

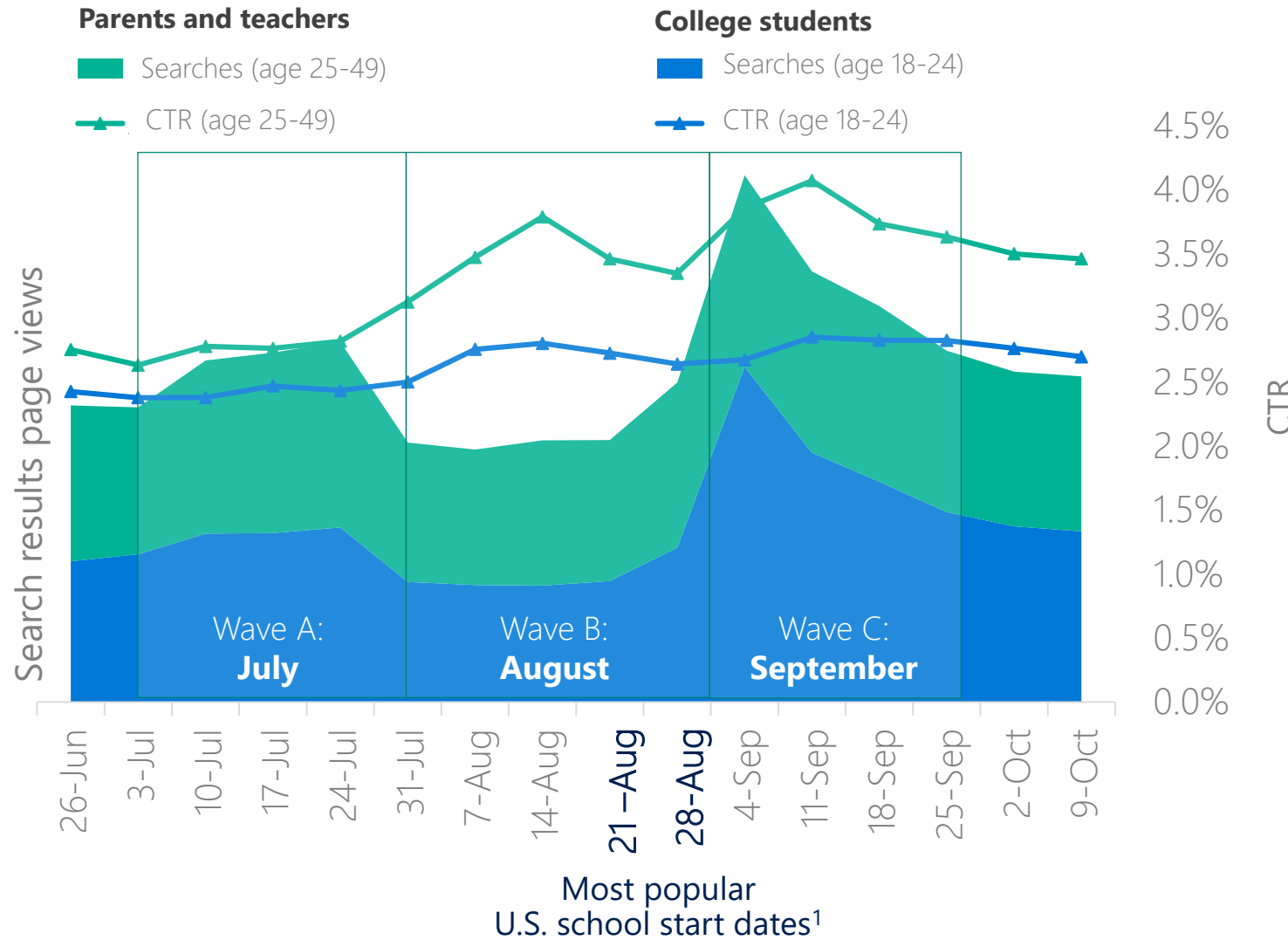
# Back-to-school shoppers buy ahead and last-minute

How do I advertise for back-to-school?



