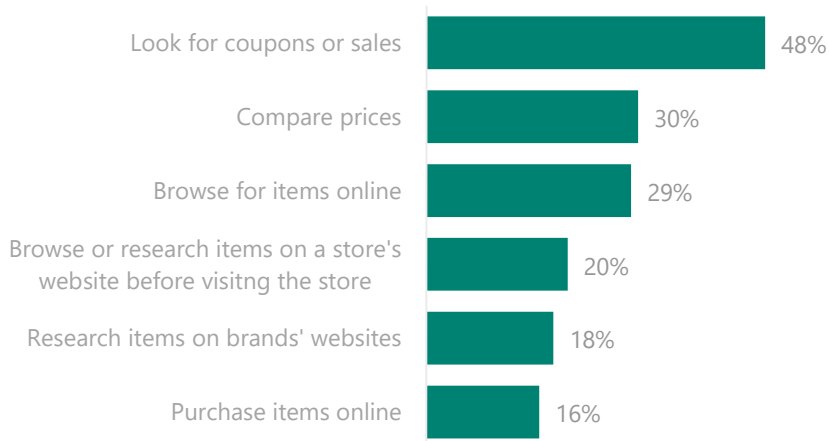
4 in 10 visits to top
online retail sites
came from mobile
in August²

Smartphones used differently at home and in-store

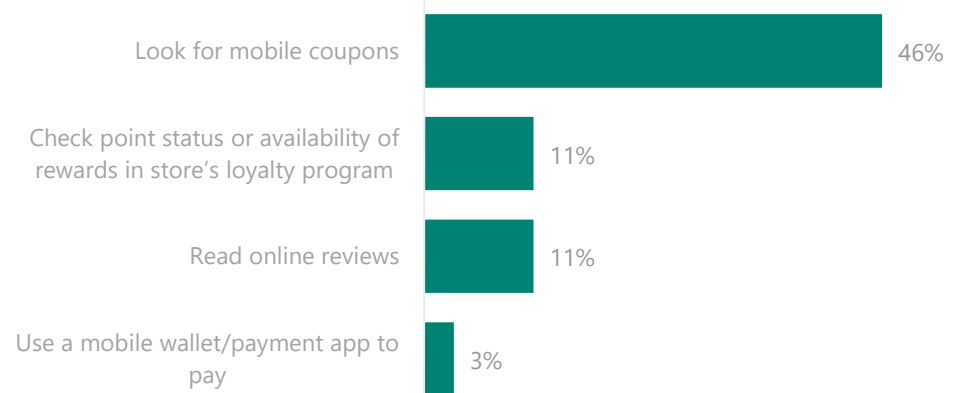
Nearly half of moms will use their smartphone to look for coupons.

How moms plan to use their smartphones for back-to-school shopping:

At home



In store



Tip: Ensure your store's mobile coupons are easy to find and redeem - coupons are the number one way mobile moms plan to use their phone for back-to-school shopping.

Moms go mobile for back-to-school

60%+

of moms will use smartphones – mainly to look for coupons.

89%

of moms say coupons/deals are important in their back-to-school purchase decisions.

Tip: Consider adding Sitelink ad extensions to make it easy for your deal-seeking shoppers to go straight to your coupons or offer pages.

Back-to-college shoppers go mobile

57%

will use their smartphone for back-to-college shopping.¹

22%

will make a purchase on their smartphone.²

Mobile visitors spend half the time on a website as those coming from a PC.



Tip: You have half the time to get the same information to mobile visitors as PC visitors, so design and organize your back-to-school webpages accordingly.

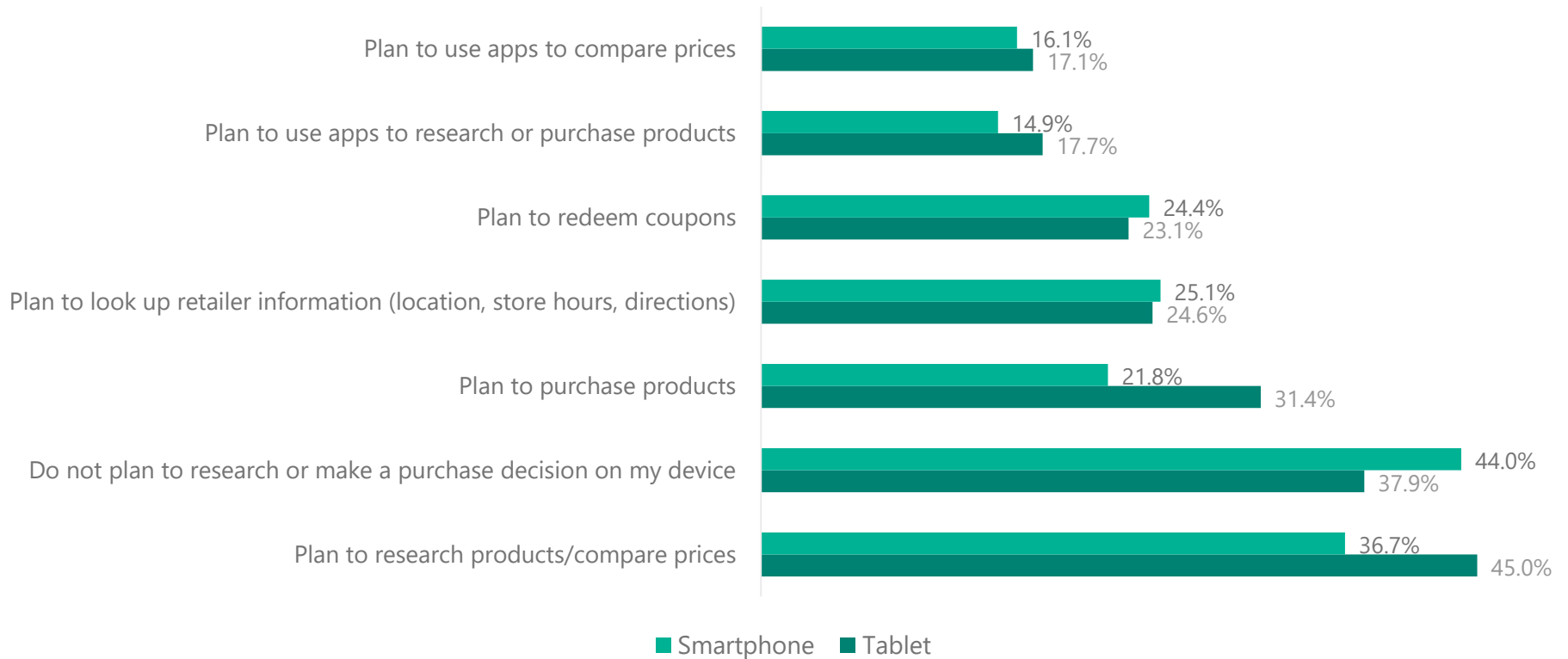
A rule of “thumb” – try navigating your mobile site with just your thumb, and put your most important content in the middle of the screen for maximum engagement.

Tablets and smartphones are used differently

Tablet users research and purchase products.

Smartphone users look up retailer information and redeem coupons.

How people plan to use their tablet or smartphone for back-to-school shopping



More likely to buy educational products online

Compared to Google, the Bing Network audience is:

56%

more likely to have bought other literary or educational products online in the last 6 months

27%

more likely to have bought online educational classes (for credit) online in the last 6 months

9%

more likely to have bought textbooks online in the last 6 months



More likely to search online for educational needs

Compared to Google, the Bing Network audience is:

49% more likely to have searched online for an education loan in the last 6 months

24% more likely to have searched online for other literary or educational products in the last 6 months

19% more likely to have searched online for educational software in the last 6 months

14% more likely to have searched online for educational classes (for credit) in the last 6 months

14% more likely to have searched online for textbooks in the last 6 months



Source: comScore Plan Metrix, US, July 2014, custom measure created using comScore indices and duplication. July data was used to reflect the back to school season.

