



2

2nd

Just behind the winter holidays, back-to-school is the 2nd largest retail spending holiday for retailers.²

68%

Back-to-school spending contributes to 68% of all Q3 retail sales.⁶

6



3

33%

33% of Bing Network searchers have children in the household between ages 6 and 17.³

\$75.8^B

In 2016, total back-to-school spending predictions reached \$75.8^B.⁷

7

5

\$500

In 2016, out-of-pocket spending by teachers averaged nearly \$500.⁵

17%

17% of annual retail sales can be attributed to the back-to-school spending period.¹

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\$8.27^B

K-12 consumers plan to spend \$8.27 billion on electronics, such as computers or calculators.⁸

44%

44% of back-to-school searches are completed on a mobile device.⁴

4

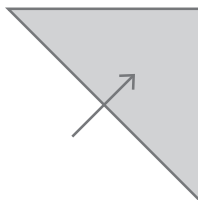


Get ready to WOW 'em

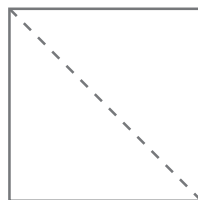
Drop some numbers and some knowledge with your own Bing Ads fortune-teller.



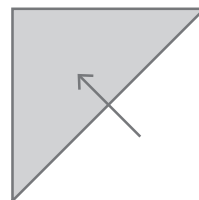
Take your square



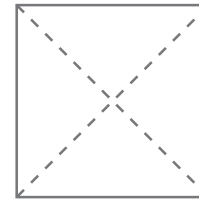
Fold it like this



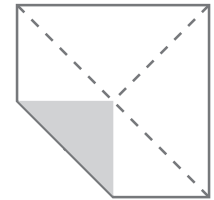
Unfold it



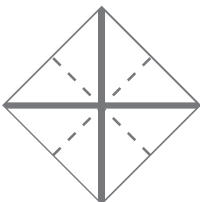
Fold it the other way



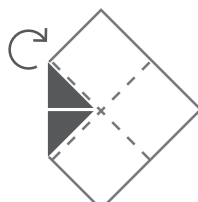
Unfold



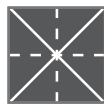
Fold the 4 corners to the center



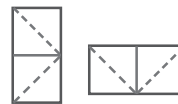
It should look like this



Flip it over and fold the 4 corners to the center again



It should look like this



Fold it sideways both directions



Put your figures under the 4 corners



Finished!

¹eMarketer, US Retail Back-to-School Season Sales 2012-2016, June 2016: [http://totalaccess.emarketer.com/Article.aspx?R=1014165&dsNav=Ntk:relevance%7cback+to+school%7c1%7c,Ro:56,N:405-407-406,Nr:NOT\(Type%3aComparative+Estimate\)](http://totalaccess.emarketer.com/Article.aspx?R=1014165&dsNav=Ntk:relevance%7cback+to+school%7c1%7c,Ro:56,N:405-407-406,Nr:NOT(Type%3aComparative+Estimate)).

²NRF & Prosper Insights & Analytics, 2016 NRF Back-to-School/College Spending Survey, 2016.

³comScore Plan Metrix, U.S., January 2017; custom measure created using comScore indices and duplication.

⁴Microsoft internal data, search volume, CTR & CPC in selected categories related to Back to School – all devices, US., June 26, 2016 – October 15, 2016.

⁵Education Market Association, 2016.

⁶eMarketer, US Retail Back-to-School Season Sales 2012-2016, June 2016.

⁷NRF & Prosper Insights & Analytics, 2016 NRF Back-to-School/College Spending Survey, 2016: <https://nrf.com/news/top-trends-2016-back-school-and-college-shopping>.

⁸National Retail Federation, Back-to-School and College Spending to Reach \$75.8 Billion, July 2016.