



2023 Back-to-School / Back-to-College Customer Insights

Ace Back-to-Class
with Walmart Connect





INSIGHT GUIDE | BACK TO SCHOOL / BACK TO COLLEGE

2023 Back-to-Class Customer Insights

Walmart Connect understands the assignment when it comes to omnichannel strategy. As K-12 and college-bound students head back to class, we're helping advertisers elevate their products and grow their presence online and in-store just in time to reach families shopping their supply lists.

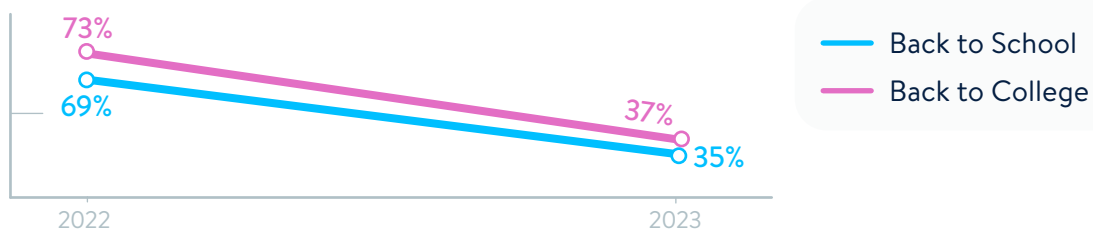
To understand the mindset of Back-to-Class customers, we asked Walmart customers how they plan to shop for the upcoming school year. We break down how these savvy shoppers are navigating rising costs, what's influencing their purchasing behaviors and when to optimize your campaign to reach them when they are actively shopping online or in one of 4,700+ Walmart stores.

So grab a notebook and pencil, and get ready to study the latest insights and tips from Walmart Connect.



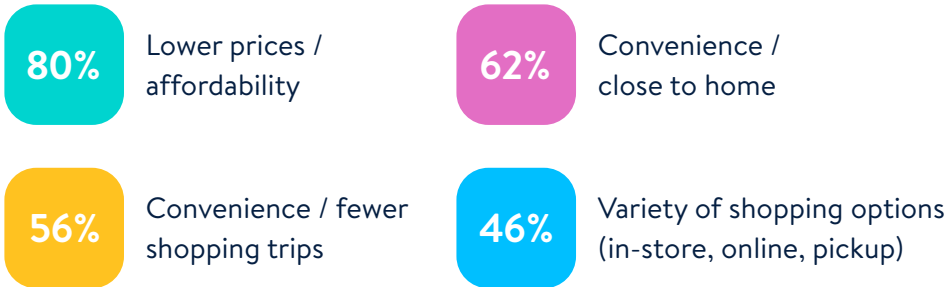
Walmart customers are less concerned with inflation

When surveying Walmart customers, we found customers shopping for the Back-to-Class season are concerned with the impact of inflation, but not at the same level as last year, signaling that economic circumstances may have changed or shoppers may have found ways to manage rising costs^{1&17}





Not surprisingly, Back-to-Class customers' top reason to shop at Walmart in-store and online continues to be Everyday Low Prices¹



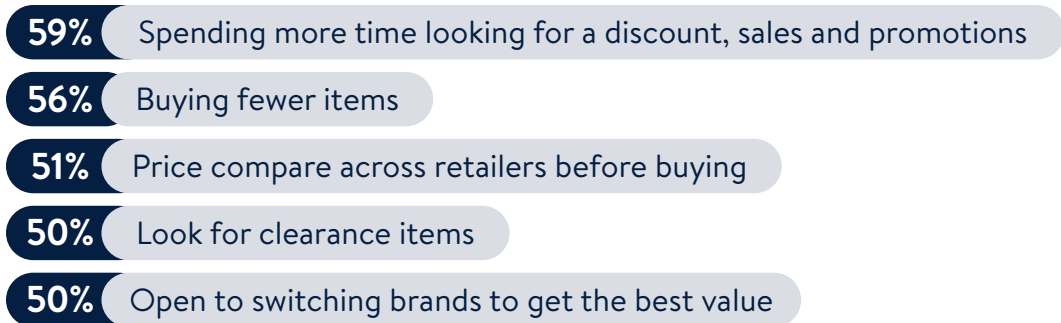
Tip:

Showcase competitive pricing in your creative messaging. More than half of Back-to-School and Back-to-College customers surveyed said that sales, exclusives and promotions would be the most helpful when shopping for the 2023 Back-to-Class season.

