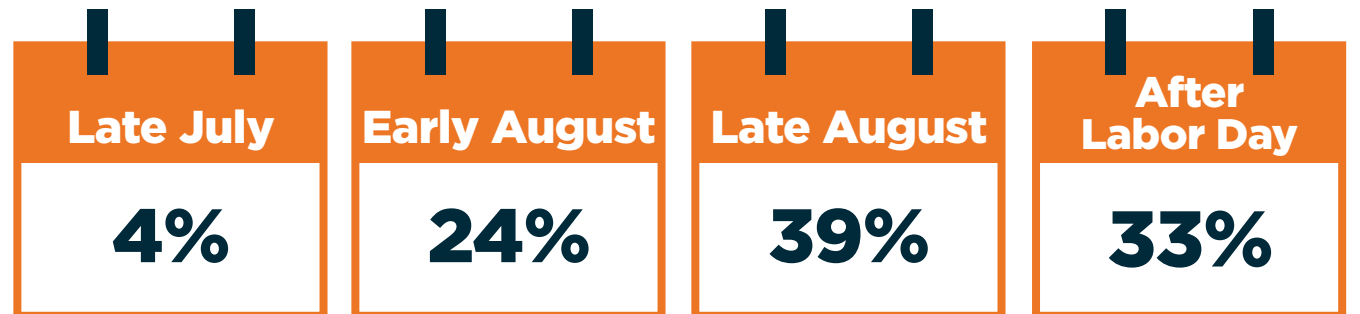
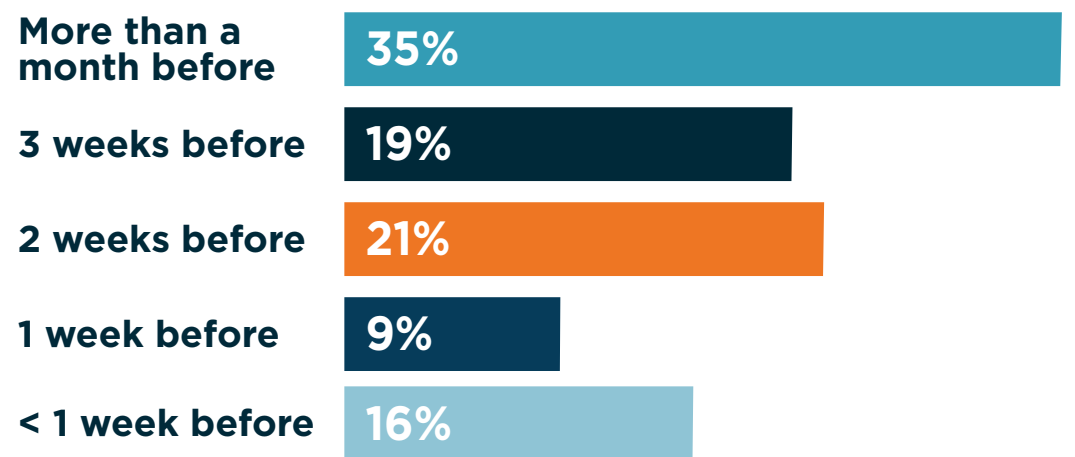


BACK-TO-SCHOOL SHOPPING:

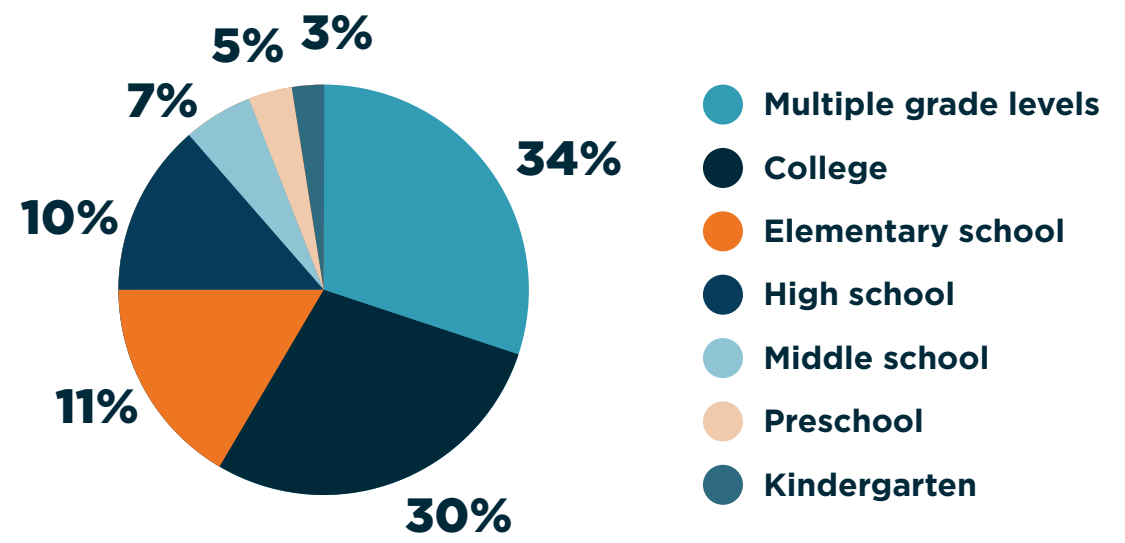
School resumes in:



How far in advance they start shopping:



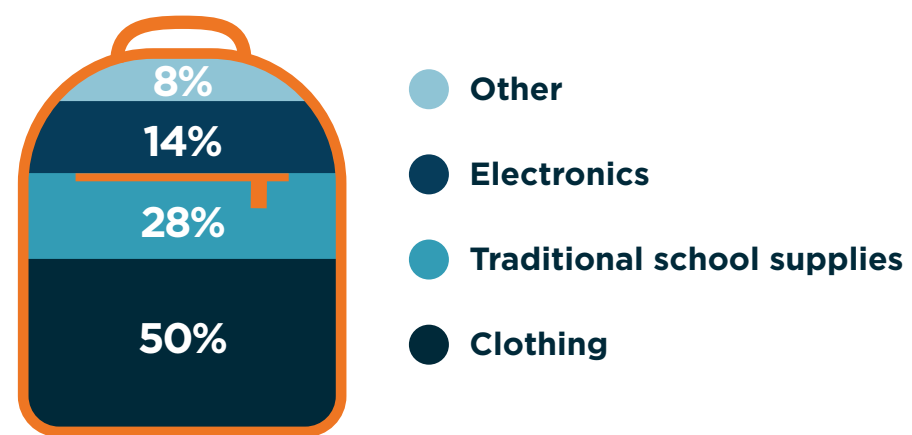
Grade level they're shopping for:



How much they plan on spending:



What they plan to spend the most on:

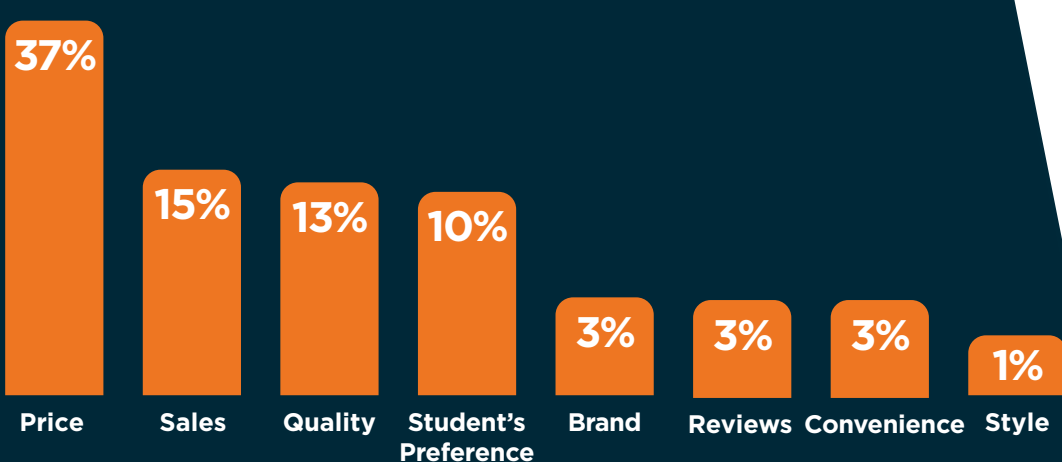


BACK-TO-SCHOOL

We surveyed shoppers to find out what their back-to-school shopping looks like - from their must-have items to their shopping preferences. Check out the results!

SHOPPING PREFERENCES:

Factors that impact their purchase:



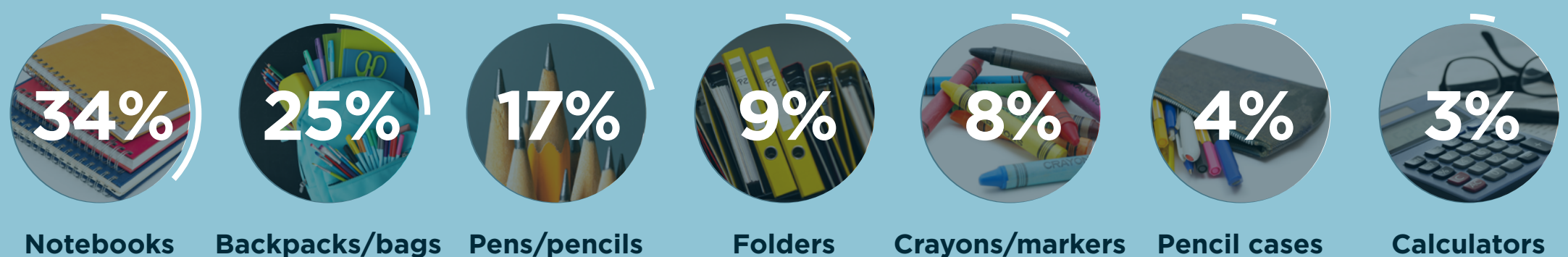
15% Their purchases aren't influenced by a particular factor