## Back-to-school isn't a last-minute shopping season.

Advertisers should plan back-to-school search campaigns around three key waves.



July



### Research

Search volume increases among all demographics.

August



### Anticipatory purchasing

While searches dip, click-through rate increases, especially for parents and teachers.

September



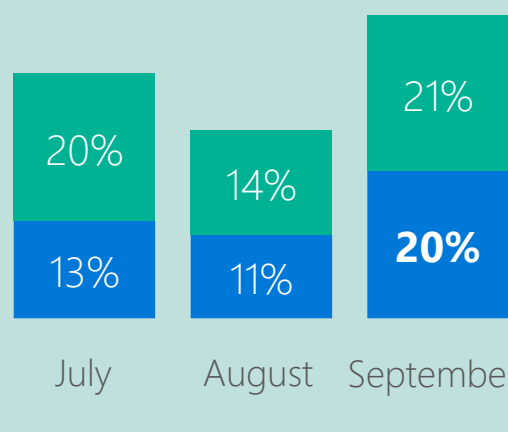
### On-campus purchasing

Both search volume and CTR peak after most primary schools start and college students arrive on-campus.

## Plan your campaigns early to save.

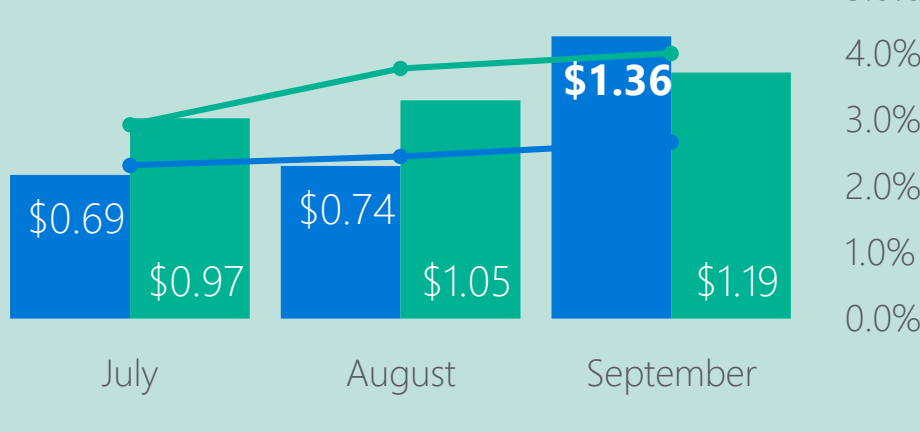
Both brand and non-brand keyword CPCs increase over time.

Search share by keyword type



Non-branded search happens throughout the season, but branded search increases over time.

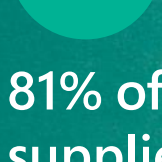
CPC vs. CTR by keyword type



Non-brand

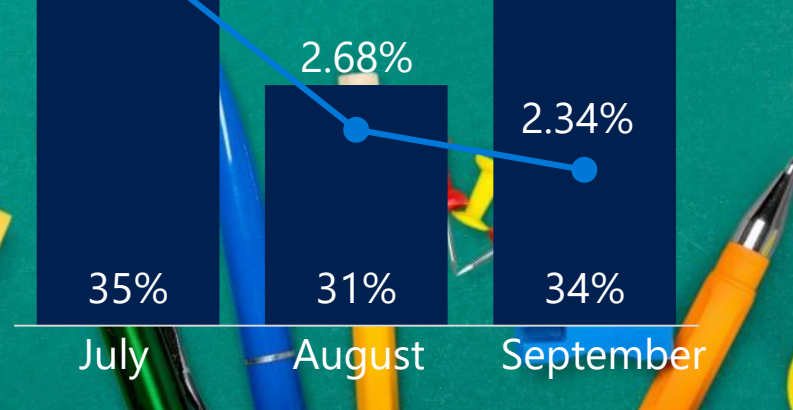
Brand

## School supplies are an anticipatory purchase.



### 81% of school supplies searches are non-branded

Try broad match modifier since non-brand searches alternate by variations of a keyword (e.g., pen or pens).