More likely to search for and buy apparel online

Compared to Google, the Bing Network audience is:

13%

more likely to have bought kids' 2-12 clothing online in the last 6 months

9%

more likely to have searched online for female teen clothing/shoes in the last 6 months



More likely to spend on teen clothing

Compared to Google, the Bing Network audience is:

61%

more likely to have spent \$200 - \$499 on teen clothing for boys (online/offline) in the last 6 months

59%

more likely to have spent \$200 - \$499 on teen clothing for girls (online/offline) in the last 6 months



More likely to spend on kids and teens clothing

Compared to Google, the Bing Network audience is more likely to:

Have spent \$100 - \$199
on **kids clothing** (online/offline)
in the last 6 months

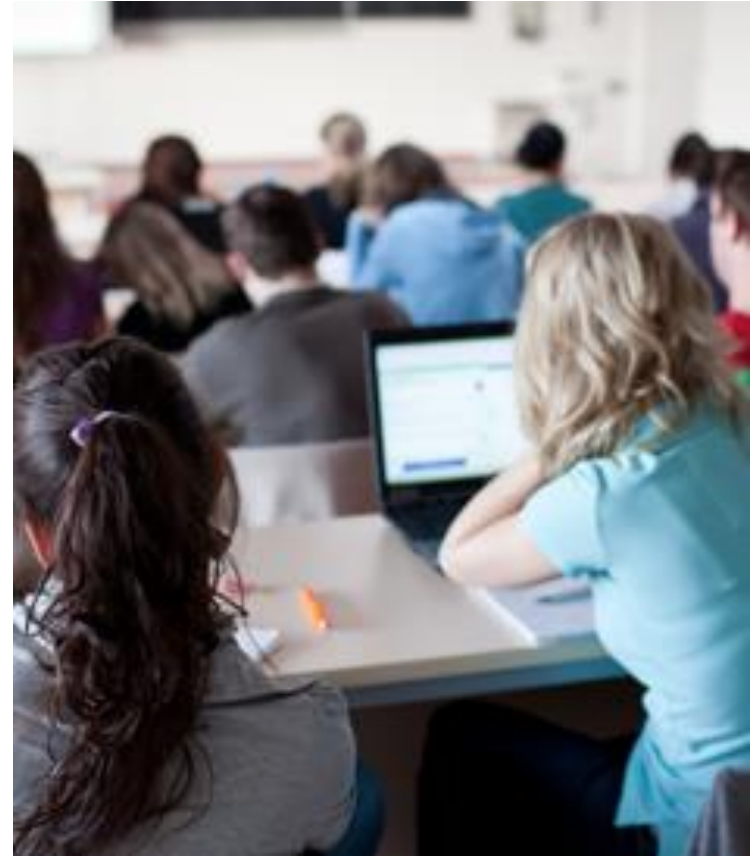
Have spent \$100 - \$199
on **teen clothing for boys**
(online/offline) in the last 6 months



More likely to buy a new PC

Compared to Google, the Bing Network audience is:

“Very likely”
to buy a new PC in the
next 12 months



More likely to be interested in educational media

Compared to Google, the Bing Network audience is:

8%

more likely to have listened to educational radio in the last 7 days

5%

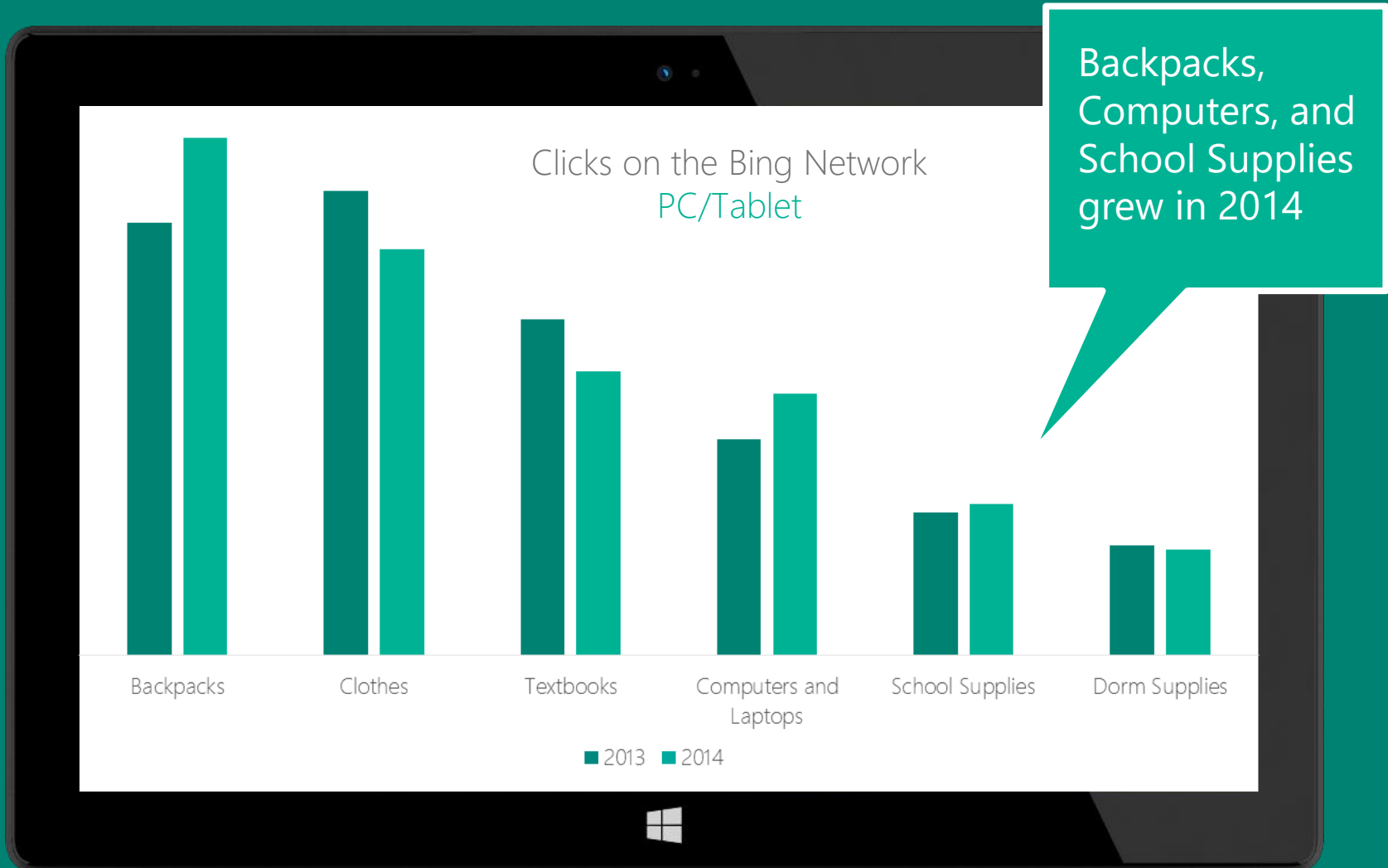
more likely to have watched educational (e.g., science, history) (TV shows in a typical week



