

# Back to School: June 2024

Canada



Back to school (BTS) is the 2<sup>nd</sup> biggest shopping season of the year, with BTS spending across K-12 and university shoppers expected to continue increasing. Typically, summer sessions start in June and all schools are back in session by September. Start Back to School promotions early – using specific ad copy and linking to specific landing pages - to account for varying start dates and engage shoppers through the long BTS journey.

## Optimize your performance for Back to School:



**81% of Canadians are planning to take advantage of in-store or online discounts, promotions, and sales in 2024.<sup>1</sup>**

Mention student discounts and loyalty programs if offered and promote BTS bundles, buying guides. Include ad extensions that encourage faster action.



**Performance Max is now available globally** as an automated campaign type to help you find more conversions.<sup>2</sup>

With this new campaign type, Microsoft AI will build new creative assets and recommend ad copy based on your initial inputs and landing URL.

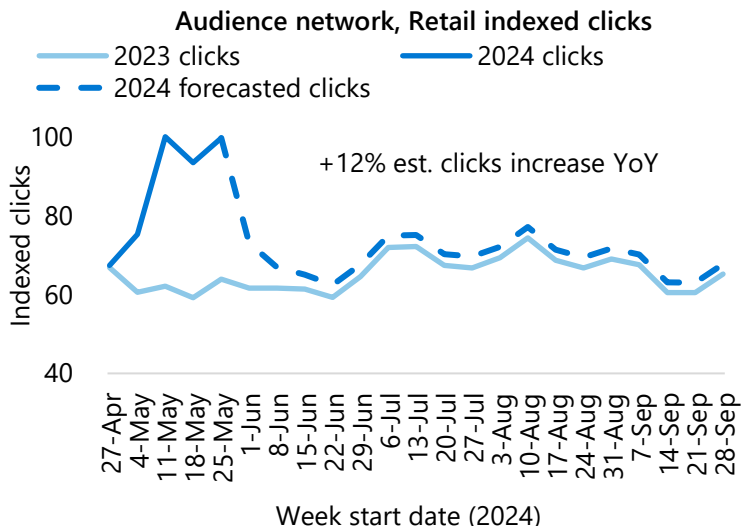
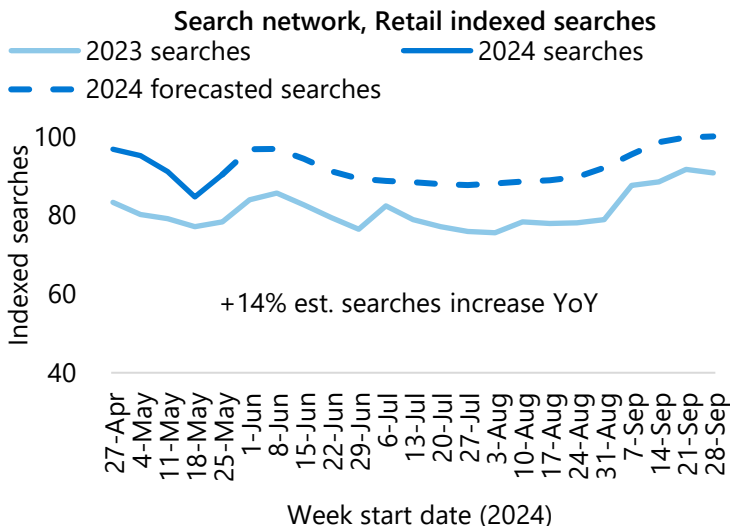


Maximize reach with customized game plans for each of the **3 types of shopper profiles**: Parents, Students, and Educators.

Reach each of these shopper profiles in your Search and Audience Ad strategy with a mix of audiences such as in-market audiences and remarketing lists.

## Retail activity, Q4 2023 and forecasted Q4 2024<sup>3</sup>:

Use BTS category benchmarks from 2023 and 2024 forecasts when making optimizations.



Sources: 1. Abacus Data. 2. Performance Max is available for Responsive Search, Native, and Display ads. 3. Microsoft Internal Data, CA, Retail categories - indexed overall for 2023-2024 BTS season..