



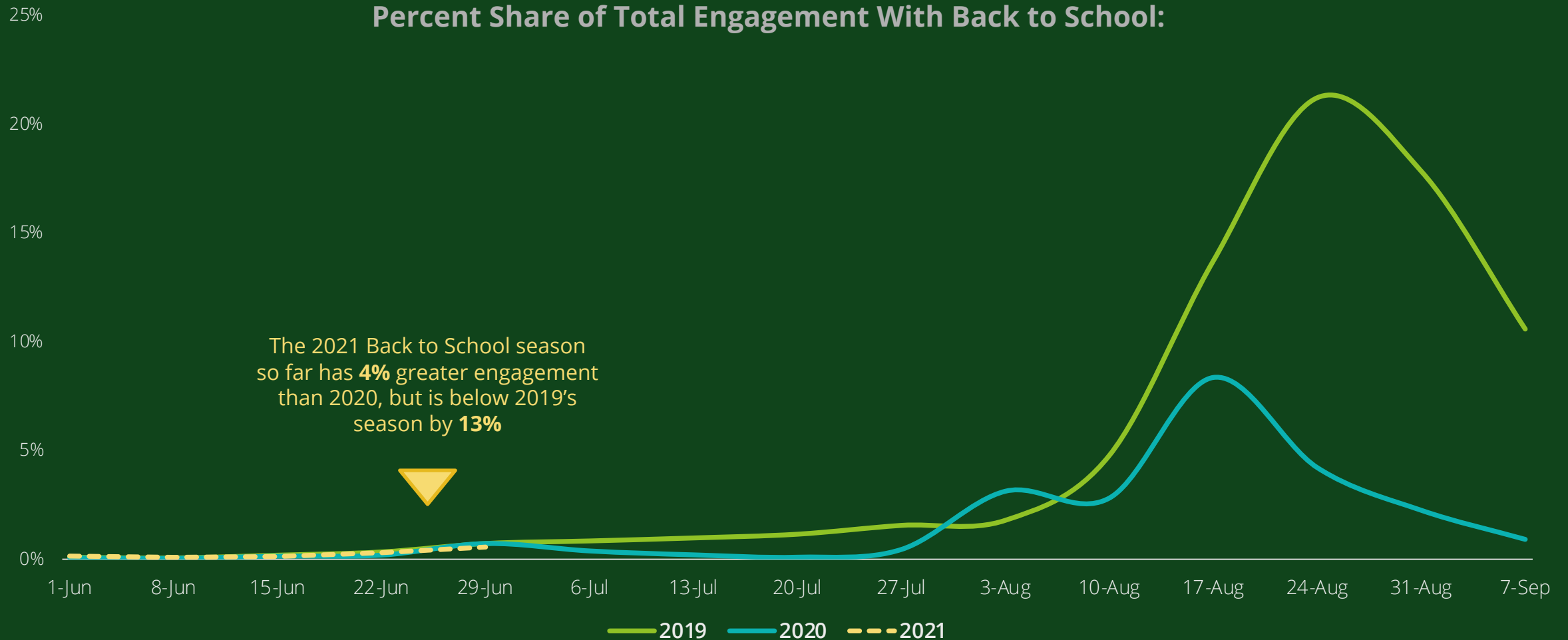
Back to School Insights

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

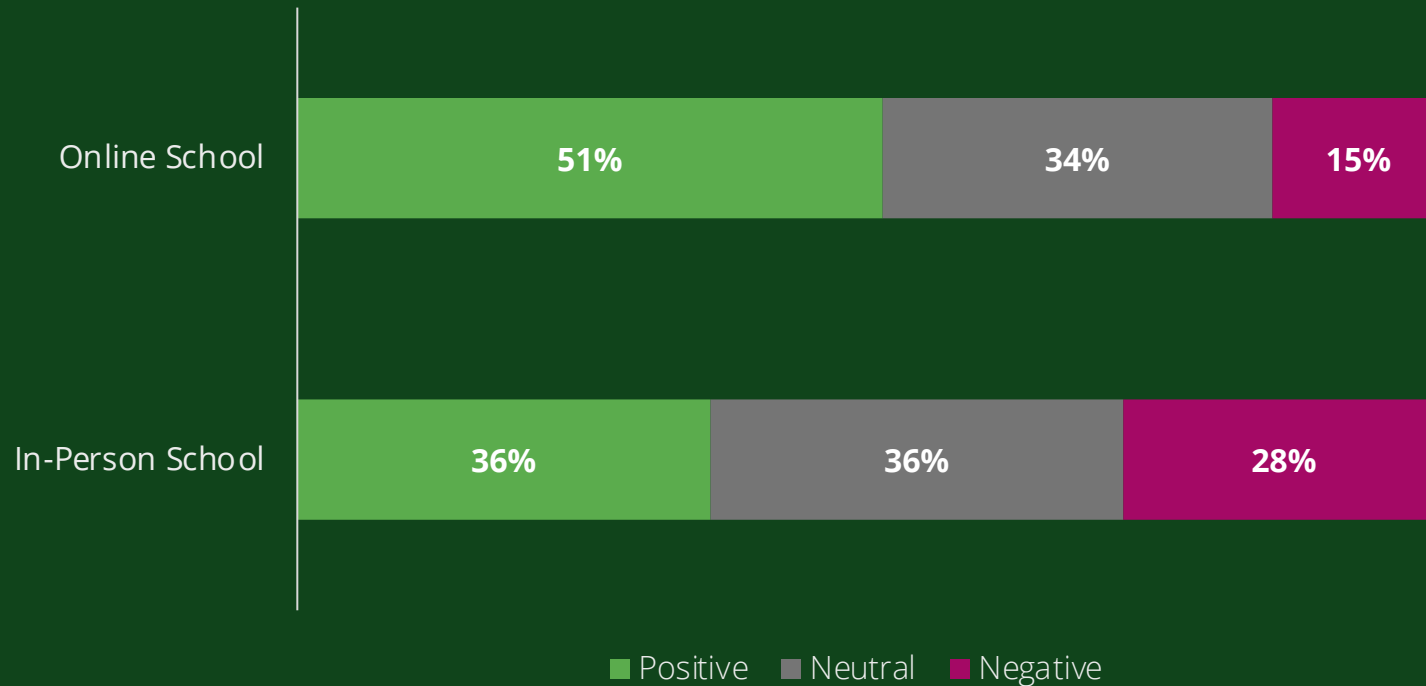


Online engagement is measured by searches, clicks, & shares | Geo: U.S. | Time Frame: June 2019 - July 2021

In-Person Schooling Could Still Be In Jeopardy

Online Engagement by the 2021 Back to School Audience

2021 Sentiment for In-Person vs Online Schooling:



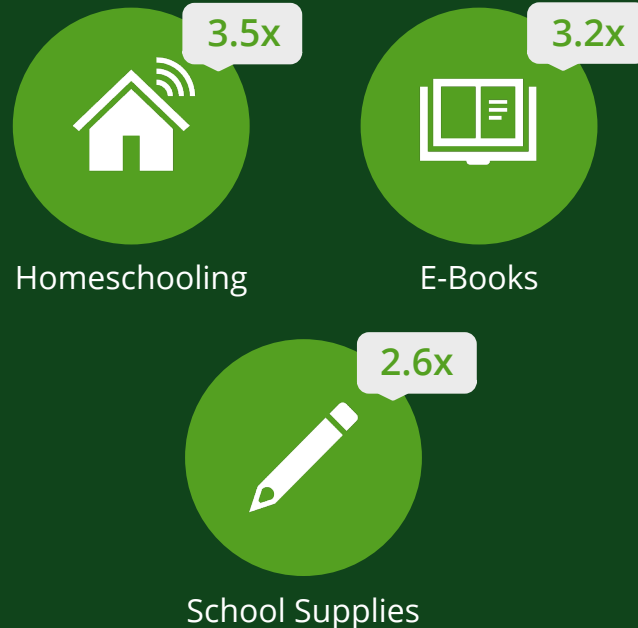