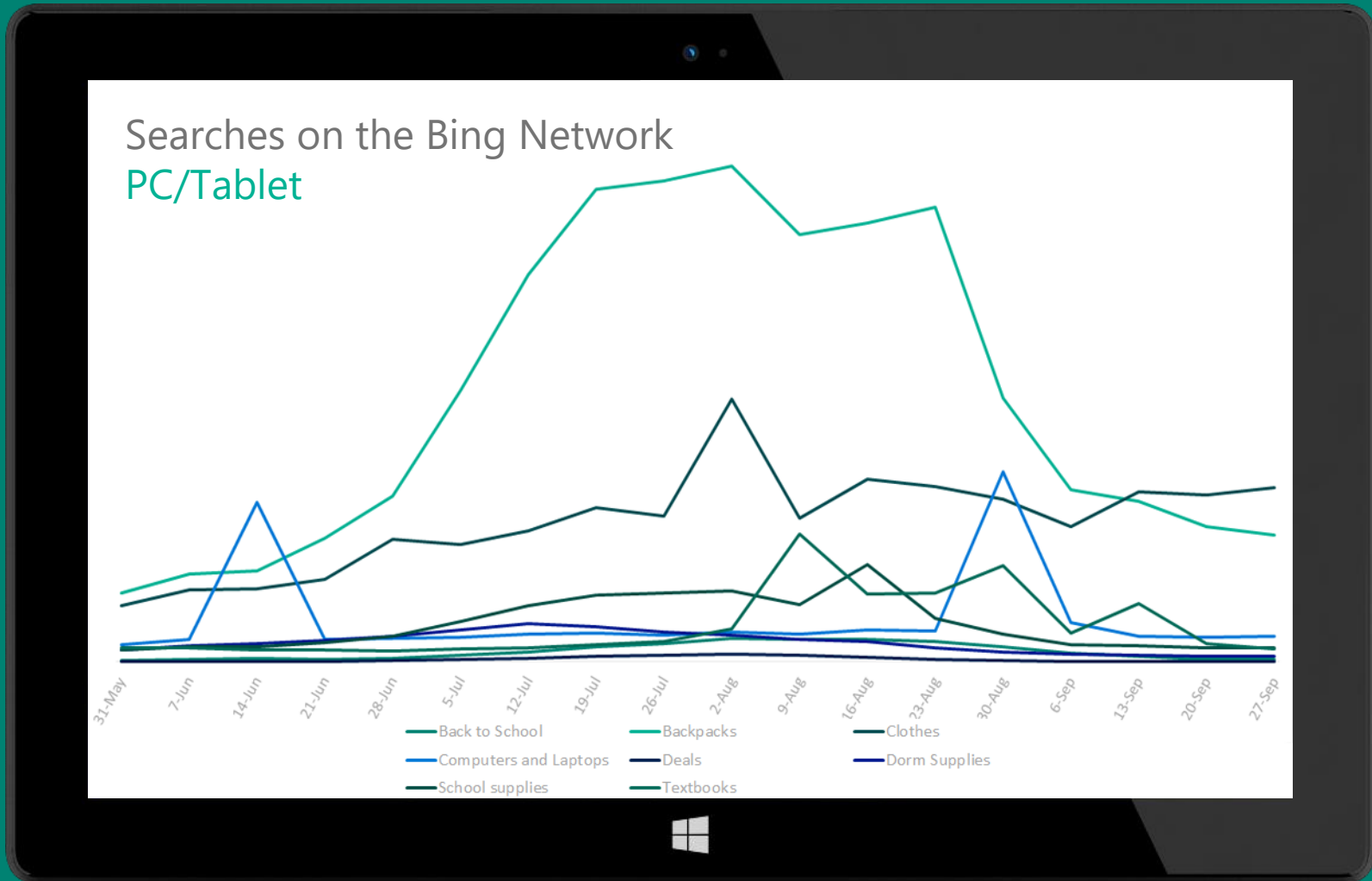


Bing Network search trends

Back-to-school search activity shifts each season



Back-to-school searches begin to peak in mid-July



Top terms searched for back-to-school

Backpacks

backpack
Laptop backpacks
kids backpacks
backpacks girls
school backpacks

Clothes

girls clothing
school uniforms
girls shoes
kids shoes
girls clothes

Deals

back school sales
back school sale
back school coupons
school supplies coupons
back school deals

Dorm Supplies

dorm bedding
twin xl bedding
twin xl sheets
college dorm room
accessories
dorm room ideas

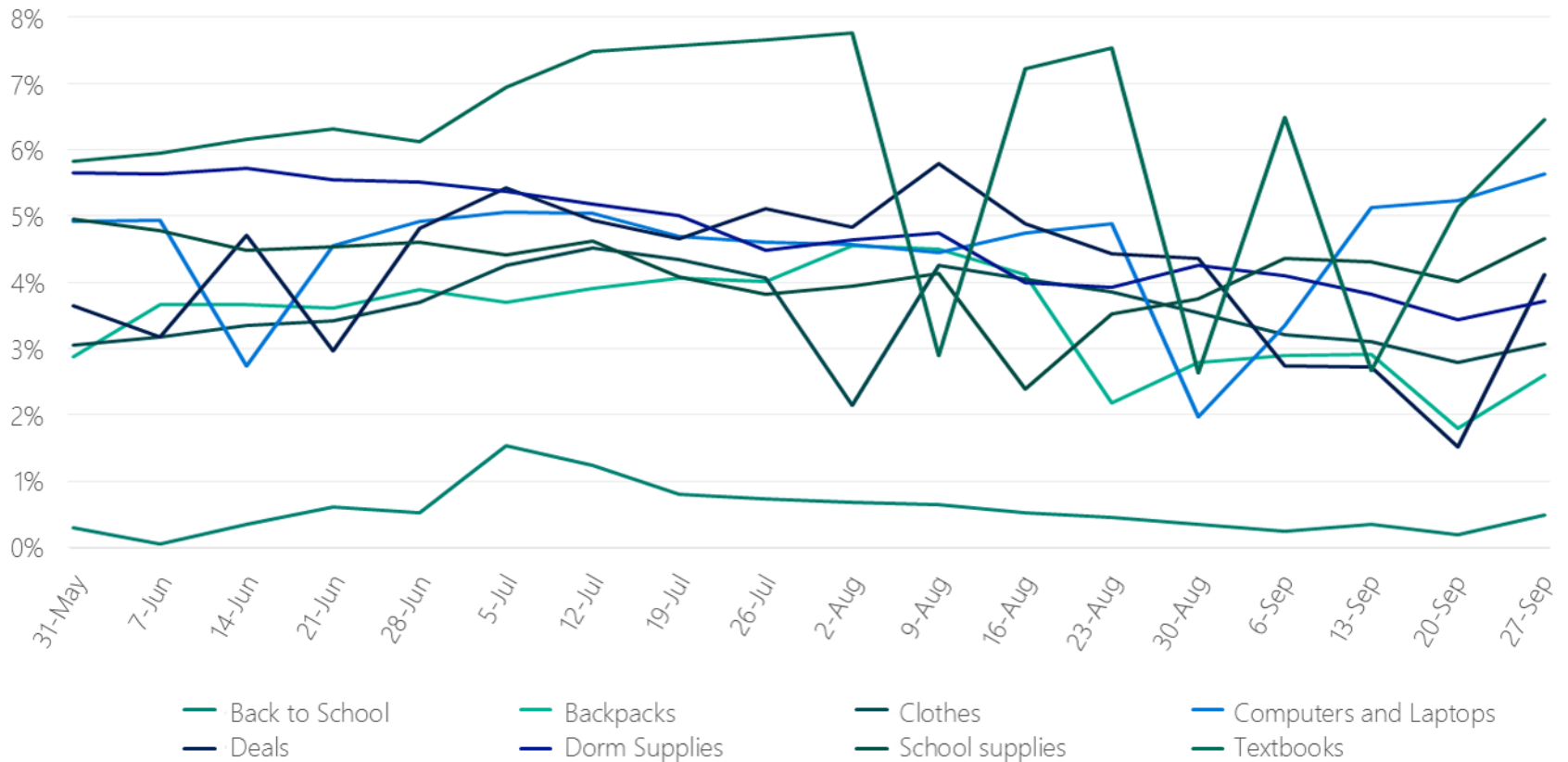
School Supplies

school supplies
school supply list
teacher supplies
back school supplies
classroom decorations

