



The cross-channel
personalization platform

Discover proven strategies and creative
inspiration to drive engagement, conversions,
and revenue during the biggest shopping
moment of the summer.

Back-to-School Playbook


A Season Full of Opportunity

Strong Consumer Spend

- Combined Back-to-School and Back-to-College spending exceeded \$128B in 2025
- Spending extends well beyond school supplies, spanning apparel, footwear, technology, beauty, and home
- Back-to-School remains one of retail's most significant summer shopping events
- Amazon's Prime Day has become a key Back-to-School shopping event, and its shift from July to June this year is expected to accelerate demand earlier in the season

Key Shopping Behaviors

- 67% of shoppers began shopping before the peak Back-to-School season
- Digital research heavily influences purchase decisions
- Mobile shopping plays a critical role as shoppers compare products and manage checklists
- Purchases surge in the weeks leading up to and immediately following the first day of school
- School calendars vary by region, making campaign timing and audience segmentation critical



3.3% YOY growth
projected for
Back-to-School
spending in 2026



Where to Focus Your Back-to-School Strategy

01 School Supply Shopping

Essential purchases that drive traffic and basket-building opportunities.

- Create grade-level shopping guides and curated collections
- Bundle complementary products to increase AOV
- Promote classroom essentials and organization tools
- Use purchase history to personalize recommendations and simplify repeat purchases

02 First-Day Fits

New apparel, footwear, and accessories that help students start the year with confidence.

- Showcase complete looks and outfit inspiration
- Highlight trending styles, backpacks, and footwear – use social proof and UGC to drive purchase confidence
- Leverage purchase history to recommend new sizes, styles, and seasonal wardrobe updates

03 Technology Upgrades

Laptops, headphones, tablets, and productivity tools remain key Back-to-School purchases.

- Position products around productivity, studying, and organization
- Bundle accessories with core technology purchases
- Highlight AI-powered learning, productivity, and study tools as demand continues to grow

04 Teacher Appreciation

Extend campaigns beyond students and parents to reach educators preparing for the school year.

- Create dedicated collections or educator-exclusive offers
- Highlight classroom must-haves and organization solutions
- Promote educator discounts and benefits across channels to increase awareness and engagement

05 Dorm Move-In

A major spending driver for home, organization, bedding, décor, and technology.

- Build collections around room themes and move-in checklists
- Simplify decision-making with curated dorm bundles
- Follow up after move-in with personalized recommendations for forgotten or newly discovered dorm essentials

06 Fall Sports & Activities

Promote athletic apparel, equipment, accessories, and extracurricular essentials.

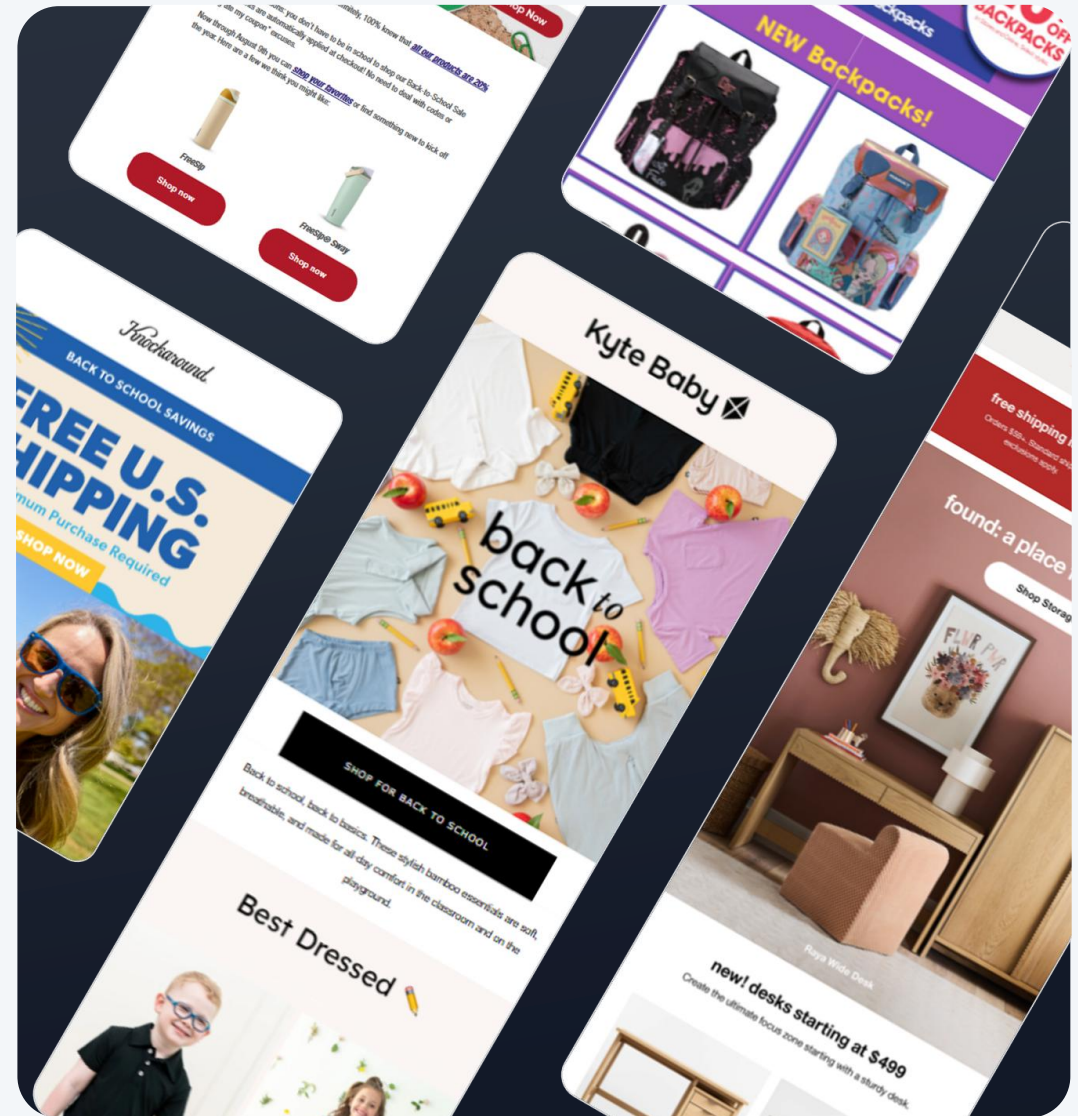
- Organize products by sport, activity, or season
- Feature performance-focused gear and team essentials
- Align campaigns with registration deadlines, tryouts, and season kickoffs



