

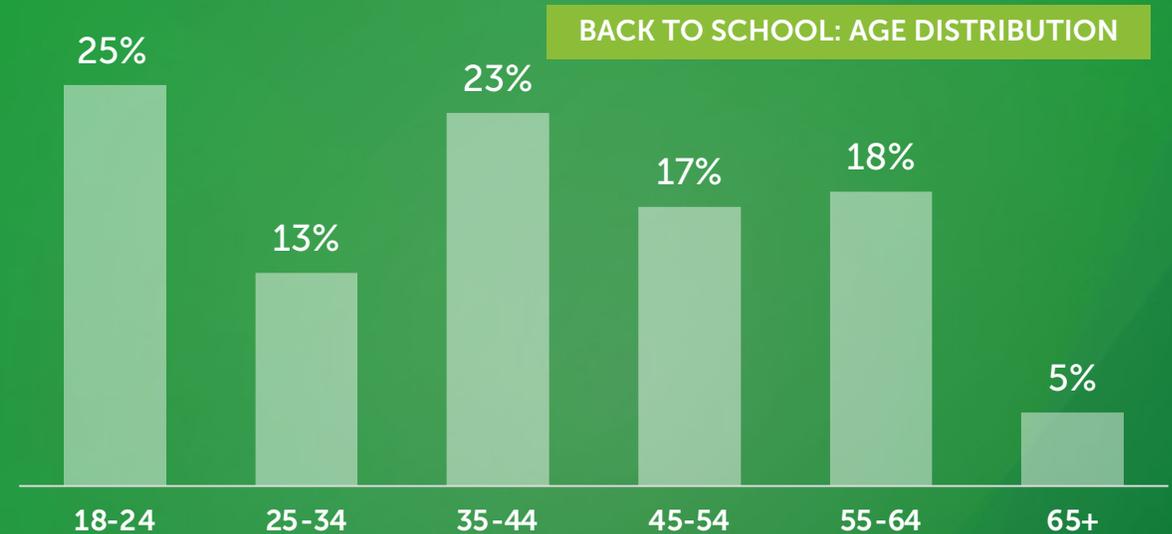
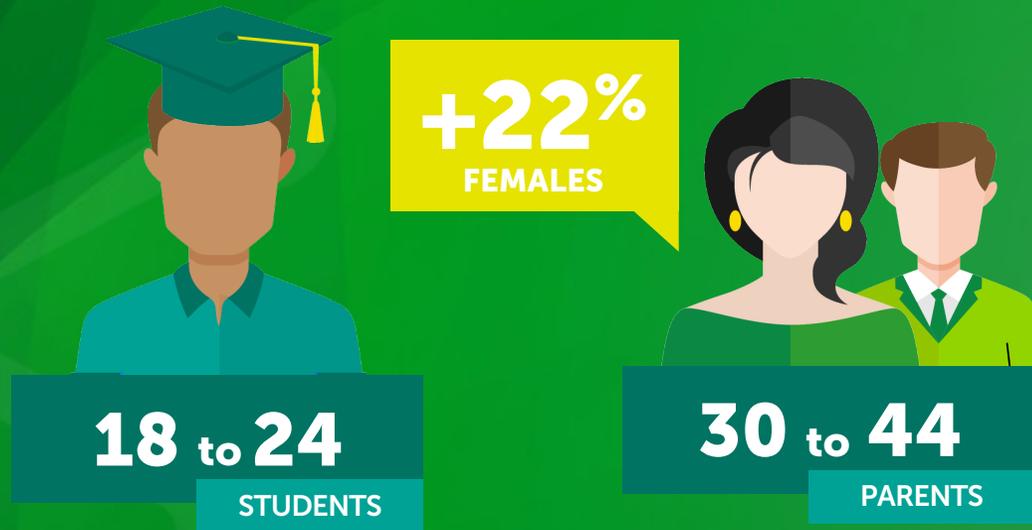