### 4.49% peak CTR

CTR peaks at the end of July



### Pens, pencils and markers had highest CTRs

## Dorm purchases occur when students arrive on-campus.

Average CTR spikes the week of September 18 at 2.32%.

### Top furniture and accessories categories

By clicks:

- Bedroom furniture
- Living room furniture
- Small kitchen appliances

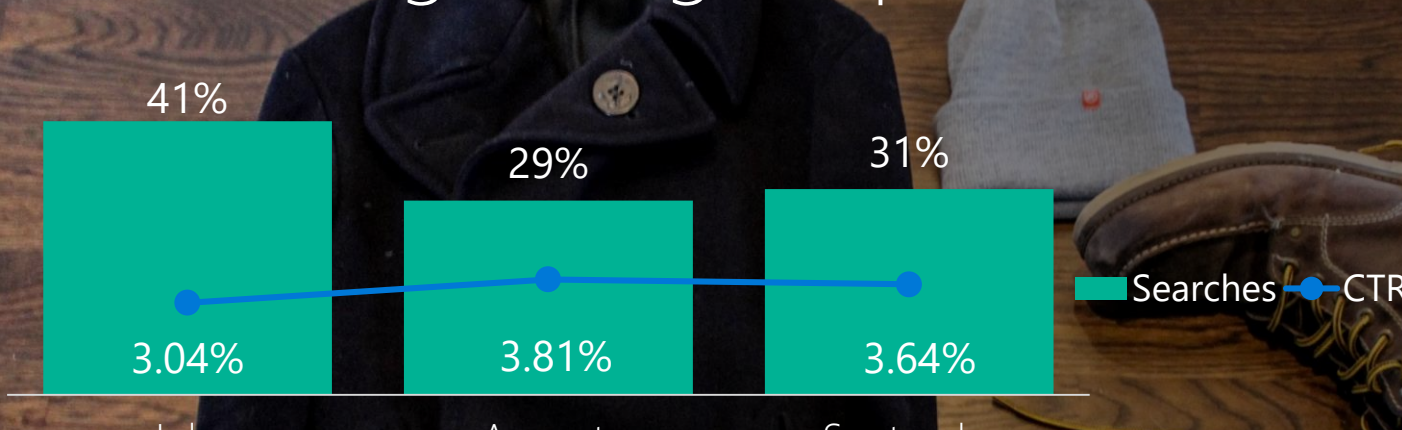
By CTR:

- Kitchen accessories
- Cookware
- Lamps and lamp shades

By CTR growth rate:

- Home office furniture
- Blankets and bedspreads

## Apparel searches kick start in July, but remain strong through September.



88% bags and packs search volume growth during July



4.38% peak CTR for apparel in mid-August

Footwear contributed most at 4.90%



24% clothing and 17% footwear search increase at the beginning of September

Between the week of August 28 to September 4

## Back-to-school actions for advertisers



July

Focus on building your brand as consumers begin their research.

Increase competitive bidding when brand CPCs are at their lowest.

Include brands in non-brand ad copy headlines to build consideration.

Build cookie pools for retargeting.



August

Employ bid modifiers to reach qualified hand-raisers.

Increase keyword bids for shopping cart abandoners, and reduce bids for people that already made a purchase.

Optimize for remarketing by tailoring ad copy to those that already visited your site to entice them to purchase.



September

Don't forget about last-minute webrooming.

Assist offline conversions by focusing on branded text ads, which contributed to 70% of offline revenue among Bing Ads campaigns in a study of one retailer's online and offline revenue.

## Learn trending keywords for back-to-school

Now that you know what product categories are trending for back-to-school, learn specific trending keywords from the [Bing Ads back-to-school advertising presentation](#).

[bingads.com/insights](#)

Bing Network. Be there.



Source:  
1. MCH Strategic Data, School calendar dates, August 2016.  
2. Microsoft internal data, search volume, clicks and CTR in categories related to back-to-school – all devices, U.S., June 26, 2016 – October 9, 2016.