Throughout the month of June, **concern about the COVID-19 Delta variant grew by 320%**. Because children under the age of 12 are not yet vaccinated, they are the most vulnerable population. At the moment, we're seeing sentiment lean toward a safety-first mindset, although schools and parents are certainly anxious to return to in-person learning if they can this fall.

Finances Are More of a Concern This Year

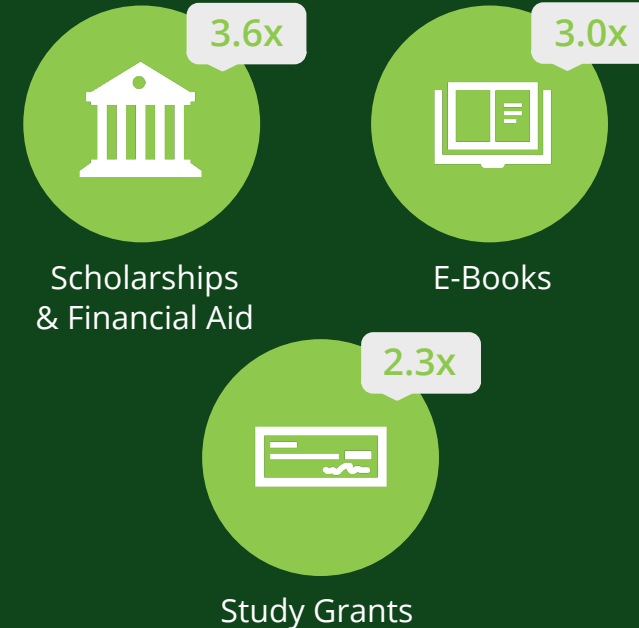
Online Engagement by the 2020 and 2021 Back to School Audiences