Back to School Insights

Targeting Back to School Audience

Understand their demographics

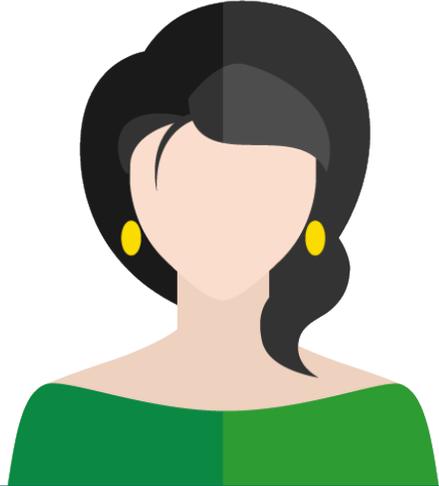
By analyzing more than 50 Million social activities, we learned that parents aged 30 to 44 along with students aged 18 to 24 are the two most active Back to School audiences, far out-indexing the rest of the ShareThis network.



Two Different Audiences

Back to School means a lot to both of these audiences: Multitasking Moms and Purposeful Students, but for different reasons. In this report, we focused on analyzing key social behaviors of these two groups of active Back to School intenders. They were each responsible for a whopping 23 million and 18 million social signals* during Back to School shopping months (July to September) in 2016.

MULTI-TASKING MOMS



23 Million+

Social Signals

PURPOSEFUL STUDENTS



18 Million+

Social Signals

Get Up to Speed on Purposeful Students

Preview

College students sometimes get a bad rap: sure, they like to have fun, but they aren't all partiers with no regard for their responsibilities. These Back to School shoppers demonstrate a dedication to their work and understanding the world around them.

There are some unexpected discoveries to make about this audience, including their go-to device and the type of content they're frequently engaging with in the months leading up to the new school year. And with college students spending nearly as much on Back to School as parents last year¹, accurately interpreting these users and their habits is a must.



