

# School comes first

2017 back-to-school advertising insights  
for digital marketers – Canada edition



For many parents, there isn't a limit to the sacrifices they'll make for their child's education.



## For the sake of education

Unlike other gift-giving holidays, back-to-school and college spending are “needs-driven” and not discretionary. Parents are getting savvier — asking their kids to chip in for back-to-school expenses.<sup>1</sup>



**44%**

Average amount  
a pre-teen plans  
to spend of their  
own money.



**\$33**

Average amount  
a teenager plans  
to spend of their  
own money.



## The price of an education

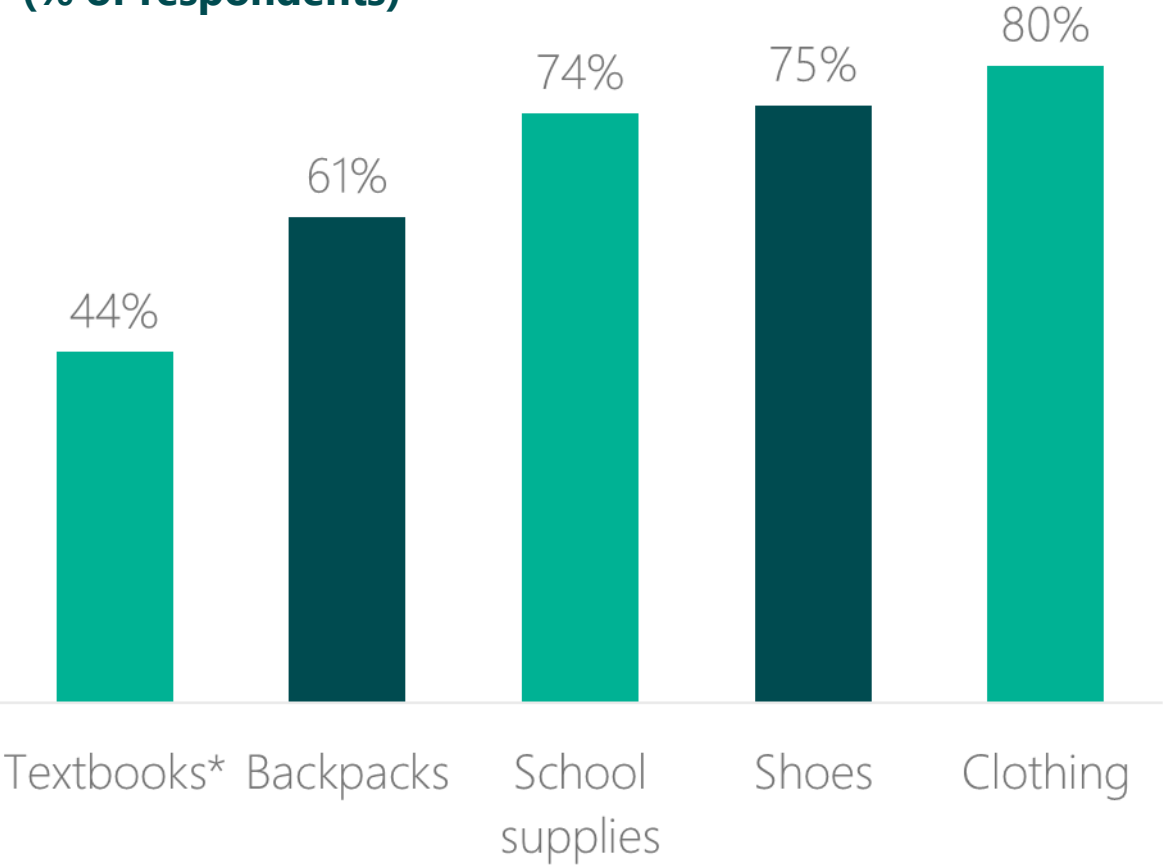
Canadian families planned to spend significantly more on back-to-school shopping in 2016 than a year ago, up 43.5%.<sup>1</sup>

C\$472

Average amount that parent internet users in Canada plan to spend on back-to-school shopping in 2016<sup>1</sup>

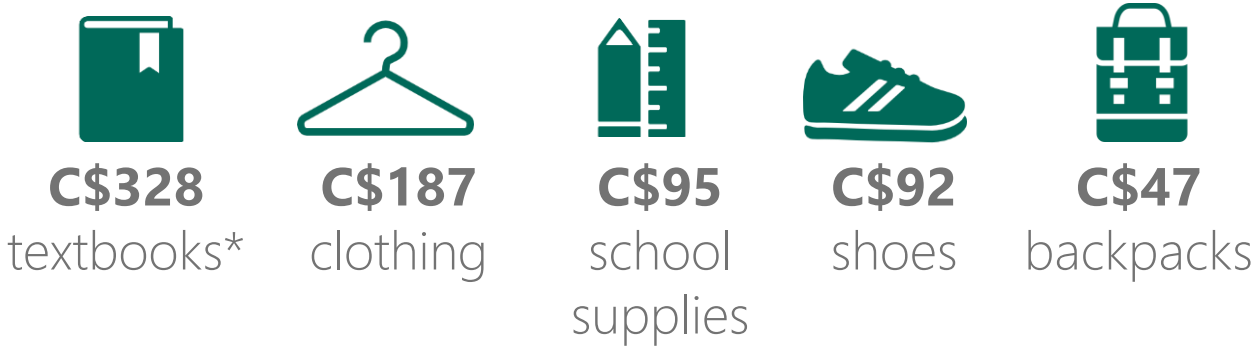
# Fundamentals of the classroom shopping list


## Back-to-school products Canadians plan to purchase<sup>1</sup> (% of respondents)



The majority of Canadians agree that purchasing back-to-school items can be a financial burden on families. About 91 percent of Canadian consumers also believe that back-to-school shopping is becoming more expensive year after year.<sup>3</sup>

## Average spending per family<sup>2</sup>



 **Tip:** Apply an [accelerated budget](#) for top-performing campaigns. The default standard budget leaves possible searches on the table.

1. [RetailMeNot as cited in press release via eMarketer, August 2016, Canada.](#)  
2. [RetailMeNot as cited in press release; eMarketer calculations, August 9, 2016, Canada.](#)  
3. [Statista, Statistics and facts on the back-to-school market in Canada, 2016.](#)





# Agenda

01.

## **Be** there for all students

Audience targeting with  
Bing Ads is bigger than you think.

02.

## **Search** trends

Increase engagement with  
trending search insights.

03.