Textbooks

textbooks
college textbooks
cheap textbooks
textbook
used textbooks

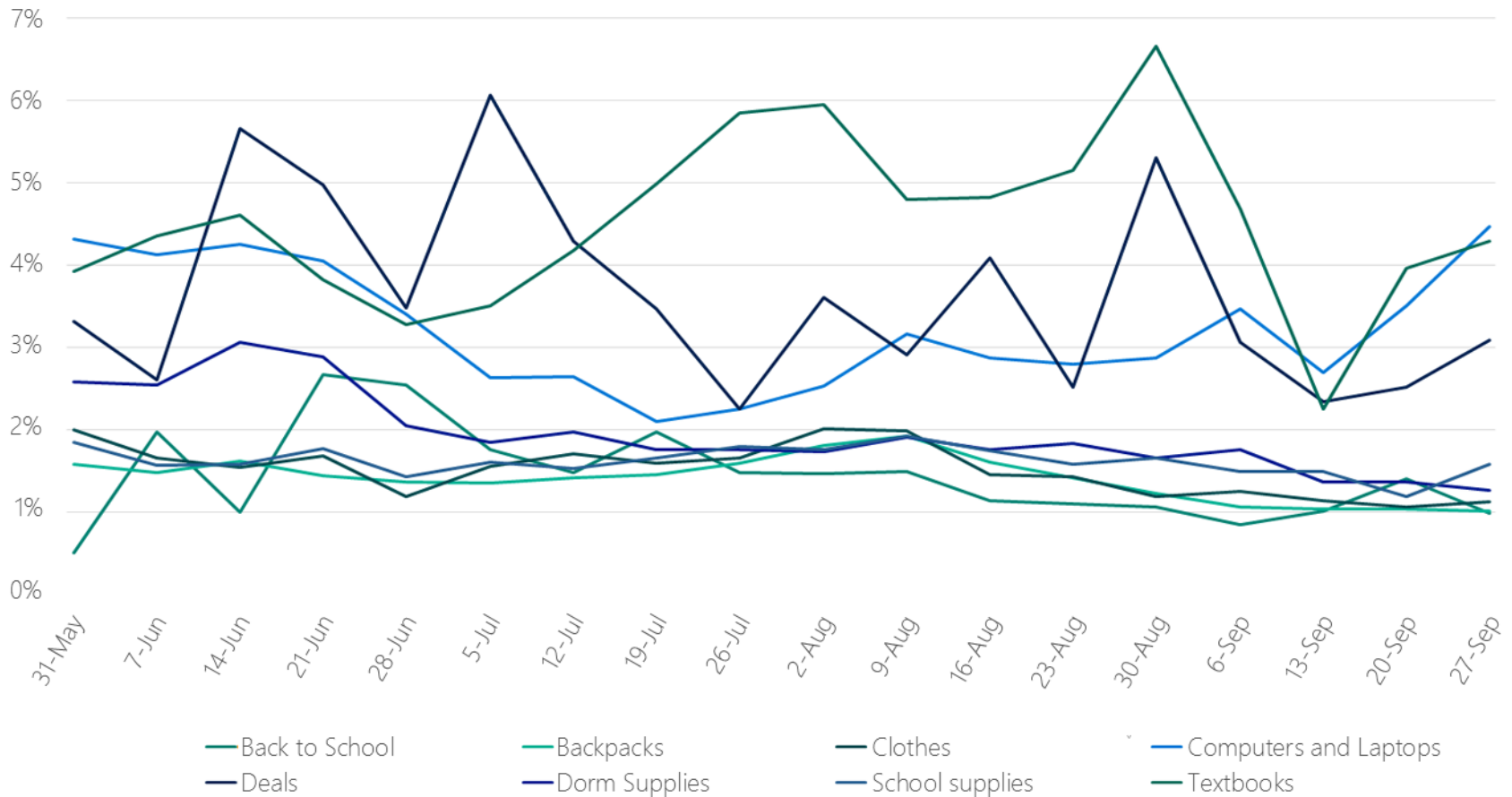
Click-through Rate PC / Tablet



Take advantage of high click-through rate weeks for your category this back-to-school season.

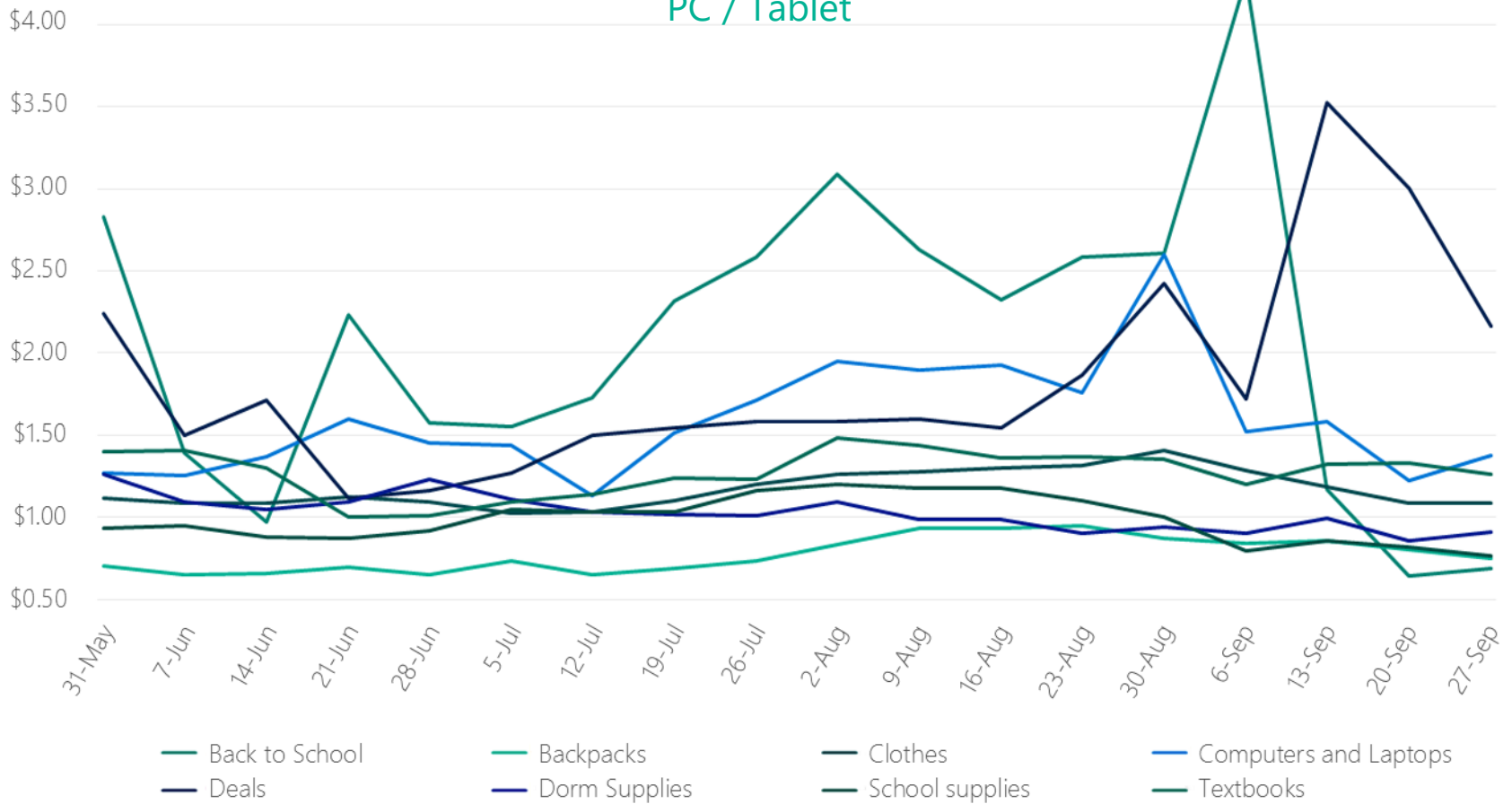


Click-through Rate Mobile



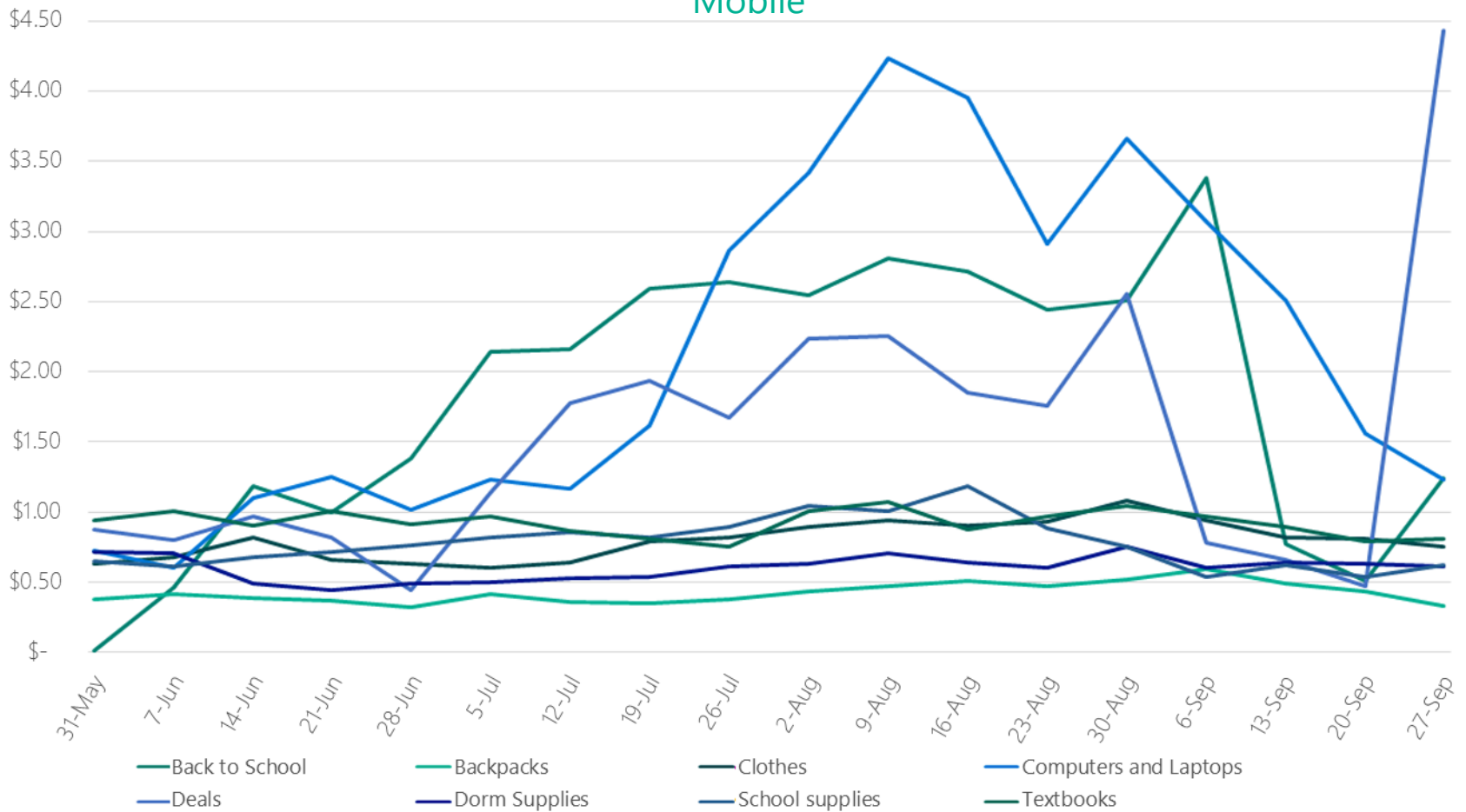
Mobile click-through rates generally peak in mid-June. Take advantage of high click-through rate weeks for your category this back-to-school season.