They're Invested in Their Future



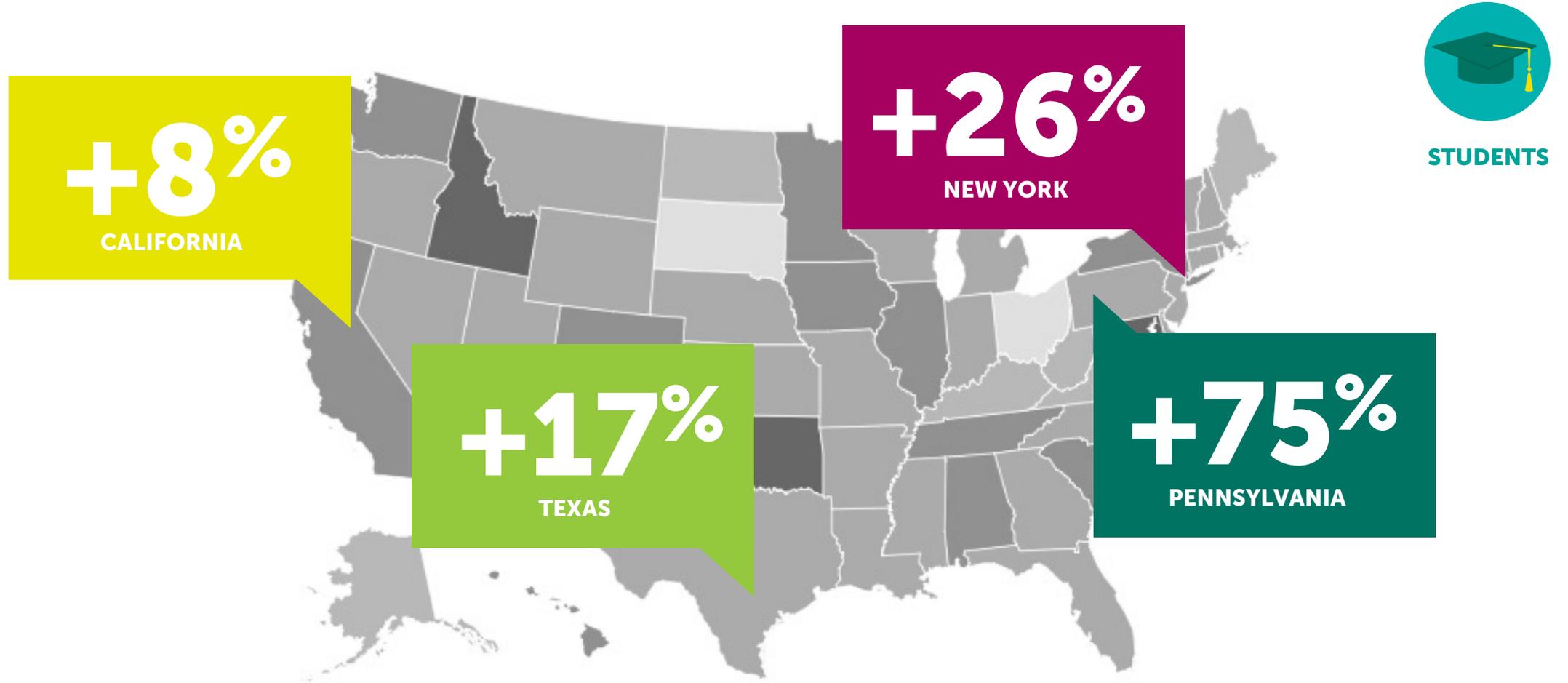
Jobs & Education +152%



Computers & Electronics +72%

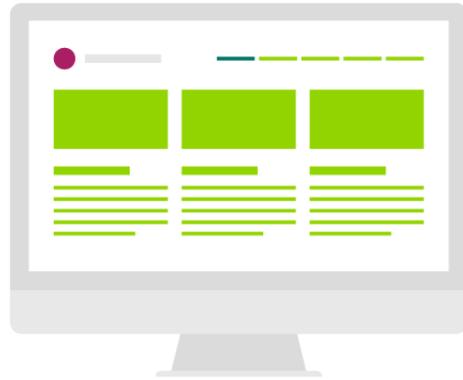
Above all else, college students aged 18 to 24 engage with content related to Jobs & Education, Computers & Electronics, Books & Literature (+54%), and Business(+48%) compared to the general audience. There's no doubt that they've got their eye on the prize and are actively working toward their degree. Arts & Entertainment also ranked higher than average(+25%), suggesting that while schoolwork is their top priority they need their downtime, too.

Geographical Distribution



California, New York, Texas, and Pennsylvania has the most active Back to College intenders. Compared with the ShareThis network average, Vermont, Nebraska, Louisiana, and Maine also came out to over-index.

They're Not as Dependent on Mobile



89%

Desktop



10%

Mobile



<1%

Tablet

62% More Likely to Share content on Personal Computers vs. the General Audience.

While there's no doubt that this segment of Gen Z and young Millennials values mobile devices – much of their on-campus time is spent on the good old desktop. During Back to School season, 89% of the content they share originates on a desktop or personal computer.

Twitter Tops the List

Purposeful Students' Top Social Channels and % Distribution

Twitter

32%

Facebook

27%

Email

27%



Other social channels that are likely to be of interest:

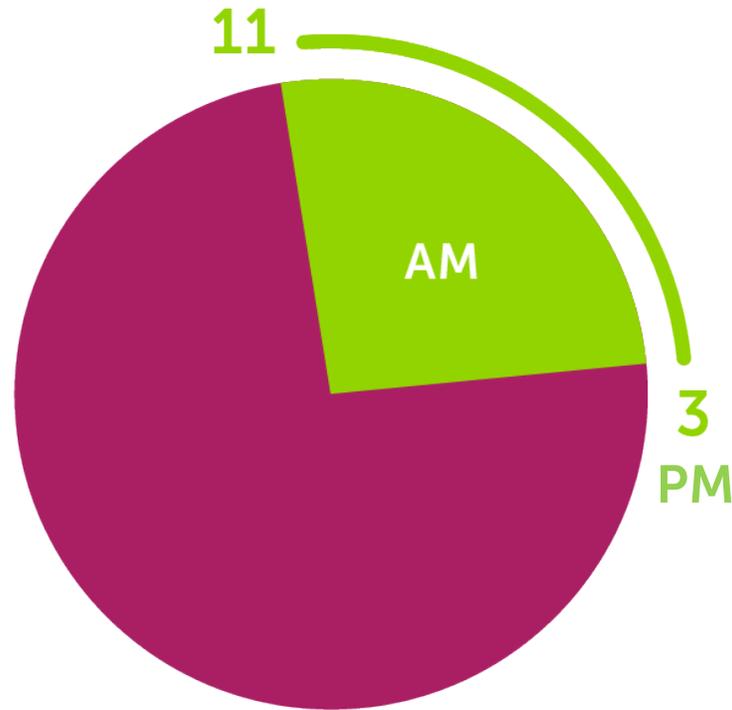
Tumblr

LinkedIn

StumbleUpon

Contrary to popular belief, Facebook is not the top pick for college students; that honor goes to Twitter, which generates 32% of all shared content, followed by Facebook (27%) and Email (27%). Email indexed 161% higher for Purposeful Students than the general audience.

They'll Be Online at School, but Not at Night



Students Shares by Time of the day

They'll be using those desktop computers in labs, libraries, and their dorm rooms...but don't expect this audience to be up all night! 42% of sharing happens between 11 am and 3 pm while Purposeful Students are active at school, but shares plummet at 7 pm.

DAYTIME

42%

Of sharing activities occur
between 11am - 3pm

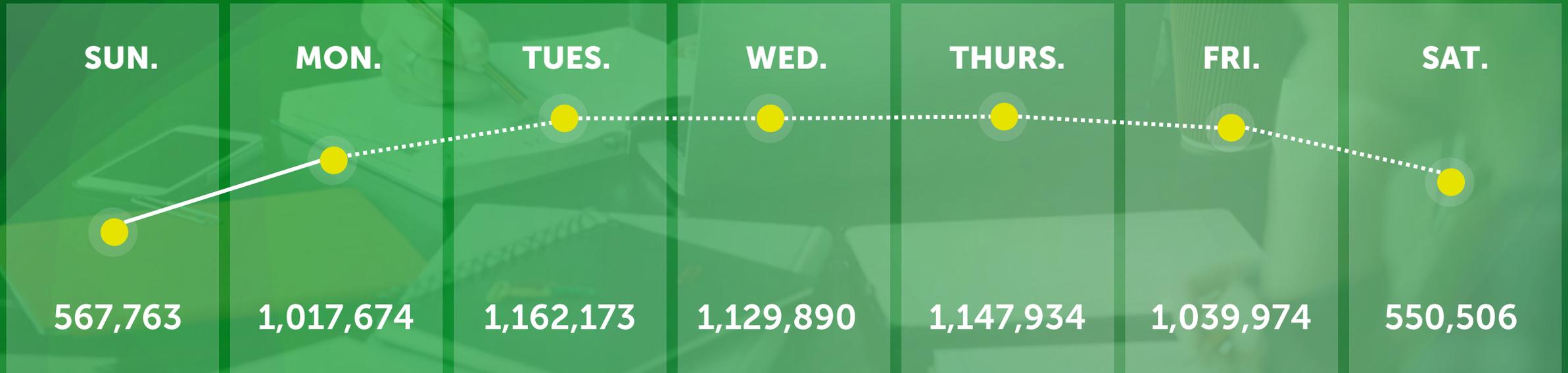
NIGHTTIME

~7pm

Online Sharing Decrease
Significantly

They're Much More Likely to Engage with Content During the Week

It's easy to imagine these students being socially most active on the weekends, when there's some distance between them and their schoolwork. In fact, Saturdays and Sundays are the least active days for social sharing! $\frac{3}{4}$ of the content that Purposeful Students share is posted on weekdays, and social signal volume is highest on Tuesdays and Thursdays. If you hope to reach them, aim for midweek as they'll be spending the weekend offline with their friends.