Creative We Love

Back-to-School campaigns that bring key shopping opportunities to life.

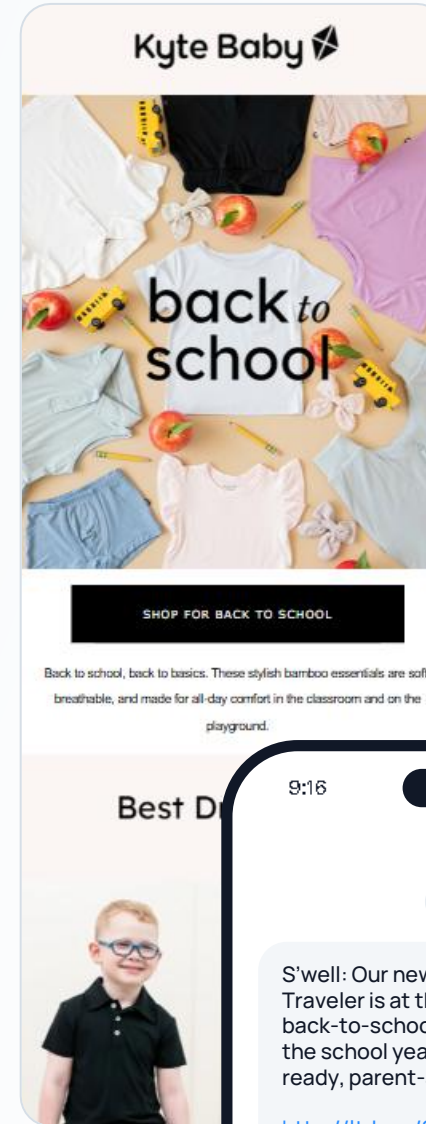
- Building Excitement
- Simplify Shopping
- Incentivize Action
- Reach New Audiences