Cost-per-click PC / Tablet



Cost-per-click is lower between mid-June and mid-July across categories – can accordingly to take advantage of these weeks to reach customers in less competitive periods.

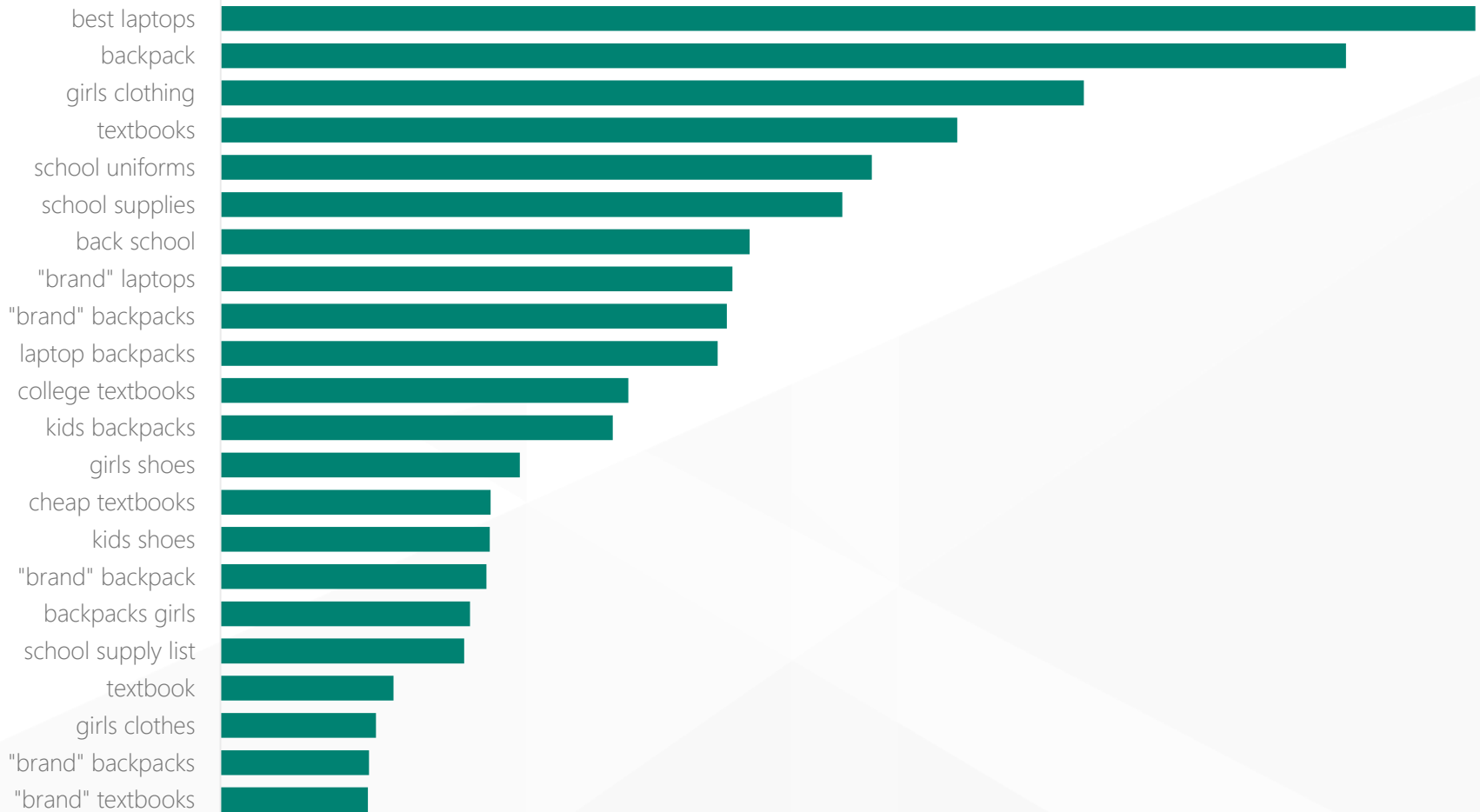
Cost-per-click Mobile



Mobile cost-per-click is highest in August across categories. Plan accordingly to take advantage of lower cost-per-click weeks.

Top searches during the back-to-school season

Bing Network searches // PC/Tablet



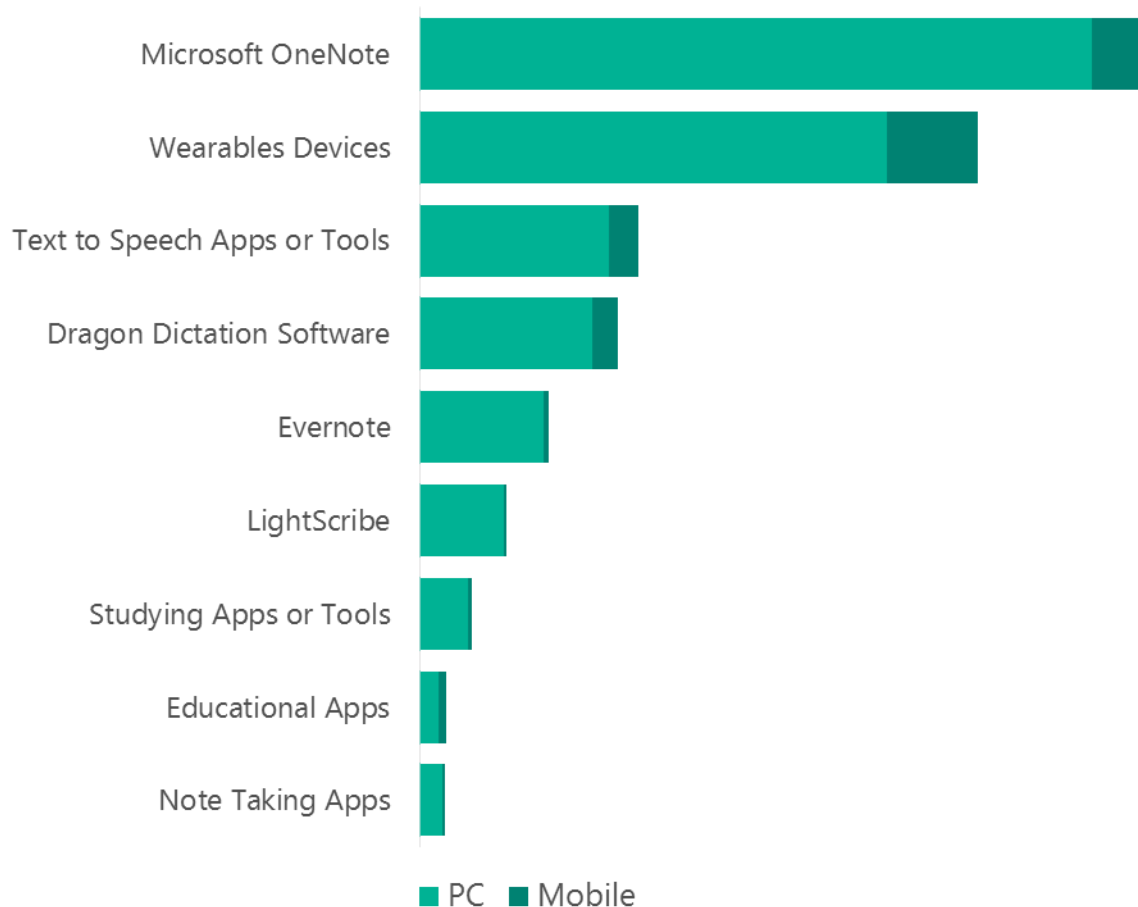
*Brand indicates a brand term was used, represented by multiple brand names in this category

Source: Microsoft internal query data on Owned & Operated, PC, lo-fi & hi-fi Mobile, Tablets. Data range: 5/31/2014 to 10/3/2014.