Where they shop for their school essentials:

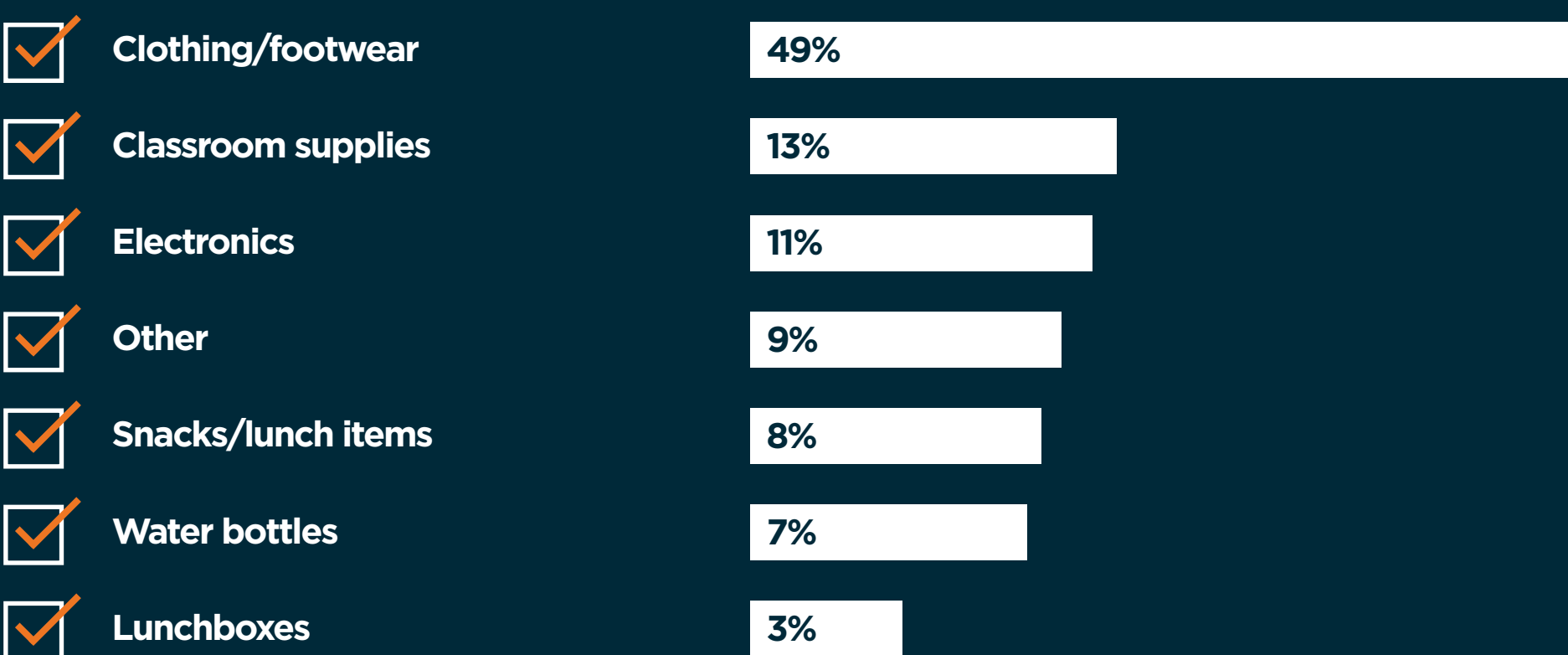


THEIR SCHOOL SUPPLY CHECKLIST:

Must-have items:



Other items on the list:



BACK-TO-SCHOOL WITH BREAKTIME:

Leave a memorable impact on shoppers with our **fun, personalized,** and **interactive content** that engages and educates shoppers, while driving sales, as they prepare for this school year:

- Guide shoppers through the realm of back-to-school supplies by suggesting purchases tailored to their preferences through a **personality quiz**
- Educate shoppers about your brand and products with back-to-school themed **trivia**
- Use a **list** to engage shoppers with kid-friendly recipes, perfect for a lunch box or after school snack
- Incorporate our one-click **add-to-cart** intergration so shoppers can easily add featured products or bundles to their digital shopping carts