

Roundel™

Back-to-school insights 2023

# How to maximize your BTS campaign timing.



Media designed by 

# The school year is coming. Make it count.

Back-to-school is the time of year when parents and students stock up on essentials. In the search for valuable cart space, how can you get noticed?



## Table of contents

1. Timing & scheduling
2. Shopper behaviors
3. Convenience needs
4. Search opportunities
5. Key takeaways

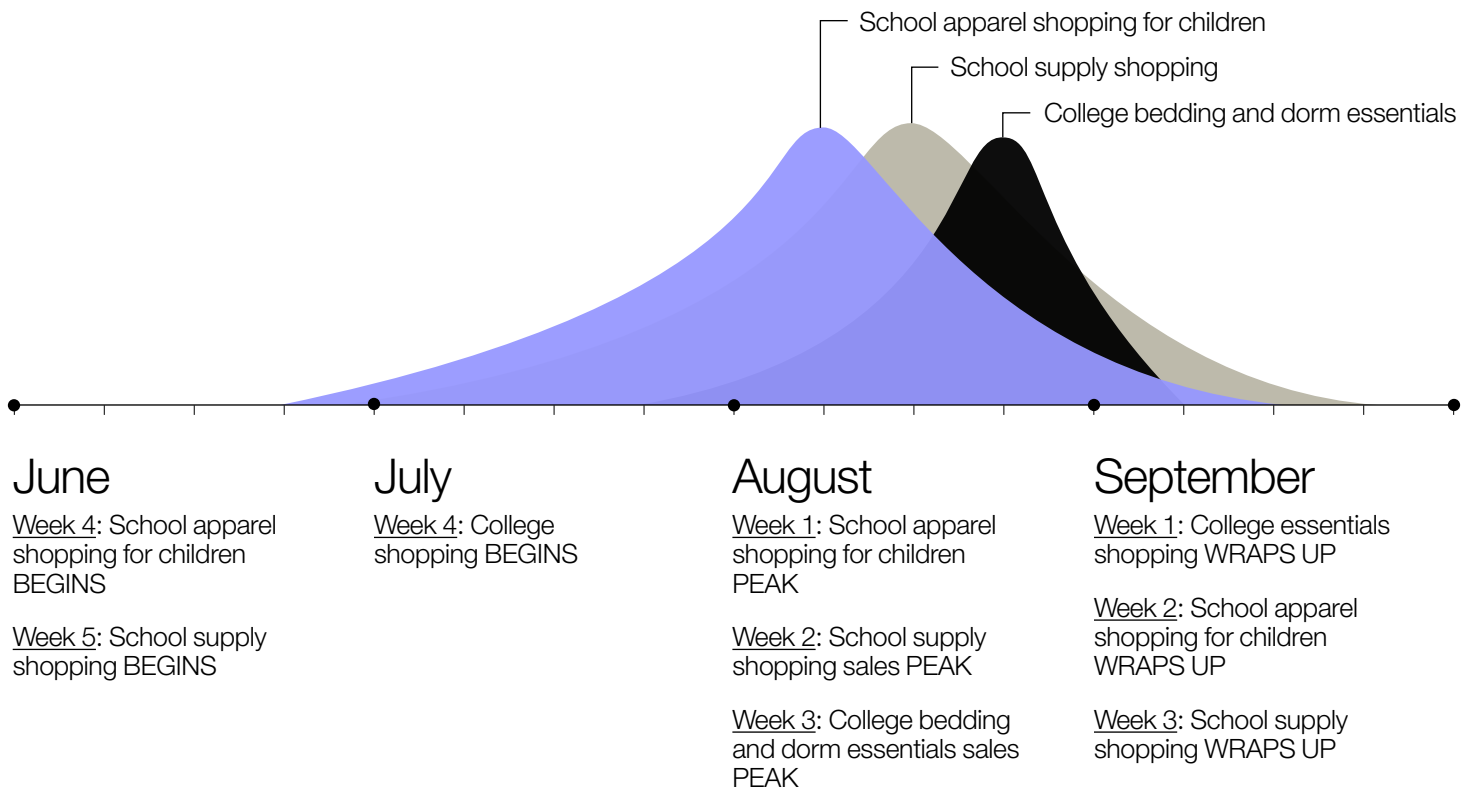
## Our data

Our data is a combination of Target performance and guest data gathered in 2022 that analyzed the back-to-school (BTS) and back-to-college (BTC) shopping season.

## Timing & scheduling

# Shopping starts as soon as the school year ends.

## BTS and BTC sales periods



With cost savings being top of mind for BTS/BTC shoppers, it's crucial to schedule your promotions for when shopping starts: June. Brands can see success by maintaining buys through the third week of September, when Target guests wrap up their purchase of school supplies.

Shopper behaviors

# Be a search standout across categories.

July–September 2022

Out of 370M+ combined searches, Target guests looked for these categories and products before hitting “add to cart.”