Emerging technology trends for back-to-school

Searches on the Bing Network:



Top 10 emerging trends searches

- onenote
- wearable tech fashion
- text speech
- dragon naturally speaking
- microsoft onenote
- lightscribe
- evernote com
- onenote tutorial
- dragon software
- evernote download



Source: Microsoft internal query data on Owned & Operated, PC, lo-fi & hi-fi Mobile, Tablets. Data range: 5/31/2014 to 10/3/2014. Data including "brand" denotes a brand term was used

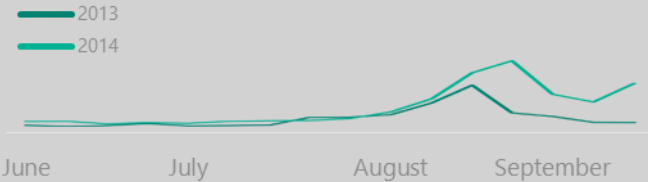
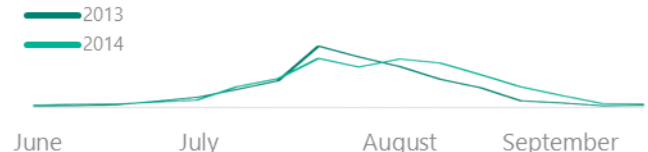
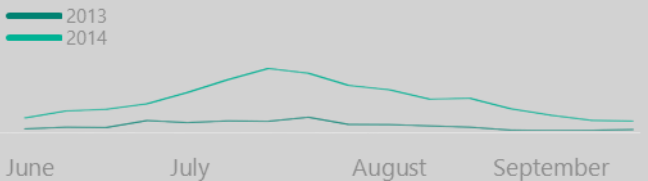
Get schooled on back-to-school search trends // PC and Tablet

PC/Tablet			
Category	Key Differences	To-do for Advertisers	Search activity on the Bing Network
Backpacks	Backpack terms peaked earlier in 2013 in mid-July, but didn't peak until mid-August in 2014.	Make sure you're allocating enough budget to last the entire back-to-school season through September, and are prepared for both earlier and later search peaks this year.	
Deals	2013 saw a significant spike in search volume for back-to-school deals during mid-July, whereas deals in 2014 peaked for a longer period of time through mid-August in 2014 .	Plan for increased competition when bidding for back-to-school deals keywords during mid-summer.	
Dorm Supplies	2013 saw multiple spikes in Dorm Supplies searches beginning in July, whereas 2014 searches increased slowly and steadily .	Be prepared for dorm supplies shoppers as early as the beginning of July.	
School Supplies	School supplies searches peaked earlier in 2013 in late July, whereas searches peaked later in August in 2014 .	Make sure you're allocating enough budget to last the entire back-to-school season through September, and are prepared for both earlier and later search peaks this year.	



Get schooled on back-to-school 2014 search trends // Mobile

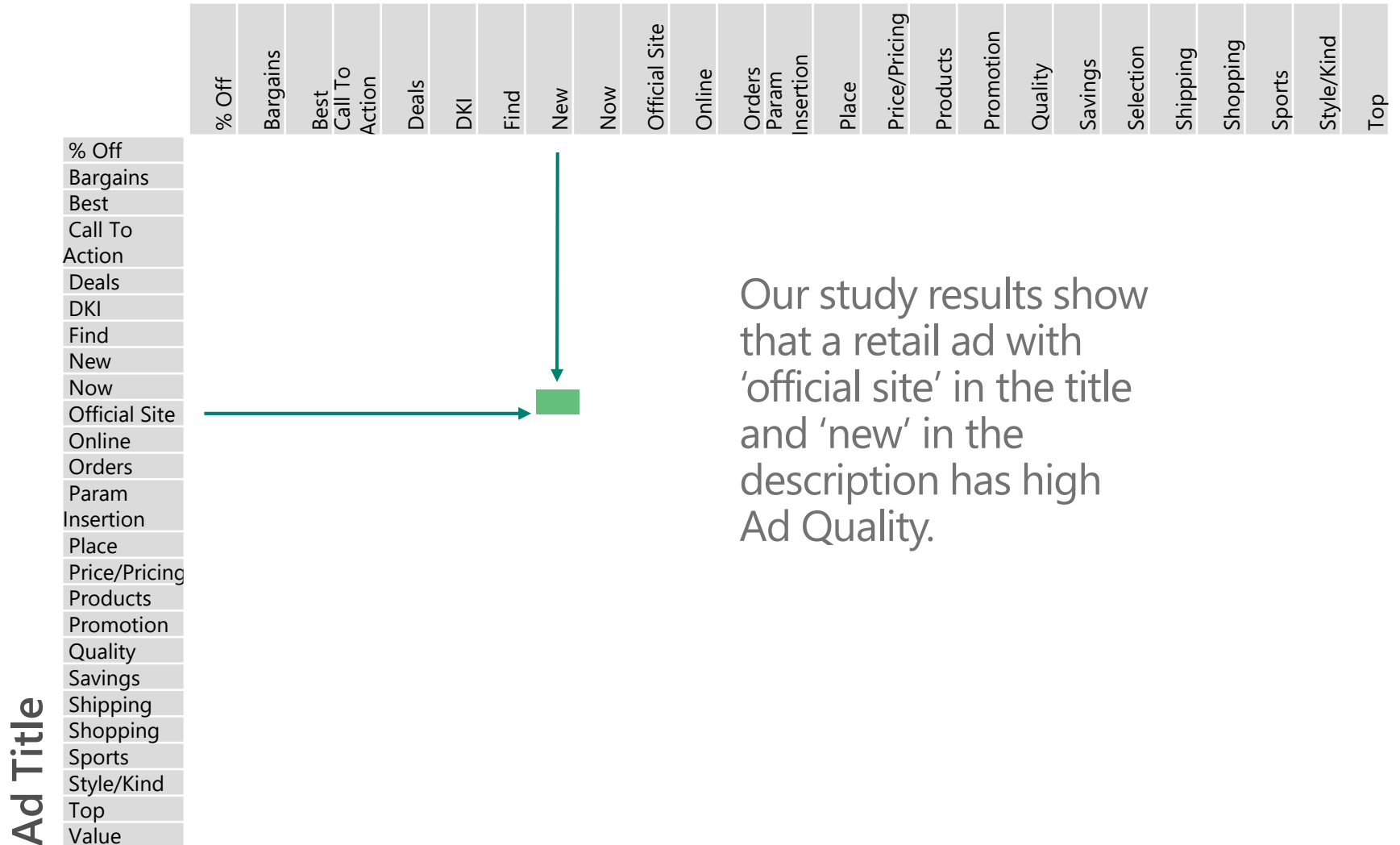
Mobile

Category	Key Differences	To-do for Advertisers	Search activity on the Bing Network
Textbooks	Textbook searches on mobile devices peaked earlier in 2013 , in early August, while there were two peaks in 2014 – first in late August and then again in late September.	Make sure you're allocating enough budget to last the entire back-to-school season through September, and are prepared for potential earlier and later search peaks this year.	
Deals	Back-to-school Deals searches on mobile peak was more pronounced in 2013, while searches increased and plateaued for a long period in 2014 .	Ensure your mobile presence for back-to-school deals is adequate from mid-July to late-August at minimum.	
Dorm Supplies	Dorm Supplies search volume on mobile increased significantly in 2014 , peaking mid-July.	Allocate budget to provide maximum mobile exposure for Dorm Supplies terms.	