## **Search** and conversions

There's never a better time  
to increase conversions.

04.

## **Homework**

Actionable takeaways





# Be there for all students

Reach more shoppers on the Bing Network.



## Support all students

The largest group of students are enrolled in public elementary and secondary schools. Use [demographic targeting](#) to reach new audiences and expand your customer base.



1. [Statistics Canada, Elementary-Secondary Education Survey for Canada, the provinces and territories, 2014/2015.](#)

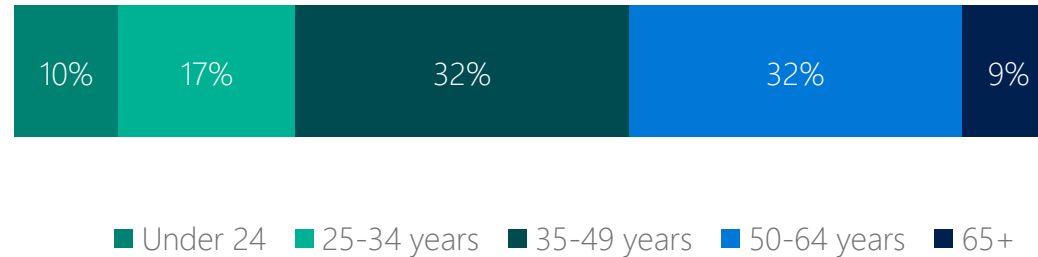
2. [Statistics Canada, Canadian postsecondary enrolments and graduates, 2014/2015.](#)



## Be there for school shoppers

Gen Xers are more likely to do the back-to-school shopping.  
Segment back-to-school audiences with demographic targeting by age and gender.

**32%** of retail searches related to back-to-school are made by those aged 35-49 and 50-64.



**61%** of females account for those searches throughout June-October.



**Tip:** Place a [bid adjustment](#) to increase the likelihood your ad is displayed in a better position for customers who meet your targeting criteria.



**Tip:** Adjust [demographic targeting](#) using advanced campaign settings.



# Search trends

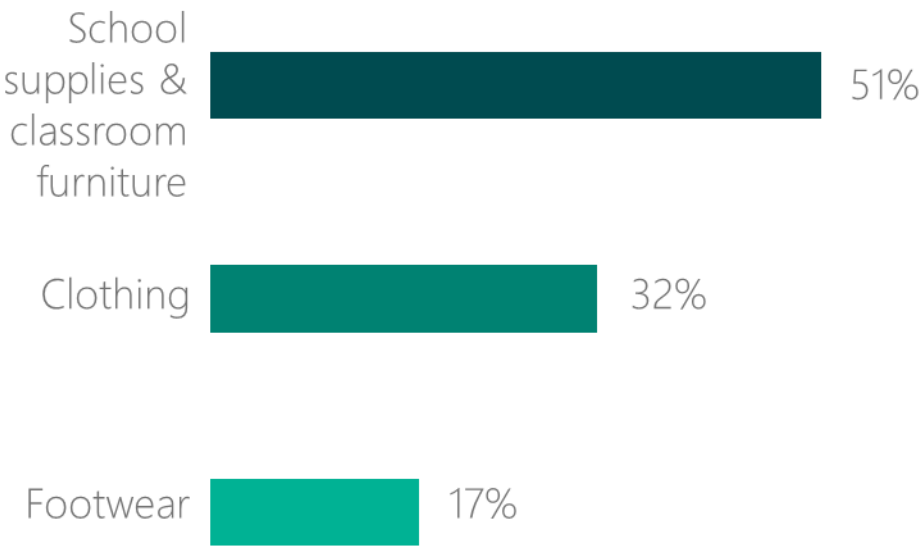
Increase engagement with trending search insights.



# Back-to-school category performance

The majority of searches are for school supplies and classroom furniture.  
Schedule campaign flights when click-through rate (CTR) peak, and cost-per-click (CPC) remain relatively low.