Creative We Love

Building Excitement

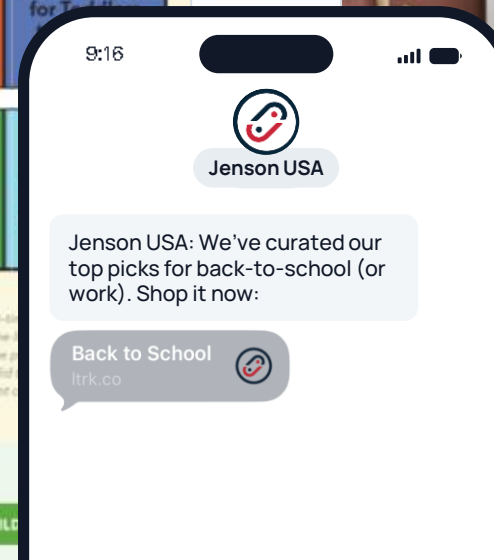
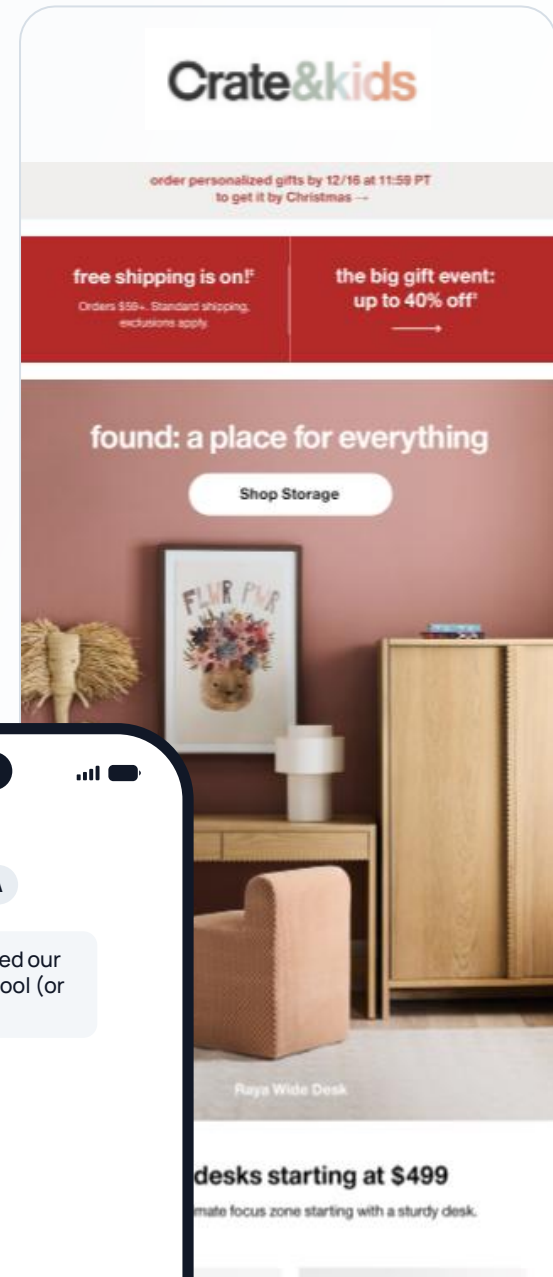
Energetic messaging and seasonal creative help shoppers feel ready for the new school year.



Creative We Love

Simplify Shopping

Curated collections, shopping guides, and organized product discovery reduce decision fatigue.



Creative We Love

Incentivize Action

Promotions, loyalty rewards, and shipping incentives create urgency and encourage shoppers to complete their purchase.

owala.


20% OFF Sitewide Back-to-School Sale [Shop Now](#)

Hey friend,

We just wanted to make sure you definitely, 100% know that [all our products are 20% off for Back to School!](#)


A couple clarifications: you don't have to be in school to shop our Back-to-School Sale and discounts are automatically applied at checkout! No need to deal with codes or "dog ate my coupon" excuses.

Now through August 9th you can [shop your favorites](#) or find something new to kick off the year. Here are a few we think you might like:



FreeSip

[Shop now](#)



FreeSip@Sway

[Shop now](#)

Knocharound.


BACK TO SCHOOL SAVINGS

FREE U.S. SHIPPING
No Minimum Purchase Required

[SHOP NOW](#)



FRENCH TOAST.

 **Shop now, pay later**
Choose a Pay Later offer when checking out with PayPal.

Special Savings Just for You

Thanks for choosing us

Hi There!

We've got a little something just for you


Because you know quality when you see it (and keep coming back for it), we're giving you exclusive access to 30% off everything—no strings, no exclusions.

Use code **REWARD30** through the end of the month and stock up on all their everyday favorites.

Thoughtfully made.
Built to last.
Ready for whatever the school year brings.

Thanks for letting us be part of their every

9:16

 **LOFT Outlet**

LOFT Outlet: Back to office days or school days? Either way, stock up! BOGO \$10 at the pants & jeans event.

<http://loft.co/7ev8jET>
Exclusions apply.

LOFT Outlet: Back to office, back to style: Up to 50% off everyday favorites.