Here's how to read a heatmap

Great Good Bad No Data Ad Description



Our study results show that a retail ad with 'official site' in the title and 'new' in the description has high Ad Quality.

Ad Title

Retail – Back to School

PC/Tablet

Great
 Good
 Poor
 Insufficient data

Ad Description

Ad Title

	% Off	Bargains	Best	Call To Action	Deals	DKI	Find	New	Now	Official Site	Online	Orders	Param Insertion	Place	Price/Pricing	Products	Promotion	Quality	Savings	Selection	Shipping	Shopping	Sports	Style/Kind	Top
% Off	Good	Poor	Good	Poor	Poor	Good	Poor	Great	Good	Good	Poor	Good	Poor	Good	Good	Good	Good	Good	Poor	Poor	Good	Good	Poor	Good	Poor
Bargains	Good	Poor	Good	Poor	Poor	Good	Good	Good	Good	Good	Good	Good	Poor	Good	Poor	Poor	Poor	Good	Good	Poor	Good	Good	Good	Good	Good
Best	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Call To Action	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Deals	Poor	Poor	Good	Poor	Poor	Poor	Poor	Poor	Poor	Poor	Good	Good	Poor	Poor	Poor	Poor	Poor	Good	Good	Good	Good	Good	Poor	Good	Good
DKI	Good	Poor	Good	Good	Poor	Good	Good	Good	Good	Good	Poor	Good	Poor	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Find	Good	Good	Poor	Good	Poor	Good	Good	Good	Good	Poor	Good	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
New	Good	Good	Good	Good	Poor	Good	Good	Good	Good	Good	Great	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Now	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Official Site	Good	Poor	Poor	Poor	Poor	Good	Poor	Great	Good	Good	Poor	Good	Poor	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Poor
Online	Good	Good	Poor	Good	Poor	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Orders	Good	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good
Param Insertion	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Place	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Price/Pricing	Poor	Poor	Good	Good	Good	Good	Good	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Products	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Promotion	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Quality	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Savings	Good	Poor	Good	Poor	Poor	Good	Good	Good	Poor	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Shipping	Poor	Good	Good	Poor	Poor	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Shopping	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Sports	Good	Good	Good	Good	Good	Good	Poor	Good	Good	Good	Great	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Style/Kind	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Top	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Value	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good

Retail Back to School: Top word combos PC / Tablet

PC/Tablet	
TITLE	DESCRIPTION
Official Site	New
Sports	Online
Quality	Shipping
Quality	Call To Action
Official Site	Selection

PC/Tablet - With Sitelinks	
TITLE	DESCRIPTION
Official Site	New
% Off	New
Sports	Online
Place	Find
Sports	Promotion

PC/Tablet - Without Sitelinks	
TITLE	DESCRIPTION
Official Site	Best
% Off	Best
Quality	Shipping
Quality	Call To Action
Official Site	New

Retail – Back to School

Mobile

Great
 Good
 Poor
 Insufficient data

Ad Description

Ad Title

	% Off	Bargains	Best	Call To Action	Deals	DKI	Find	New	Now	Official Site	Online	Orders	Param Insertion	Place	Price/Pricing	Products	Promotion	Quality	Savings	Selection	Shipping	Shopping	Sports	Style/Kind	Top
% Off	Good		Good	Good	Poor	Good	Good	Good	Poor	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Poor	Good	Good	Poor
Bargains	Good	Good	Good	Good	Good	Good	Good	Good		Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good		Good	Good	Good	Good
Best			Good	Good	Good	Good	Good	Good		Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Call To Action	Good	Good	Good	Good	Good	Good	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Deals	Poor	Good	Good	Good	Good	Good	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Poor	Good	Good	Good	Good
DKI	Good	Good	Good	Good	Good	Good	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Find	Good		Good	Good	Good	Good	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
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Orders			Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Param Insertion	Poor	Good	Good	Good	Good	Good	Good	Good	Poor	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
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Price/Pricing	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Products	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Promotion	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Quality																									
Savings	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
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Sports	Good		Great	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
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Value	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good

Retail Back to School: Top word combos

Mobile

Mobile	
TITLE	DESCRIPTION
Sports	Best
Bargains	Shopping
Sports	Now
Place	Quality
Top	Sports

Mobile - With Sitelinks	
TITLE	DESCRIPTION
Official Site	New
% Off	New
Sports	Online
Place	Find
Sports	Promotion

Mobile - Without Sitelinks	
TITLE	DESCRIPTION
Official Site	Best
% Off	Best
Quality	Shipping
Quality	Call To Action
Official Site	New

Words that work

Top ad copy combos for Valentine's Day

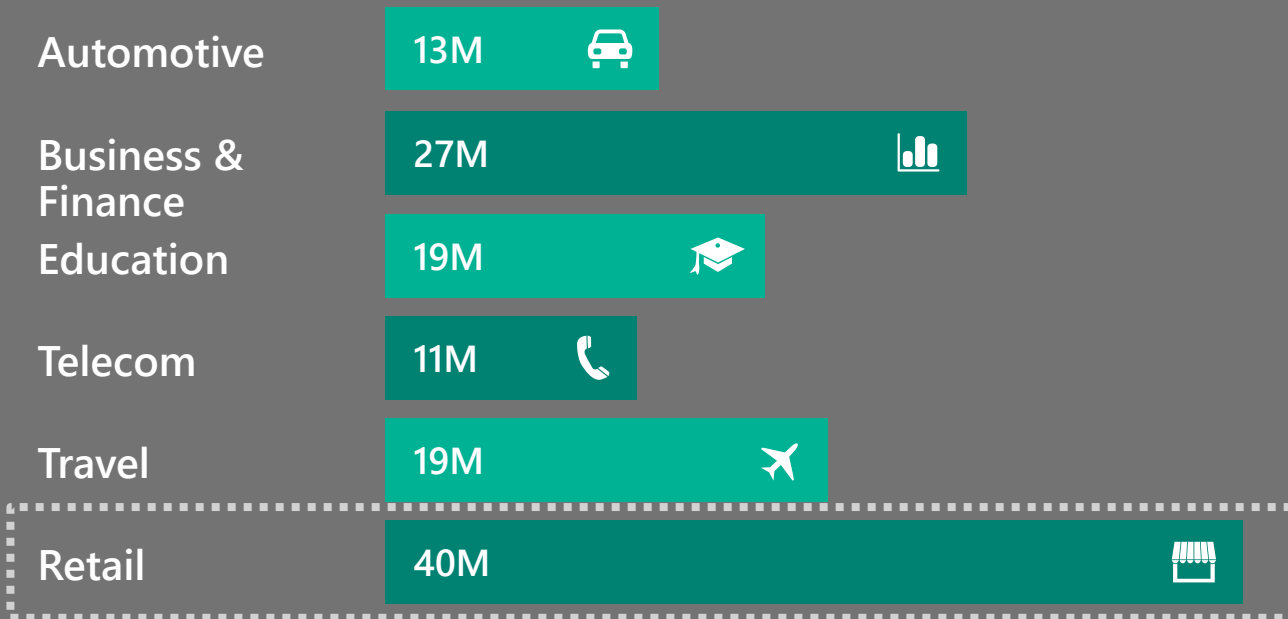
Top Ad Title and Description Combinations

Cards	Cheap/Affordable	Style/Type	Cheap/Affordable	Superlative	Delivery/Shipping
	% Off	Cheap/Affordable	Style/Type	Cards	Style/Type
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
Flowers	Online	Superlative	Garden	Garden	Variety/Selection
	Gifts	Param Insertion	Products	DKI	Coupons
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
Gifts	Official Site	Online	Online	Valentine	Online
	Delivery/Shipping	Delivery/Shipping	Price/Pricing	Online	Call To Action
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
Jewelry	Online	Rings	Diamonds	Deals/Promotions	Deals/Promotions
	Brand Name	% Off	% Off	Rings	Diamonds
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
Restaurant	Menu	Restaurants	Steak Houses	Garden Restaurants	Garden Restaurants
	Menu	Quality	Reservation	Menu	Food
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL

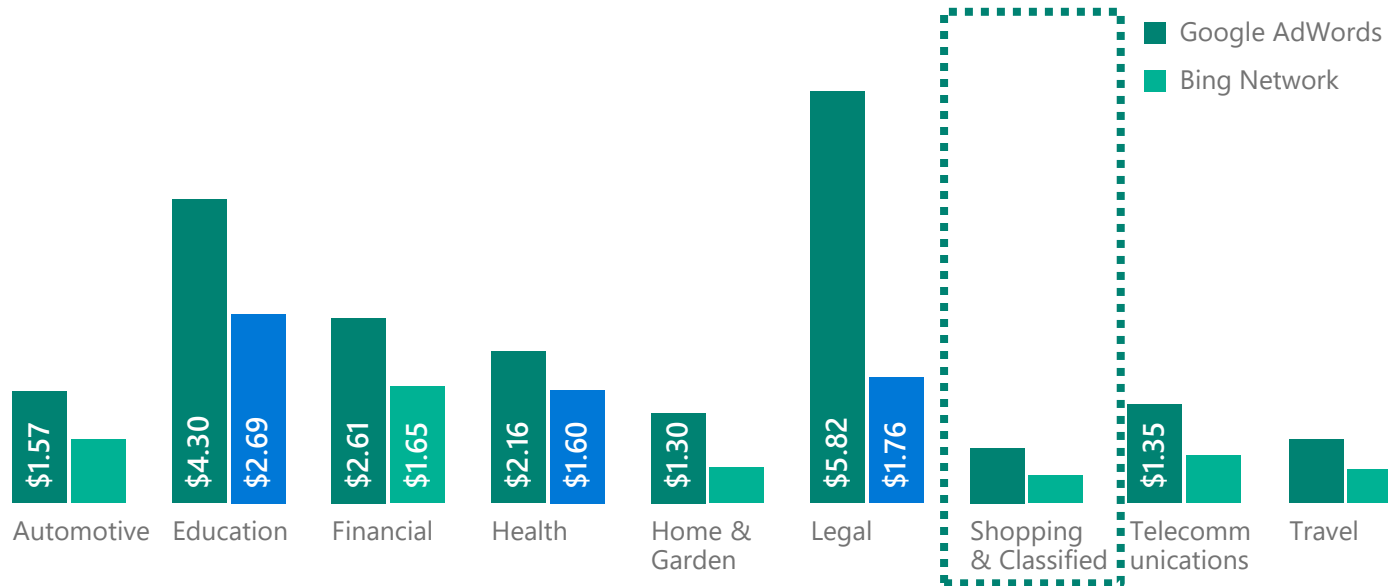
Why advertise on Bing Ads?



Access searchers not reached on Google



Bing Ads is **more cost effective** than Google AdWords

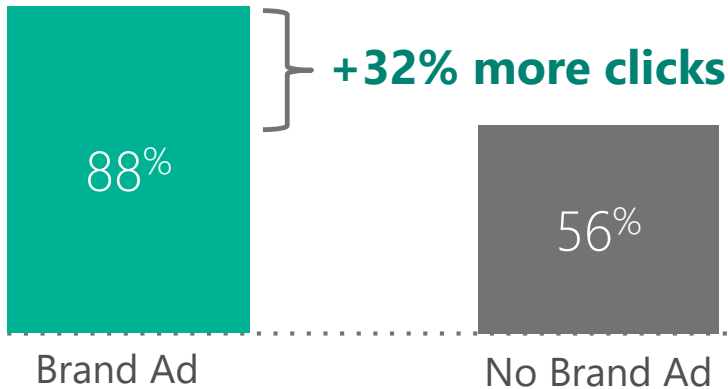


Should I bid on my brand terms?

To bid or not to bid?

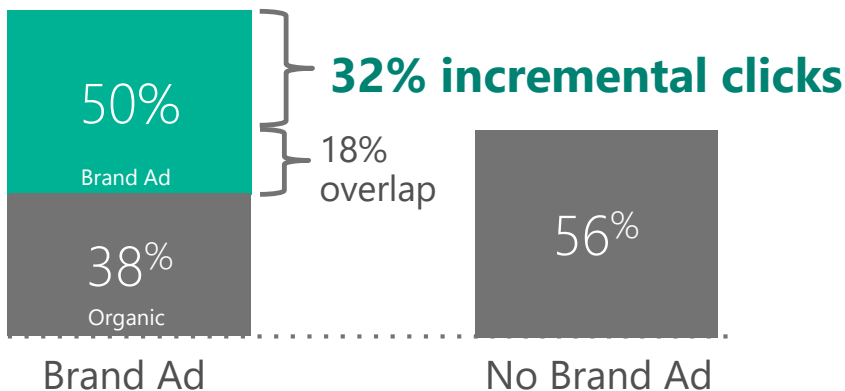
See what our Bing Ads research study reveals

1 Brand term bidding helps deliver **more clicks**



More clicks? Let's break that down.

Wouldn't I receive some of those clicks anyway if I didn't bid on my brand terms? Yes, however 32% are incremental clicks gained as a result of brand term bidding.

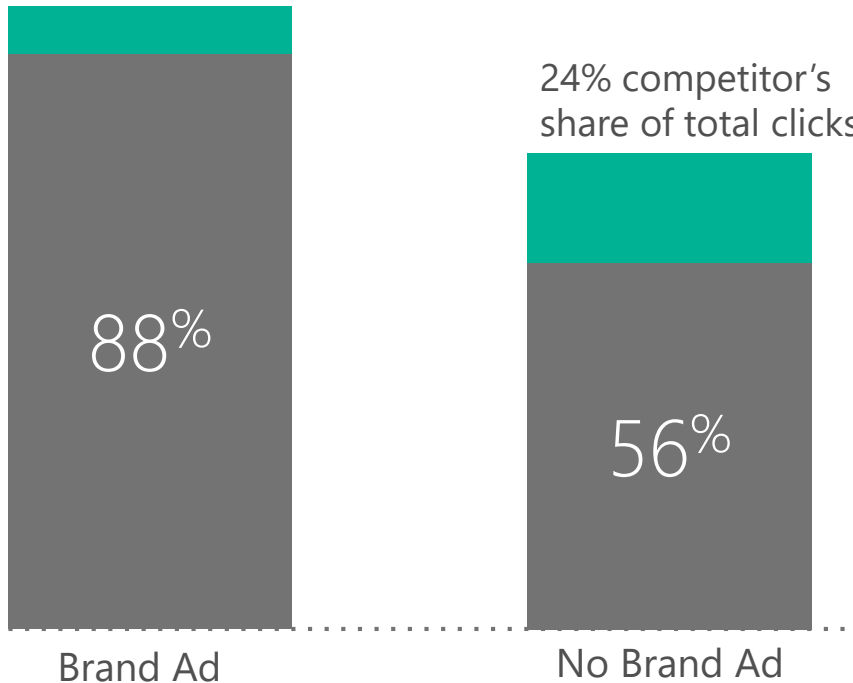


2

Brand term bidding means fewer clicks to competitors

Bidding on your brand terms reduces opportunities for your competitors to capture your customers or their mindshare if they bid on your brand terms.

7% competitor's share of total clicks



★ Companies that bought their brand terms reduced competitors' share of clicks from 24% to 7%.

Note: Brand Ads are in Mainline Position 1
No brand ad in this case means organic only listing



To learn more about the value of bidding on your brand terms, check out the complete Bing Ads [research study and white paper](#)



Drive even better performance with **Ad Extensions**

Location Extensions



lift in click-through-rates

Drive more in-store conversions with store locator, click-to-call, merchant ratings, and click-to-direction.

Call Extensions



lift in click-through-rates

Connect customers quickly to your business with click-to-call.

Sitelink Extensions



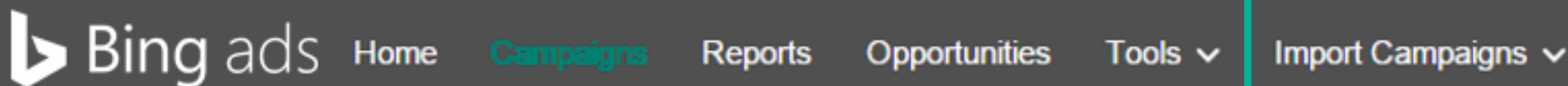
lift in click-through-rates

Improve click-through rate (CTR) and conversions by providing direct access to site content and purchase pages.



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