Search share by product categories<sup>1</sup>



CTR vs. CPC 2016<sup>2</sup>

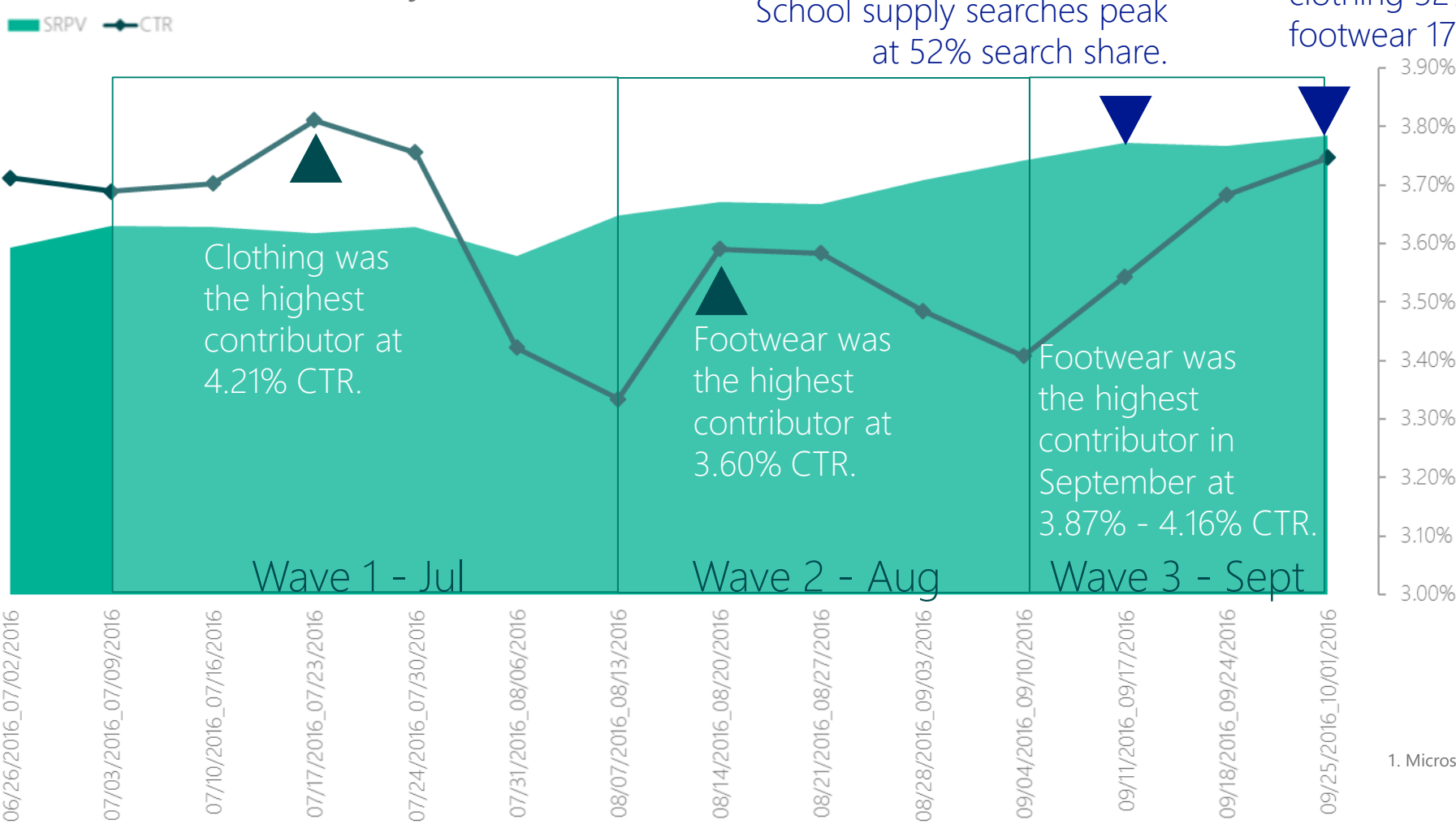


1. Microsoft Internal Data, Search Share, June 26, 2016 – October 1, 2016, CA only, All Devices.  
2. Microsoft Internal Data, CTR vs. CPC, June 26, 2016 – October 1, 2016, CA only, All Devices.

# Plan for three back-to-school shopping waves

Searches increase from wave to wave for all back-to-school product categories, while CTR peaks mid-wave. Searches grew rapidly after July.

## Searches vs. CTR by device in 2016



July 2016						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Aug 2016						
S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Sept 2016						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

- Top search weeks
- Top CTR weeks
- Top search volume & CTR weeks



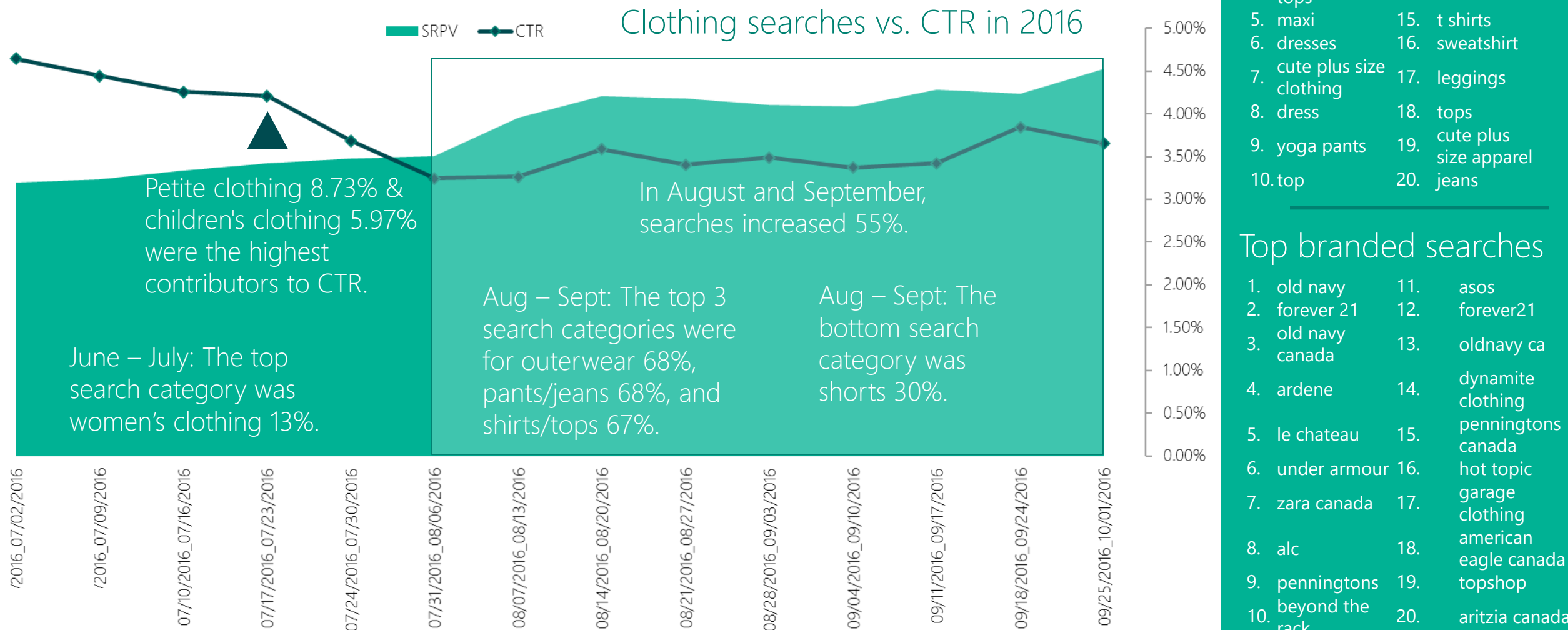
**Tip:** Use [day and time targeting](#) to show ads at peak times or weeks.

1. Microsoft internal data, search volume, in selected categories related to Back to School – all devices, CA., June 26, 2016 – October 1, 2016.