<http://loft.co/54DfgL0>

SCHOOL

Why Parents Keep Coming Back to Our

- ✓ Comfortable stretch for all-day movement
- ✓ Fade-resistant colors wash after wash
- ✓ Designed specifically for school dress code

[SHOP POLOS](#)

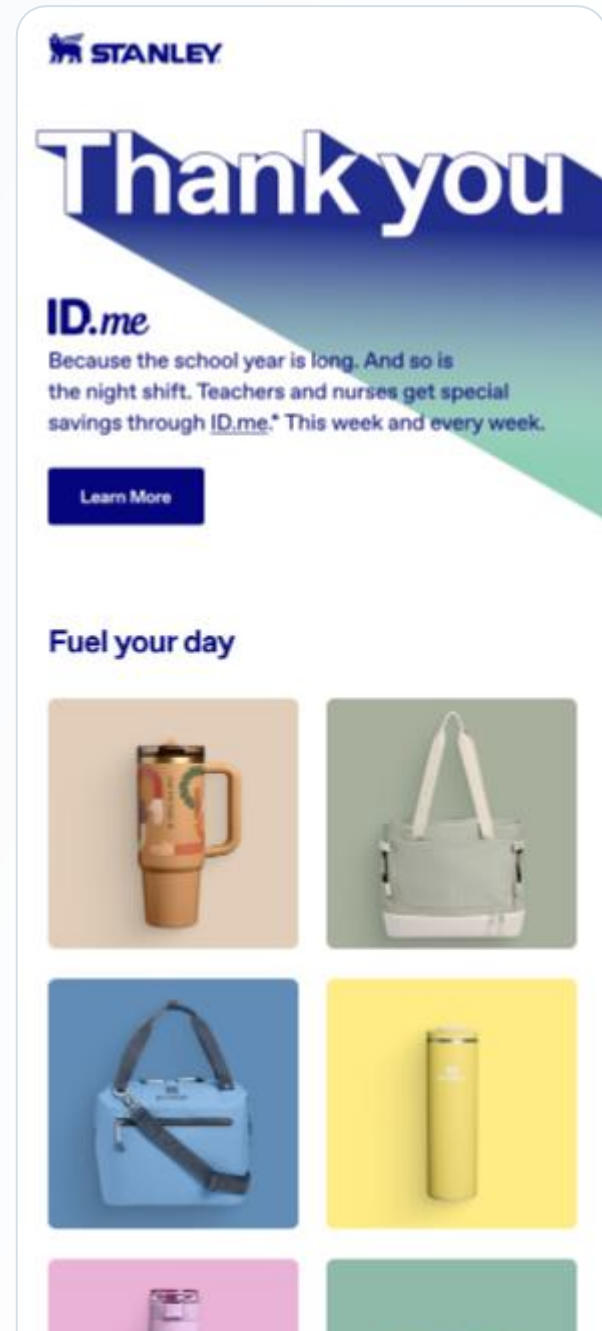
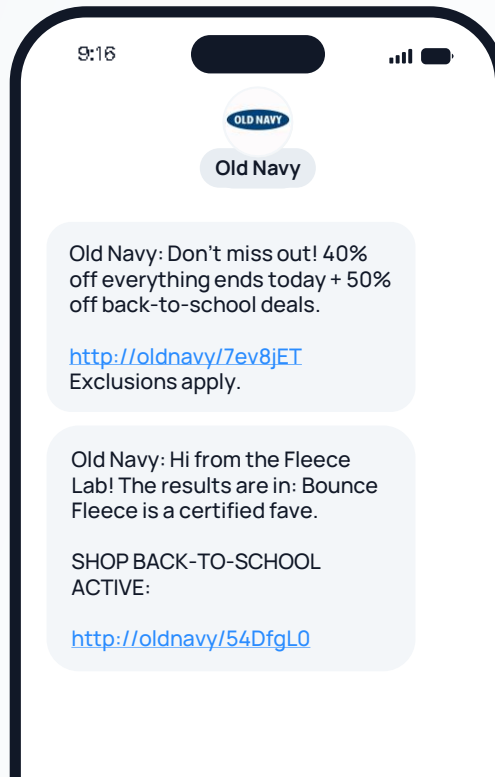
THE FRENCH



Creative We Love

Reach New Audiences

Dedicated offers and messaging help brands connect with educators and other audiences beyond students and parents.



Close the Loop with Data

Use Back-to-School to uncover customer insights, strengthen relationships, and build momentum for the holiday season.

Additional Resources

Read our [Back-to-School marketing blog](#) for additional strategies and campaign ideas.





Ready to **Elevate** Your Digital Marketing?

Listrak delivers personalized experiences across Email, SMS, Push, Web, In-Store and emerging channels like RCS from a single platform.

Contact us:

info@listrak.com

Existing Clients:

connect with your Account Manager

Support:

<https://support.listrak.com>