Which OS do they prefer?



73% of purposeful students share through Android device.



27% of purposeful students share through Apple device.

When Back to School-shopping students are on social, chances are that they'll be using an Android device, the operating system of choice for 73% of these college kids. They're 56% more likely to use an Android device than the general ShareThis audience.

They're Planning Summer Trips



+446%

City & Local Guides

EXPERIENCE



+224%

TV & Video Equipment

ENTERTAINMENT



+198%

Cartoons

ENTERTAINMENT



+145%

Party Games

ENTERTAINMENT



+138%

College Sports

SPORTS



+125%

Fine Dining

EXPERIENCE



+87%

Sports Scores

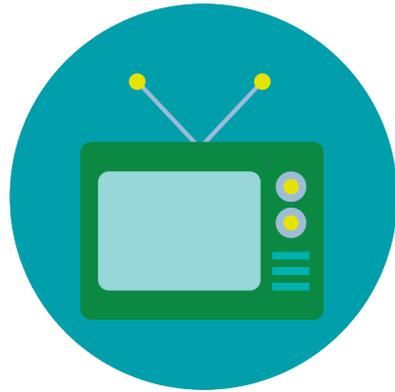
SPORTS

What will Purposeful Students be doing online this Back to School season? Interestingly, they spend much of their time consuming City and Local Guide content (+446%) – likely are planning their summer activities. This audience is also heavily into TV and Video Equipment (+224%) for their dorm rooms, along with College Sports (+138%), and they are not too old for Cartoons (+198%) or Party Games (+145%). In general, experiences and entertainment are on equal footing for this dynamic crowd.

Tech and Media Brands Grab Their Attention

Entertainment / Media

24%



CNNMoney



BBC



NBCUniversal

Consumer Electronics

20%



Microsoft



ASUS®

Of course, they'll also be searching for what they'll need for school. Out of the top 100 brands that Purposeful Students engage with most, 20 were Consumer Electronics brands like Microsoft, Intel, and Dell. Their Entertainment/Media picks include CNN Money and the BBC, again suggesting they care about what's happening in the world around them. They over-indexed by 8% on Finance content as well, which makes sense when you consider that they'll probably have student loans and a budget to think about coming fall.

Decode Multi-Tasking Moms

Preview

So what are these moms looking for, and how can you give it to them? The best way to engage them is by understanding and acknowledging their unique lifestyle. With the help of technology, today's moms are more adept at multitasking than ever, relying on their mobile devices to help them get things done. According to Edison Research¹, 91% of moms own a cell phone, 64% own a tablet, and 65% go online from multiple locations. Close to 90% use social media.

This Back to School shopper knows what she wants and will use the means most convenient to her to get it. Recognizing which platforms she favors, and when she's most likely to be on them, goes a long way toward getting – and keeping – this busy consumer's attention.



Where Can You Find Them?

+8%
CALIFORNIA

+17%
TEXAS

+39%
NEW YORK

+7%
FLORIDA



MOM'S

In terms of share volume, the states with the loudest social moms include California, Texas, New York, and Florida.

They Value Personal Networks

Social Channels that are most & least likely to be of interest to Multi-tasking Moms

WhatsApp

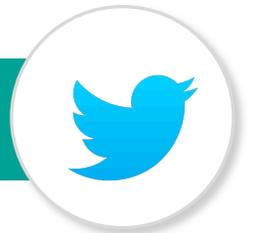
+267%

Facebook

+33%

Twitter

-38%



KEY TAKEAWAY:

Multitasking Moms Favor Personal Interactions

Family

Neighbors

Friends

Wherever they live, Multitasking Moms favor sharing content with their existing network of family, neighbors, and friends. Shares on WhatsApp and Facebook over-indexed by 267% and 33%, while Twitter under-indexed by 38% compared to the general audience. Keep in mind that they're more likely to express their opinions and align themselves with content that accurately reflects what's important to them, since their posts will be seen by people who know them well.