# Clothing

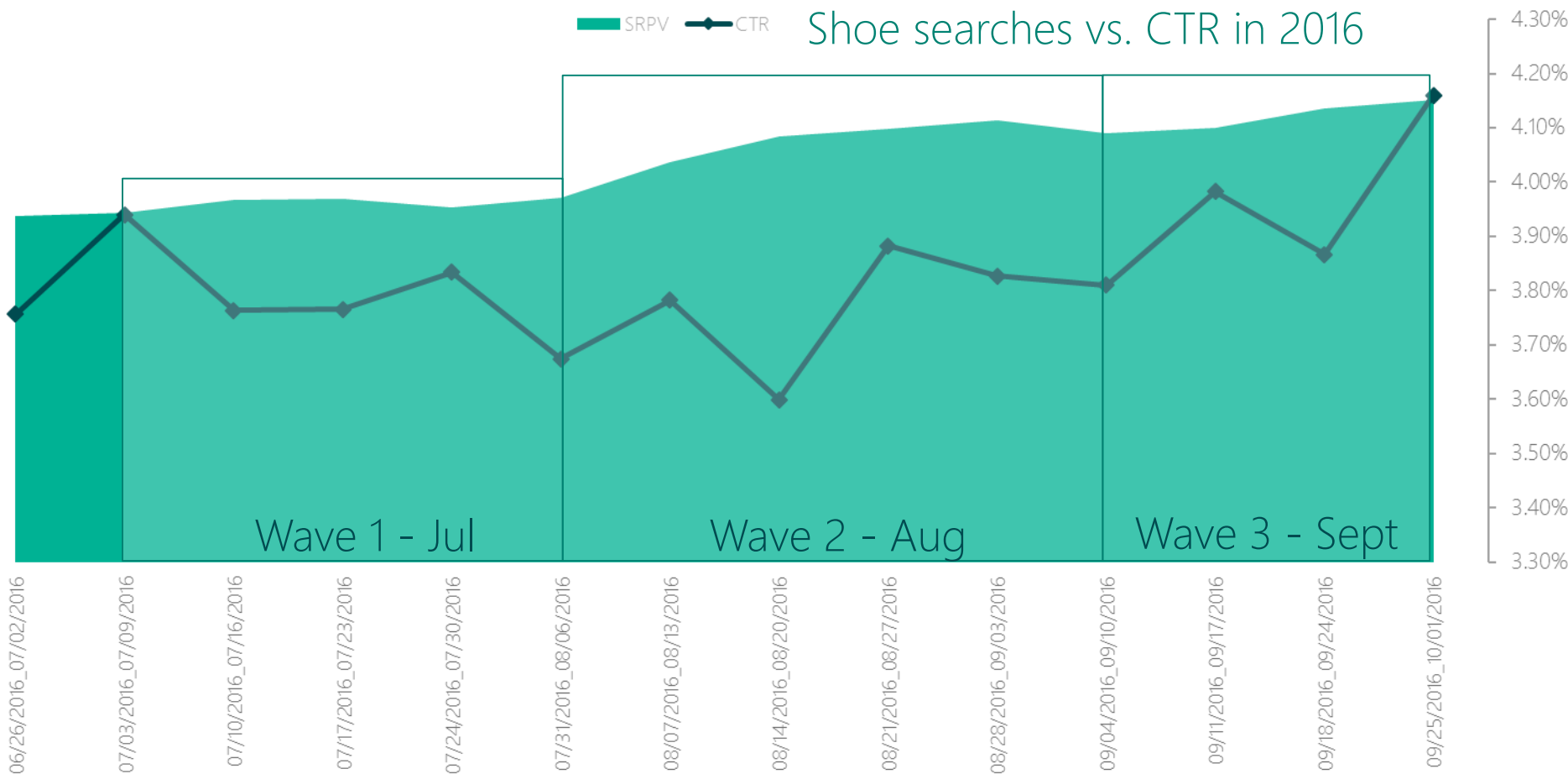
In August and September, searches increased 55% versus June & July. Make sure your ads make the grade with visual product ads using [Bing Shopping Campaigns](#).



1. Microsoft internal data, search volume and top search queries in "Apparel" category related to Back to School – all devices, CA., June 26, 2016 – October 1, 2016.

# Shoes

Searches increase steadily throughout the season. The top 3 search categories were boots 47%, athletic shoes 19%, and casual shoes 12%.



1. Microsoft internal data, search volume and top search queries in "Apparel>Footwear" category related to Back to School – all devices, CA, June 26, 2016 – October 1, 2016.

## Top unbranded searches

- |                         |                                    |
|-------------------------|------------------------------------|
| 1. shoe company         | 11. shoe                           |
| 2. spring shoes         | 12. factory shoe                   |
| 3. the shoe company     | 13. shoes online canada            |
| 4. sandals              | 14. shoes canada                   |
| 5. boots                | 15. shoe clearance sale            |
| 6. shoe company canada  | 16. women's boots                  |
| 7. shoe clearance sales | 17. shoe stores                    |
| 8. women's shoes        | 18. the shoe company canada        |
| 9. men's shoes          | 19. sneakers shoe warehouse canada |
| 10. yellow shoes        | 20. warehouse canada               |

