Back to School Insights

Geo: U.S.
Time Frame: 2019 - 2021
The Back to School Season Will Be Stronger Than Last Year’s

Online Engagement by Yearly Back to School Audiences

Percent Share of Total Engagement With Back to School:

The 2021 Back to School season so far has 4% greater engagement than 2020, but is below 2019's season by 13%
Throughout the month of June, concern about the COVID-19 Delta variant grew by 320%. Because children under the age of 12 are not yet vaccinated, they are the most vulnerable population. At the moment, we’re seeing sentiment lean toward a safety-first mindset, although schools and parents are certainly anxious to return to in-person learning if they can this fall.
Finances Are More of a Concern This Year

Online Engagement by the 2020 and 2021 Back to School Audiences

High Indexing Categories for Back to School Audiences:

2020:
- Homeschooling: 3.5x
- E-Books: 3.2x
- School Supplies: 2.6x

2021:
- Scholarships & Financial Aid: 3.6x
- E-Books: 3.0x
- Study Grants: 2.3x

Online engagement is measured by searches, clicks, & shares | Geo: U.S. | An index number (i.e. 3.5x) measures how much more likely a user in this audience is to be interested in a topic versus the general ShareThis audience | Time Frame: June - July 2020 & 2021
Leading Retailers In Back to School Categories

Online Engagement by the 2021 Back to School Audience

School Supplies
Top 5 by Percent Share of Engagement (%):
- Walmart (33%)
- Target (19%)
- Staples (4%)
- Office Depot (3%)
- Amazon (41%)

Apparel
Top 5 by Percent Share of Engagement (%):
- American Eagle (31%)
- Gap & Old Navy (25%)
- Zara (30%)
- Urban Outfitters (5%)
- Abercrombie (8%)

Laptops
Top 5 by Percent Share of Engagement (%):
- Apple (64%)
- Microsoft (19%)
- Lenovo (8%)
- HP (5%)
- Dell (4%)

Footwear
Top 5 by Percent Share of Engagement (%):
- Adidas (33%)
- Nike (34%)
- Ugg (12%)
- New Balance (14%)
- Birkenstock (8%)

Online engagement is measured by searches, clicks, & shares | Geo: U.S. | Time Frame: June - July 2021
At Home or In School, Product Needs Are the Same

Online Engagement by Yearly Back to School Audiences

Percent Share of Searches By Year (%):

<table>
<thead>
<tr>
<th>Category</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pens, Pencils, Markers, &amp; Crayons</td>
<td>60%</td>
<td>54%</td>
</tr>
<tr>
<td>Notebooks, Planners, &amp; Binders</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Backpacks</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Hand Sanitizer</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Laptops</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Calculators</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Headphones</td>
<td>1%</td>
<td>8%</td>
</tr>
<tr>
<td>Lunch Boxes</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Now that we’re more informed about how COVID-19 spreads, engagement with hand sanitizer is down 86% year-over-year.

Curbside pickup engagement is down 65% year-over-year, which leads us to believe that this year’s Back to School season will see consumers back in stores when they’re not ordering delivery.

Online engagement is measured by searches, clicks, & shares | Geo: U.S. | Time Frame: June - July 2020 & 2021
Audiences to Activate

Tap into ShareThis audiences to create a well-rounded and holistic campaign. Consider the following segments in your activation strategy:

Relevant Categories

- Beauty & Fitness > Fashion & Style
- Books & Literature > E-Books
- Business & Industrial > Office Supplies
- Computers & Electronics > Computer Hardware > Laptops & Notebooks
- Finance > Grants, Scholarships, & Financial Aid
- Finance > Grants, Scholarships, & Financial Aid > Study Grants & Scholarships
- Jobs & Education > Education > Distance Learning
- Jobs & Education > Education > Homeschooling
- Jobs & Education > Education > Online Education
- Seasonal > Back to School
- Seasonal > Back to School > Athletes
- Seasonal > Back to School > Electronics
- Seasonal > Back to School > Furnishings
- Seasonal > Back to School > Lunch & Snacks
- The Changing Consumer > Home Learning

Custom

Craft your own custom audiences using relevant privacy compliant signals, such as in-person learning, school supplies, and more.
Thank You