![Microsoft Advertising]

Back to School: June 2024

United Kingdom

Back to school (BTS) is the 2nd biggest shopping season of the year, with BTS spending across K-12 and university shoppers expected to continue increasing. Typically, summer sessions start in join 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:

Last year, UK shoppers spent $1.3 billion on back-to-school items, relying heavily on deals and second-hand items.[1]

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.[2]

With this new campaign type, Microsoft AI will build new creative assets and recommend ad copy based on your initial inputs and landing URL.
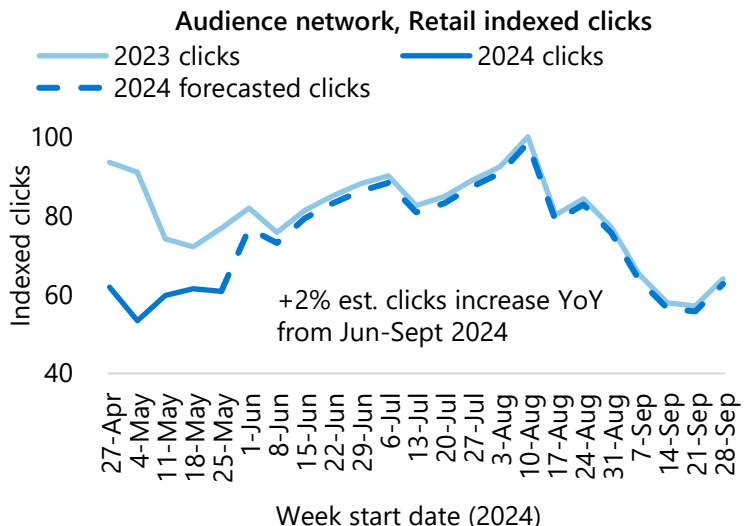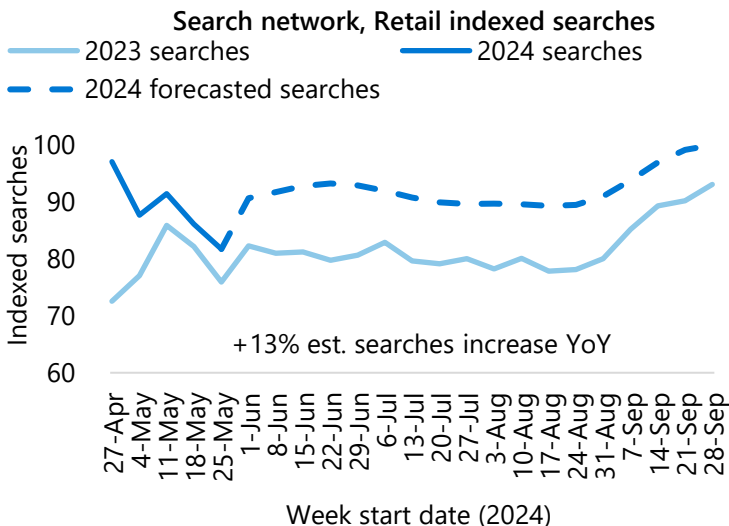
Maximize reach with customized game plans for each of the **3 types of shopper profiles:** Parents, Students, and Educators.

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[3]:

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

Search network, Retail indexed searches
- 2023 searches
- 2024 searches
- 2024 forecasted searches

+13% est. searches increase YoY

Week start date (2024)

Audience network, Retail indexed clicks
- 2023 clicks
- 2024 clicks
- 2024 forecasted clicks

+2% est. clicks increase YoY from Jun-Sept 2024

Week start date (2024)

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