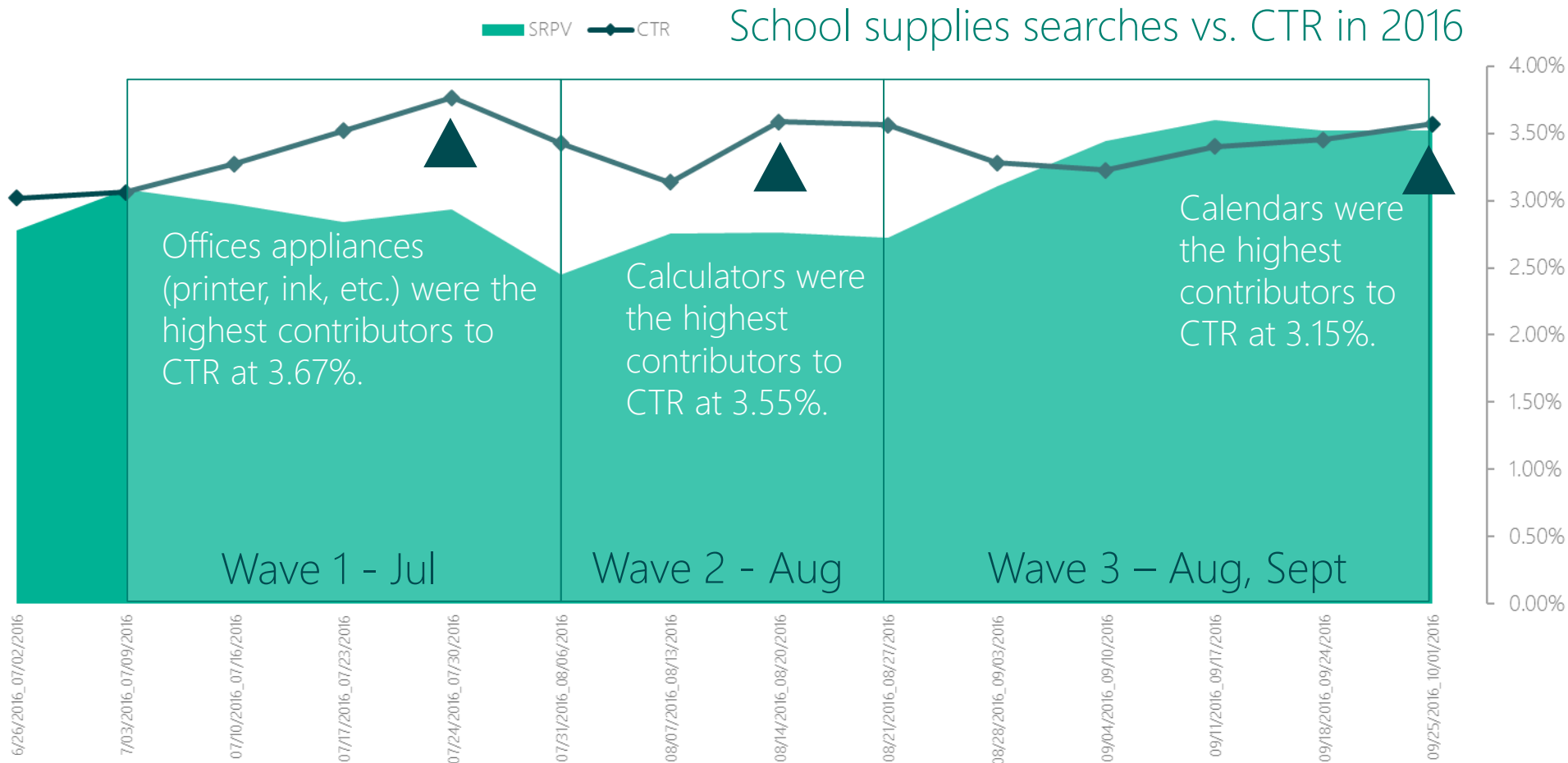
## Top branded searches

- |                         |                     |
|-------------------------|---------------------|
| 1. aldo                 | 11. skechers        |
| 2. softmoc              | 12. globo shoes     |
| 3. aldo shoes           | 13. jessica simpson |
| 4. browns shoes         | 14. naturalizer     |
| 5. payless shoes        | 15. puma            |
| 6. softmoc canada       | 16. birkenstock     |
| 7. town shoes           | 17. me too          |
| 8. payless shoes canada | 18. crocs           |
| 9. foot locker canada   | 19. reebok          |
| 10. little burgundy     | 20. skechers canada |



# School supplies

The top search categories were calculators (18%), office appliances (15%) and calendars (14%). Use [Location Extensions](#) to help them find your store. [Location targeting](#) can also be used to target people near you.



1. Microsoft internal data, search volume and top search queries in "Business & Industrial>Office" category related to Back to School – all devices, CA June 26, 2016 - October 1, 2016.

## Top unbranded searches

1. calculator	11. 2016 calendar
2. calendar	12. online calculator
	calculator
3. calendar 2016	13. simple calculator
	calculator
4. office supplies	14. printer
5. printers	15. 2017 calendar
6. office furniture	16. desk
7. paper	17. printable calendar
	calendar
8. printer ink	18. portfolio
9. office desks	19. calendar 2017
10. printer toner	20. chair

## Top branded searches

1. staples	11. staples canada inc
2. staples canada	12. avery labels
3. staples ca	13. epson
4. staples preferred	14. hp printers
5. mabel's labels	15. staples com
6. avery templates	16. www staples ca
7. avery	17. shiftnote
	staples
8. office depot	18. business depot
	http canon
9. staples office supply	19. com ij setup
	staples
10. staples online	20. locations



# Search and conversions

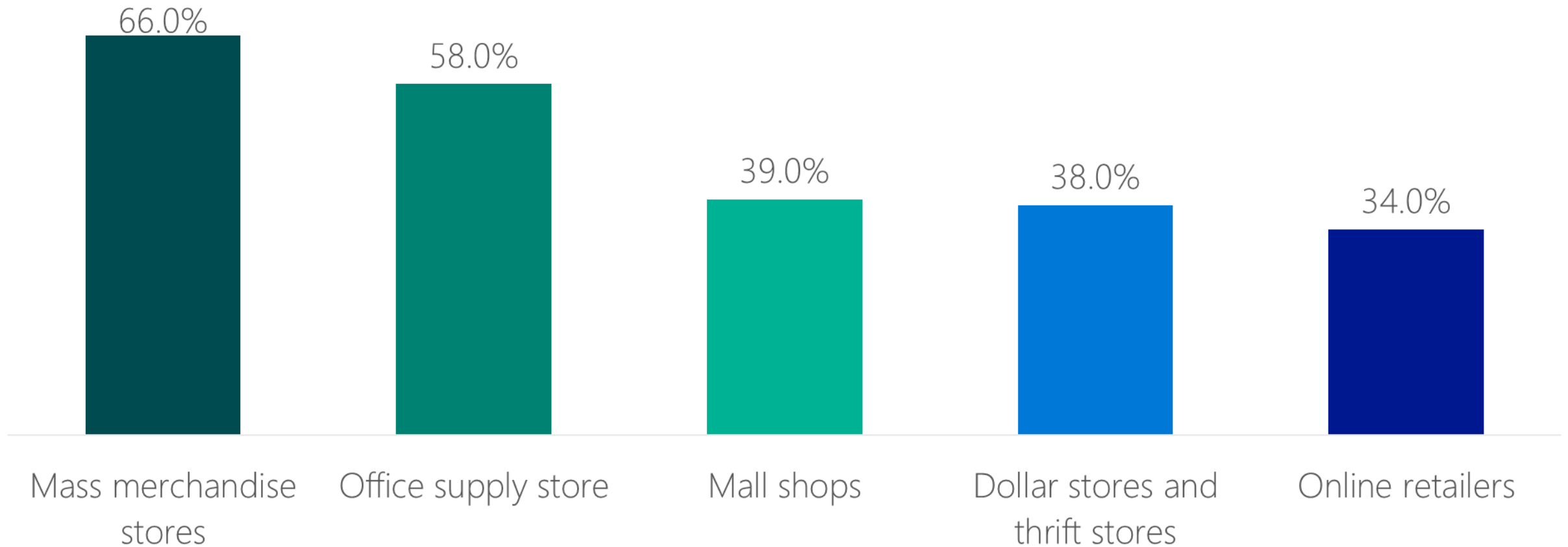
There's never been a better time to increase conversions.