## What categories topped search?

**80M+**  
School/office supplies

**60M+**  
Household cleaning

**60M+**  
Personal care

**50M+**  
Snacks

**50M+**  
Meal essentials

**40M+**  
Storage/organization

**30M+**  
Furniture



# Multivendor campaigns—designed for success.

Our most successful campaigns were often multivendor efforts, which is when multiple brands or even categories are promoted in a larger campaign for efforts such as back-to-school or back-to-college.

## How students (and their parents) naturally shop categories is the start of a great multivendor campaign.

In looking at top product category purchases attributed to Roundel back-to-school media, here's our suggestions on beneficial groupings.

### Bedding + Mattress + Pillows Furniture + Floorcare

Household goods are perfect for college students entering their first dorm or apartment.

### Luggage + Cash gift cards

Luggage is great for students looking to travel back home, and prepaid gift cards can be used by recent graduates.

### Prepaid cards + Portable electronics + Video games

Students often buy secondary portable electronics so they can carry their hobbies with them.



To get your brand noticed, look not only at what guests are shopping for, but at what brands you can naturally partner with. Target Product Ads by Roundel™ and Search Ads by Roundel™ can help you win both on-site and off-site search.

Convenience needs

# Guests value saving time and money.

Increased online and same-day service sales mean guests are looking for extra ways to save—whether it's on the cost of school supplies or the time needed to prepare lunches and weekday meals.



Here are the categories that saw a year-over-year (YoY) increase in online and same-day service sales.

>55%

increase in food & beverage online sales (including snacks & ready-made meals)

>15%

increase in essentials & beauty online sales

>10%

increase in home sales via same-day services

Convenience needs

# Fulfillment fills a need for convenience.



~20%

YoY increase in dollar spending towards BTS-specific merchandise purchased and fulfilled online via delivery in 2022

Highlight Target's same-day services in your brand's campaign creative to get attention from convenience-seeking guests. Remember to think about how your brand can be part of key moments during the school week.

Search opportunities

# Guests zero in on what they want.

Today's shoppers are searching Pinterest and Google not just out of convenience, but to get inspired and find designs and products they truly connect to.

Brands that partner with Roundel experience true exposure and growth.

2.5X+

bump in ROAS on BTS  
Target.com placements\*

2X+

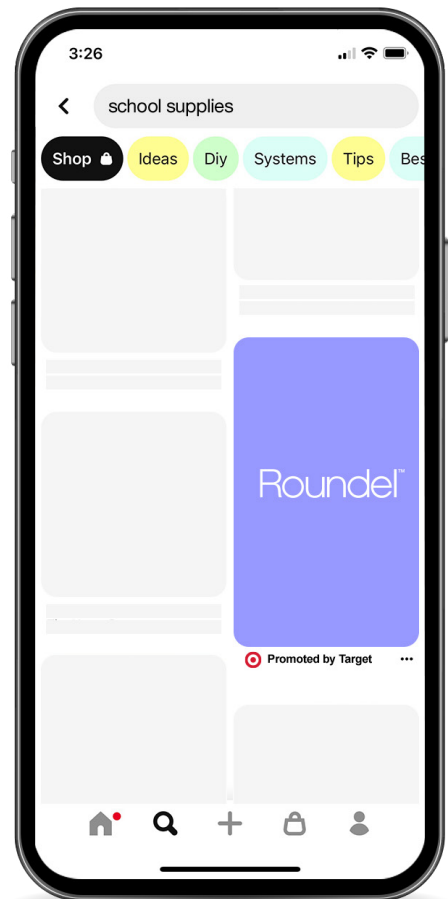
bump in ROAS  
performance for BTS  
Pinterest placements\*

>70%

bump in ROAS  
performance on BTS  
Target app placements\*

\$6+

ROAS on Target app  
and Google searches



\*Compared to benchmarks

Pinterest is more than wedding boards: It's a place to gather design and home inspiration. Use this to highlight your BTS and BTC home décor, supplies, and technology ideas for students and parents. Then, link them back to Target.com so they can easily make their purchase.



## Key takeaways

# Convenience rules in 2023.

With BTS, it's all about making sure shoppers have what they need to start the school year strong. This season, and every season, you can inspire purchases and deliver results by following our key takeaways:

## Save time and money.

Make sure your advertising creative and strategy doesn't just appeal to dollar-conscious consumers, but across key categories.

We also recommend playing up convenience, whether it's through messaging or promoting a fulfillment option.

## Reach the right audience.

18–44-year-olds over-index at Target compared to other retailers.

Previous purchasers of BTS merchandise were majority female and purchased within the kids' apparel category most frequently.

## Use search and social.

Target.com had 370M+ combined searches for BTS alone in 2022. Because guests are searching across channels, consider using Pinterest through Social by Roundel™ to inspire audiences.

Other strong performers included Target.com placements, with a 2.5x+ bump in ROAS.

Pair Roundel solutions with our exclusive first-party data to reach Target guests through curated, designed experiences. Find out more at [Roundel.com/solutions](https://Roundel.com/solutions).

Roundel™  
Media designed by 

© 2023 Target Brands, Inc. Roundel, Target, and the Bullseye Design are trademarks of Target Brands, Inc.