High Indexing Categories for Back to School Audiences:

2020:



2021:



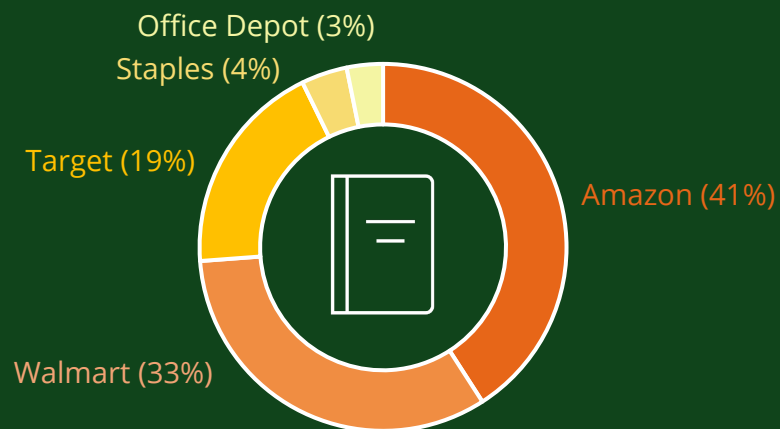
Online engagement is measured by searches, clicks, & shares | Geo: U.S. | An index number (i.e. 3.5x) measures how much more likely a user in this audience is to be interested in a topic versus the general ShareThis audience | Time Frame: June - July 2020 & 2021

Leading Retailers In Back to School Categories

Online Engagement by the 2021 Back to School Audience

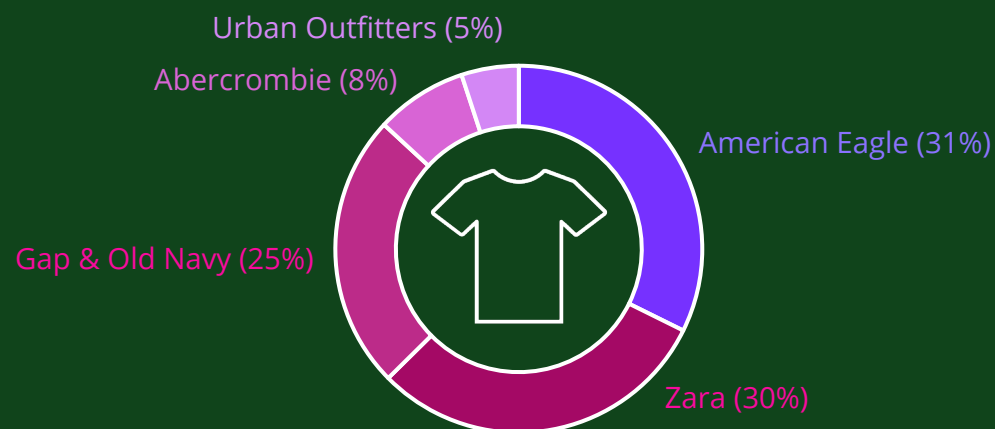
School Supplies

Top 5 by Percent Share of Engagement (%):



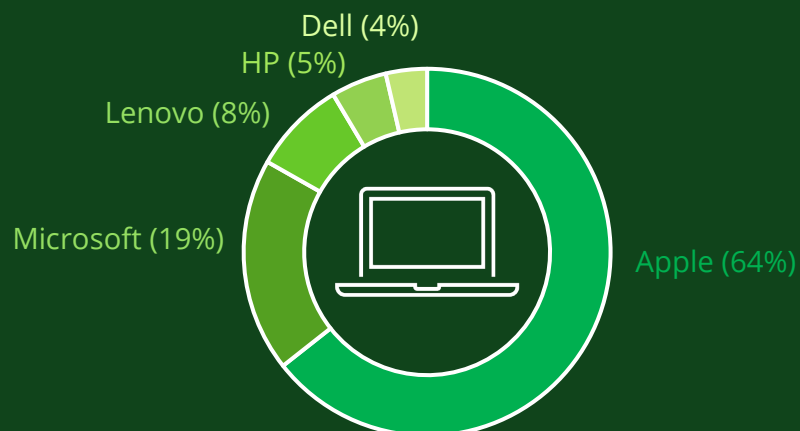
Apparel

Top 5 by Percent Share of Engagement (%):