## Where will families shop?

### Back-to-school shopping channels in Canada<sup>1</sup>

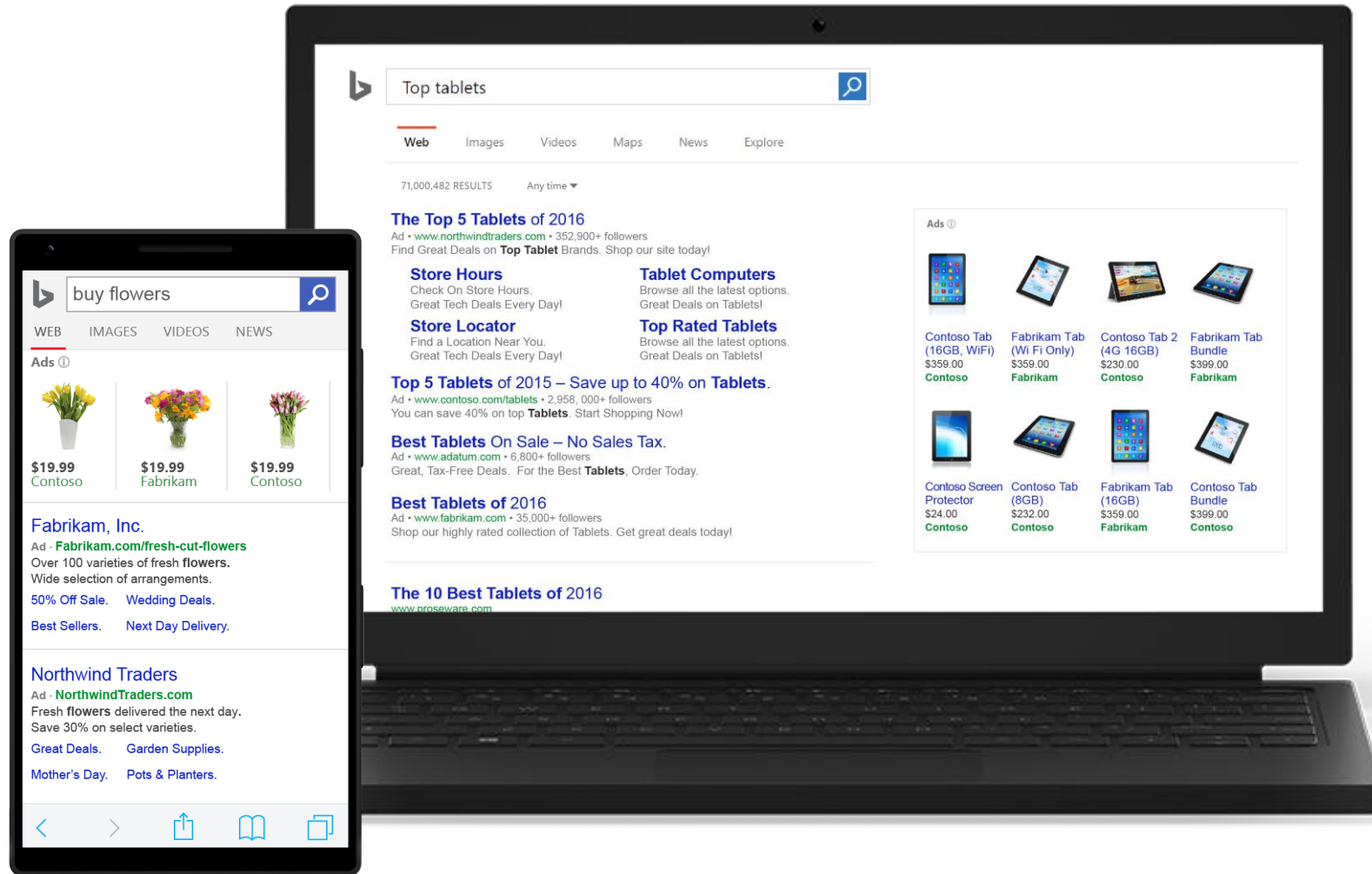
Mass merchandise and office supply stores are the top shopping channels for Canadians.



<sup>1</sup> Statista, Leading retailer types for back-to-school shopping among young people in Canada as of August 2015, August 2015.

# School shopping shortcut

Increase convenience by taking shoppers directly to product pages with [Bing Shopping Campaigns](#).