They Depend on Mobile Devices



63%

Mobile



34%

Desktop



<3%

Tablet

Multitasking Moms are 74% More Likely to use a Mobile Device vs. General Audience

Multitasking Moms are tethered to their smartphones. 63% of the sharing activities occur on mobile devices. But when they're back at home to help their kids with homework or have a few minutes of downtime while waiting for the lasagna to bake, you might still find them logging into the desktop computer or the built-in kitchen desk.

Android or Apple?



66% share content through
Android devices

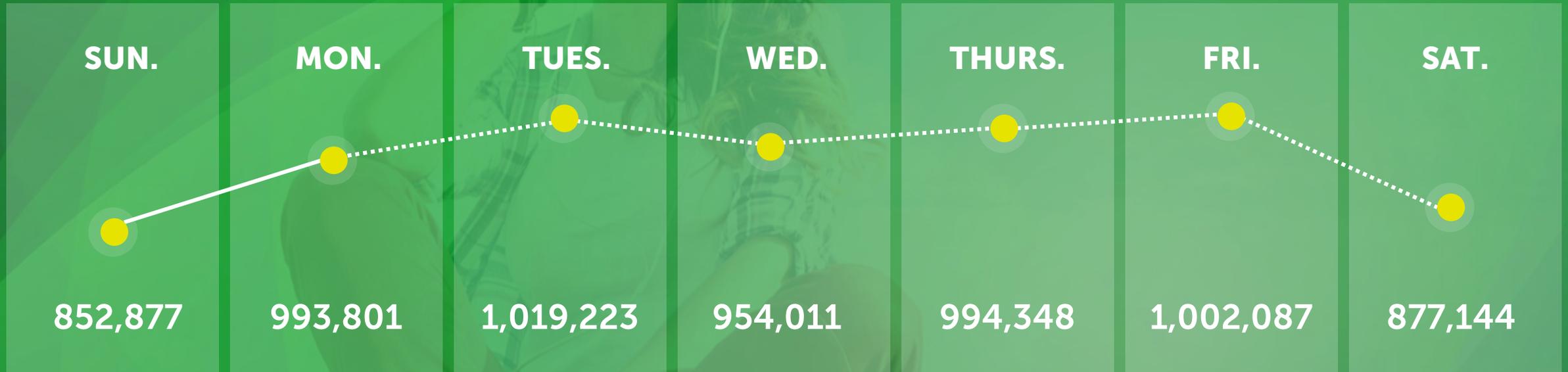


34% share content through
Apple devices

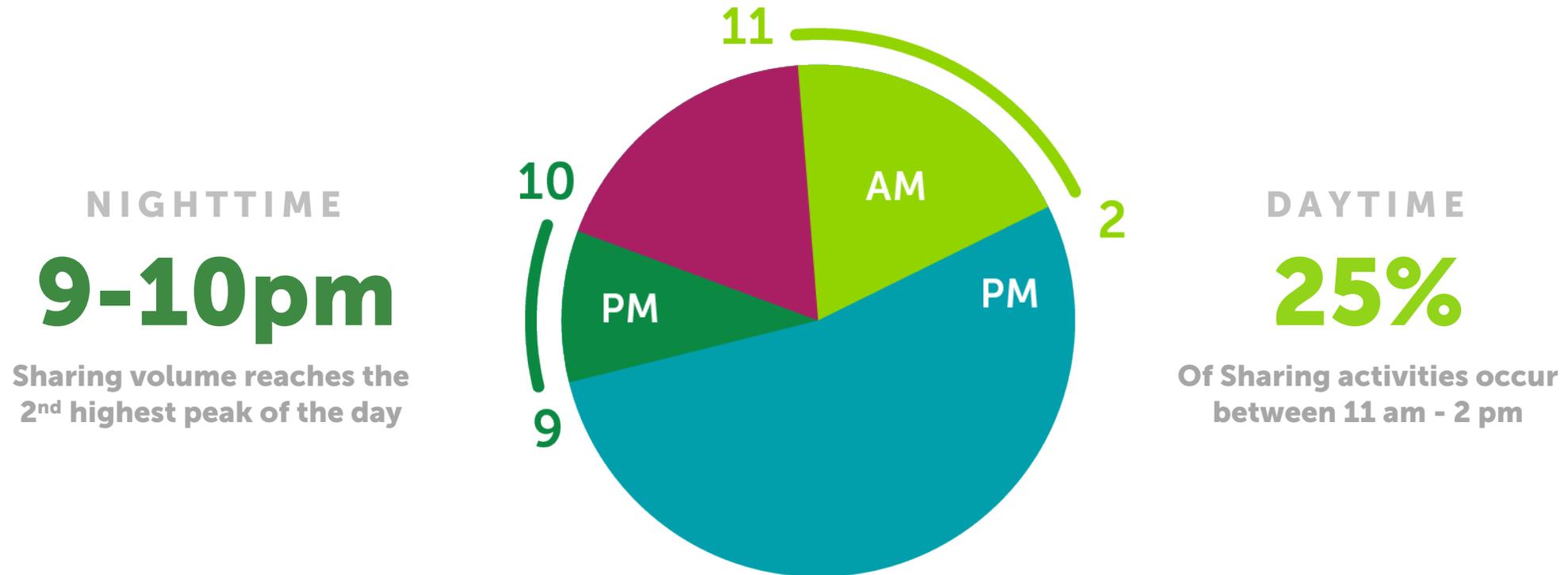
Which Operating System are they on? Whether it's Samsung's Galaxy S7 or Google's Pixel Tablet, ShareThis data shows that 66% of Multitasking Moms share content through Android devices rather than Apple - which is 42% higher than the network average.

Day of the Week Matters

From PTA meetings to ballet class, work dinners, and yoga at the gym, every Multitasking Mom's weekly schedule is bound to be dramatically different. And yet, posting Back to School content on Tuesdays and Fridays will likely generate higher engagement, as that's when you'll find moms generating the most social signals.



Active Day And Night



Picking the right hour of the day is equally important when targeting Multitasking Moms. They're most likely to share content during or right after lunch, between 11 am and 2 pm – a time of day that coincides with most napping schedules. And remember that kitchen computer? After a slight decrease in sharing volume late in the day, shares peak again between 9 and 10 pm when moms go back online for some well-deserved quiet time.

Family and Entertainment



+600%

Action & Adventure Films