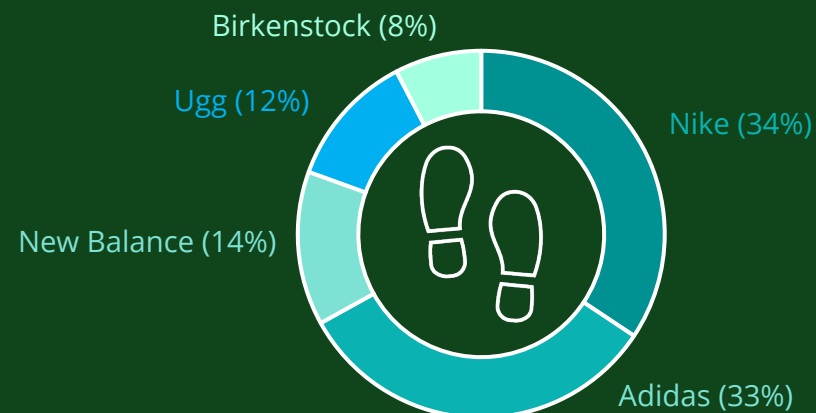
Laptops

Top 5 by Percent Share of Engagement (%):



Footwear

Top 5 by Percent Share of Engagement (%):

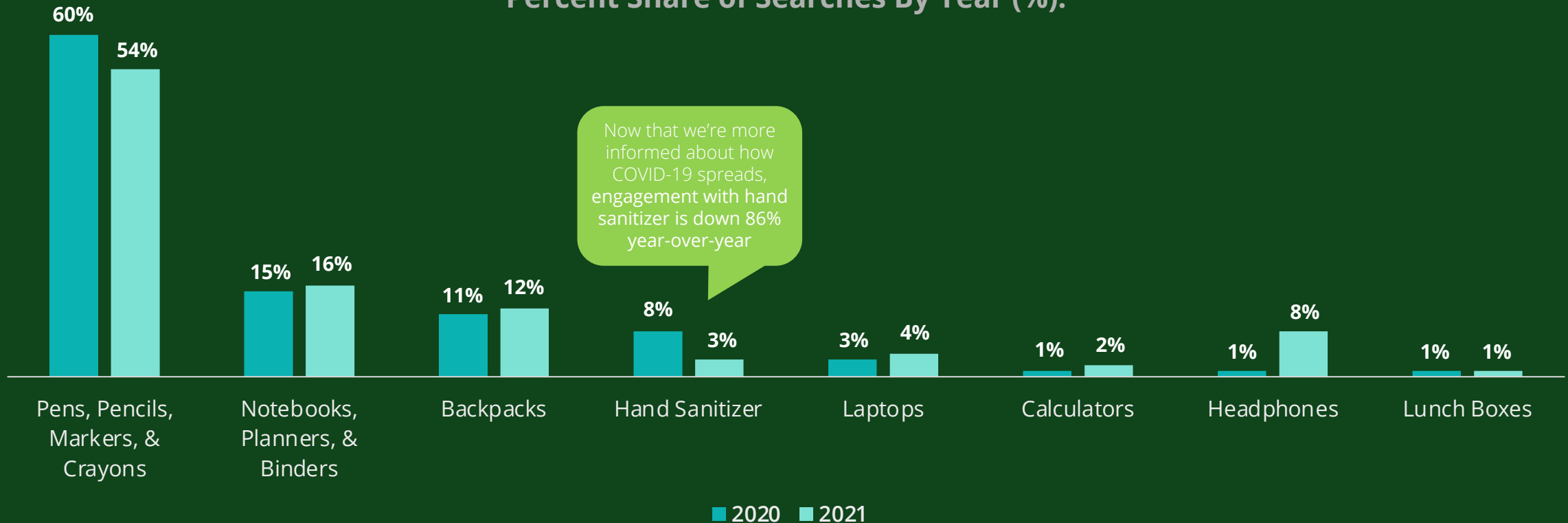


Online engagement is measured by searches, clicks, & shares | Geo: U.S. | Time Frame: June - July 2021

At Home or In School, Product Needs Are the Same

Online Engagement by Yearly Back to School Audiences

Percent Share of Searches By Year (%):



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.

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.

A photograph of a person's hands typing on a laptop keyboard, overlaid with a semi-transparent green filter. The person is wearing a light-colored, textured sweater. In the background, a white disposable coffee cup is visible on a desk. The overall mood is professional and focused.

Thank You