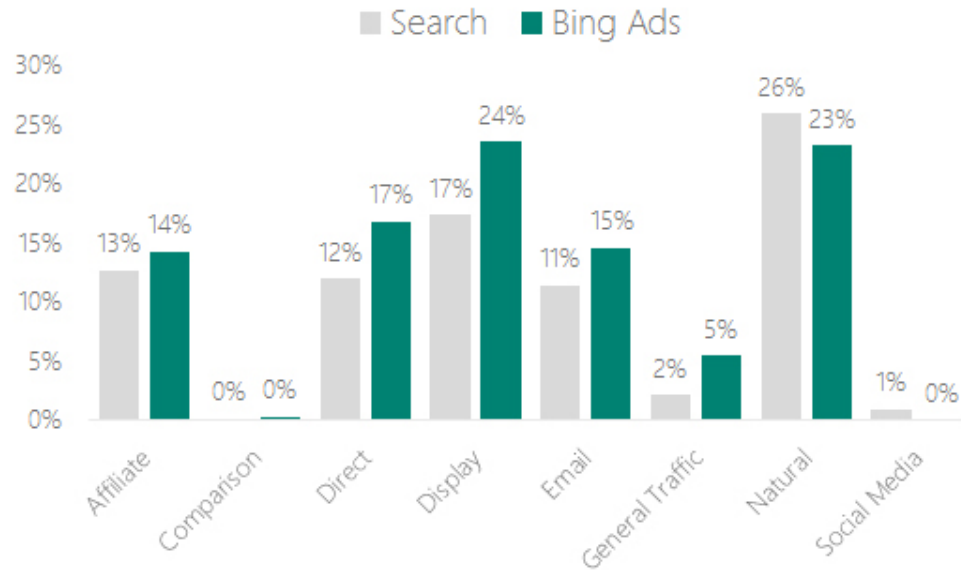


**Tip:** Already have a Google Shopping Campaign? [Import](#) it directly into your Bing Ads account.



# Bing Ads delivers retail conversions

## % Conversions when Bing Ads is in the purchase path vs. other paid search<sup>1</sup>



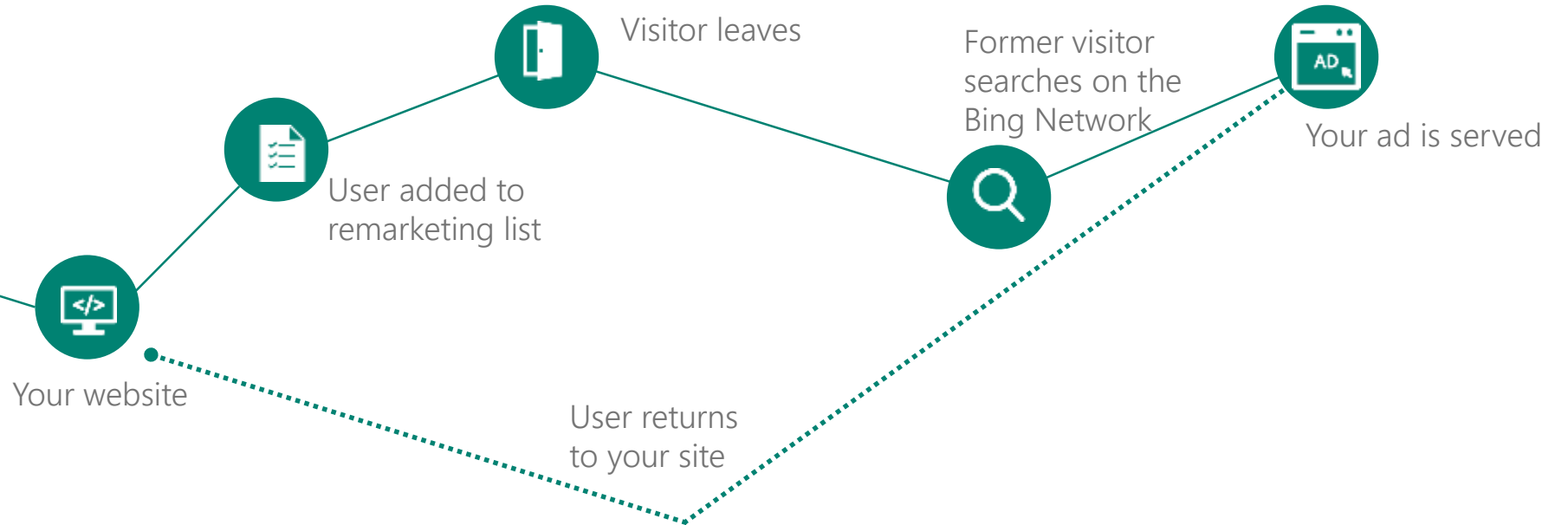
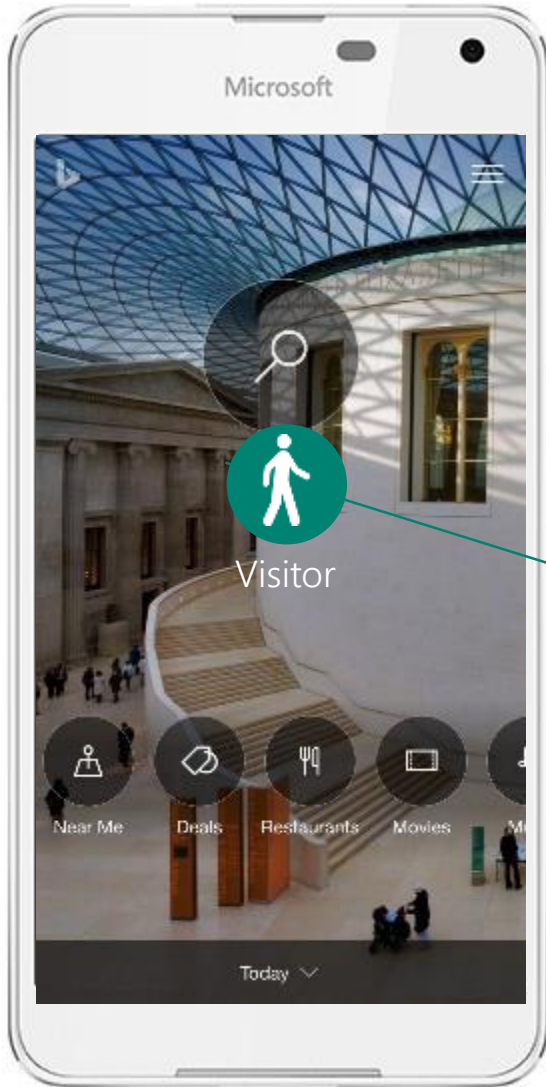
Bing Ads works better together with nearly all channels to generate conversions vs. other paid search<sup>1</sup>



**Tip:** synchronize your Bing Ads campaigns with other channel campaigns.

# Bring back high-quality shoppers to your site

The cart abandonment rate among brands in North America is 74%.<sup>1</sup> Reconnect with visitors that leave your website.



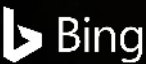
## Remarketing in Paid Search

delivers your message to previous visitors when they search on the Bing Network.

1. [SaleCycle, The Remarketing Report – Q2 2016, as cited in company blog, July 28, 2016.](#)



Shopping performance increased overall in product categories with Remarketing in Paid Search.



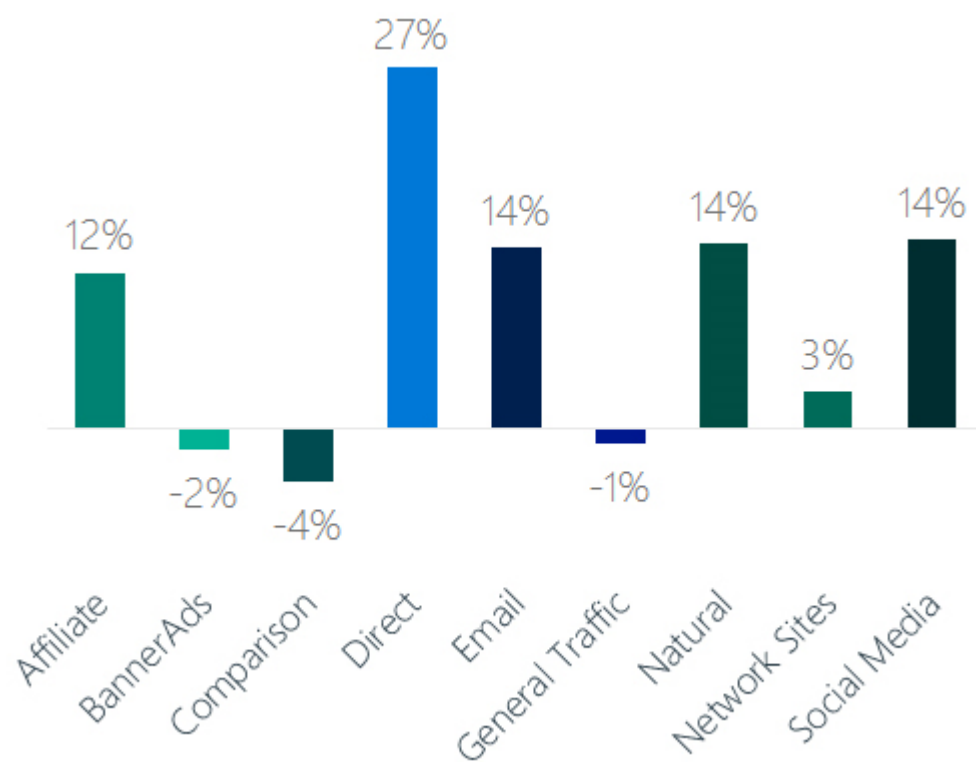
	Bing Shopping Campaigns	Bing Shopping Campaigns + Remarketing in Paid Search
Average conversion rate	2.0%	10.8%
Average CTR	1.4%	2.5%