ENTERTAINMENT



+592%

Romance Films

ENTERTAINMENT



+458%

Men's Clothing

SHOPPING



+316%

Children's Clothing

SHOPPING



+264%

TV Guides

ENTERTAINMENT



+243%

Adventure Games

ENTERTAINMENT



+110%

Home Furniture

SHOPPING

While they're enjoying some uninterrupted "me time," this audience might also take the opportunity to fire up some entertainment. The content topics that are most interesting to Multitasking Moms span expected categories like Men's Clothing (+458%) and Children's Clothing (+316%), so they'll be looking for deals on those this Back to School season, but they actually show the highest affinity for Action & Adventure films (+600%) and Romance Films (+592%).

Top-of-Mind Brands

Shopping

22%



sears® ebay™ TARGET®

Etsy
WHOLE FOODS MARKET

Entertainment

20%



NETFLIX

Disney



FOX

NBCUniversal

Their love of entertainment explains why Multitasking Moms are loyal to brands like Netflix, Disney, and Warner Bros. Out of the 100 brands that they engage with the most, 20 are Entertainment brands while 22 are retailers that include Sears and eBay, which opens a window for brands to make strategic targeting decisions including retailer conquering and running pre-roll ads adjacent to movie trailers online.

KEY TAKEAWAY

So what do we know about Purposeful Students? While their studies come first, they still like to have fun with entertainment and media content. They're surprisingly active on desktop computers and prefer Twitter, Facebook, and email for trading information and connecting with others online.

Don't try to reach them on the weekends or late at night; instead, schedule your content for Tuesdays and Thursdays in the early afternoon. Remember that Jobs & Education, along with Computers & Electronics, are often top of mind.

Thank You