1. Microsoft internal data, Remarketing in Paid Search & Bing Shopping Campaign daily conversion rate and CTR in relevant retail categories for back-to-school, Jan 14, 2016 – Feb 22, 2016, U.S. only.

## Bing Ads increase average order values

Only 34% of shoppers plan to do back-to-school shopping online.<sup>1</sup> Make sure these shoppers choose your site and maximize their average order value. Customers who are acquired through Bing Ads spend more than the average customer.<sup>2</sup>

Average Order Value (AOV) difference when Bing Ads is in the path<sup>2</sup>



### Insights

Paths which contain Bing Ads have higher AOVs on average than other search engines.

Five of the nine channels analyzed see an increase in AOV when they exist in paths along with Bing Ads.



**Tip:** Evaluate Bing Ads return on investment (ROI) independently from other paid search engines.

**Tip:** Respond to higher AOV with increased bids to maximize clicks and capture additional high-AOV conversions.

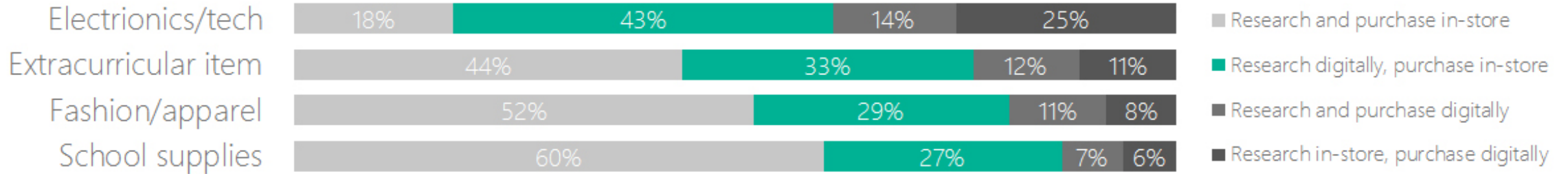
<sup>1</sup> Statista, [Leading retailer types for back-to-school shopping among young people in Canada as of August 2015](#), August 2015.

<sup>2</sup> PepperJam prepared for Microsoft, Bing Attribution Analysis, Oct 2016 - 2.6MM orders & 17.7MM path events from 10 attribution clients. Look-back at data for January 2015 to May 2016. US only.



## Bing Ads brings offline sales too

Back-to-school shoppers webroom, researching products digitally and then purchasing in store.<sup>1</sup> Bing Ads can help increase offline revenue.



27%-43% of back-to-school shoppers **research products digitally then purchase in store** depending on product category.<sup>2</sup>

1. [GfK as cited in press release, eMarketer calculations, August 23, 2016, Canada.](#)  
 2. [Trendsource, Back to School 2016 Consumer Insights Study, July 19, 2016, Canada.](#)



# Homework

Actionable takeaways

# Bing Ads back-to-school cheat sheet

## Be there ahead of time.

- ☐ Review last season's campaigns for successes and lessons learned.
- ☐ Set budgets to accommodate increases in traffic.
- ☐ Upload campaigns early.
- ☐ Double-check to make sure all relevant accounts and campaigns are active.
- ☐ Follow up on any rejected ads.
- ☐ Add new, relevant and emerging keywords.

## Find approaches for a better ROI.

- ☐ Plan your campaigns for June through September.
- ☐ Budget for PC/tablet and mobile traffic.
- ☐ Plan your budgets for periods of high CPC.
- ☐ Bid on your competitors – and your own – brand terms.
- ☐ Use long-tail brand terms.

## Optimize keywords, ads and bids.

- ☐ Leverage the right combination of ad extensions.
- ☐ Test ad copy variations.
- ☐ Set bids in anticipation of increased competition during the seasonal peaks.
- ☐ Apply bid boosting to take advantage of key audiences.

## Join the Bing Shopping Campaign Pilot.

- ☐ Test different images of the same product to determine which image performs best.
- ☐ Given that back-to-school is a long season, plan for 3 campaign waves refresh your product feed.
- ☐ Go beyond the required attributes and populate your feed with as many recommended attributes as possible for each product offer.
- ☐ Use the SKU column and unique identifiers to help differentiate product titles and descriptions that may only differ in size, color, etc. All unique identifiers should be consistent between data feeds.
- ☐ Include specific brands, product types or individual products that align with your business goals.



# Back-to-school locker

Choose the right tools to pursue school shoppers.



Drive local store visits.

- [Location Extensions](#)



Target unique audience segments.

- [Device Targeting](#)
- [Demographic Targeting](#)
- [Day and Time Targeting](#)



Acquire new customers.

- [Remarketing in Paid Search](#)
- [Universal Event Tracking](#)
- [Bing Shopping Campaigns](#)



Increase ad engagement.

- [Sitelink Extensions and Enhanced Sitelinks](#)



Improve ease of management.

- [Google Import](#)
- [APIs for UET Tags, Conversion Goals and Remarketing](#)
- [Bing Ads Editor for Mac](#)



Increase mobile app engagement.

- [App Extensions](#)
- [Mobile Device Targeting](#)

Connect with a search specialist who can help you get started today.

Call 1-800-985-4671 or  
[get started with Bing Ads.](#)



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[youtube.com/bingads](https://youtube.com/bingads)

## Already advertising on Google AdWords?

It's quick and easy to import your Google AdWords campaigns directly into Bing Ads with just a few clicks.

[Learn how to import your campaigns.](#)



Bing Network. Be there.