When asked how rising food costs impacted grocery shopping during the 2022 Back-to-Class season, Walmart customers said they²



How Walmart customers made their dollars stretch during last year's Back-to-Class season³

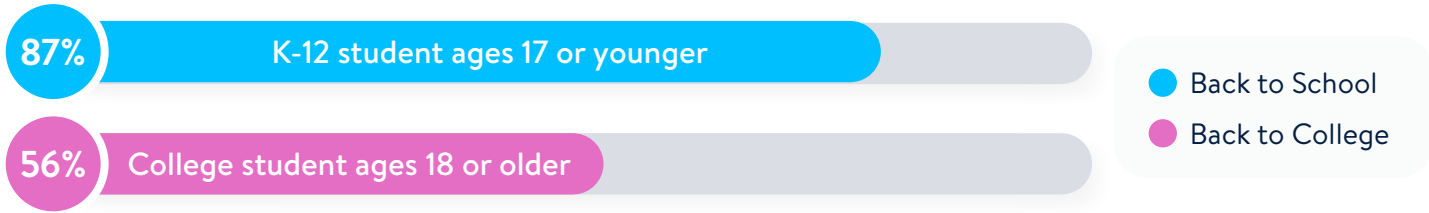


Back-to-Class Marketing Activations

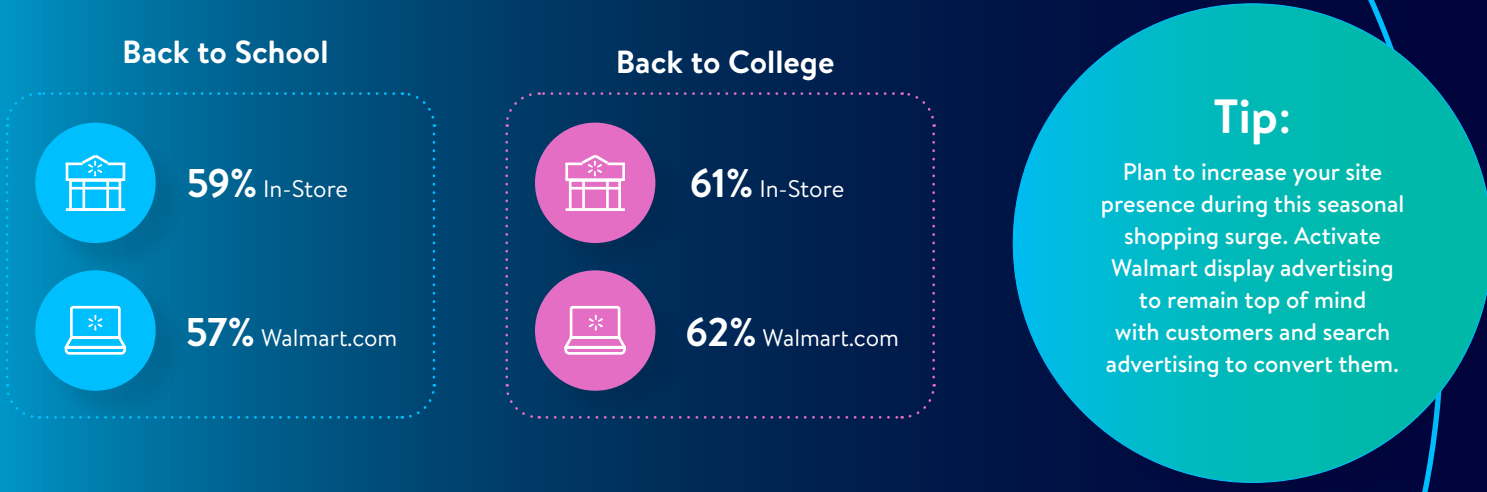
Walmart's Back-to-School and Back-to-College experiences help customers unlock the confidence and authenticity they crave during a critical life moment by putting value and convenience at their fingertips. Our full-funnel campaigns show parents, students and teachers that confidence doesn't have to cost more – with low prices on everything they need and their entire school list just a tap away. We'll also offer products that allow college-bound students to express their individuality and offer them a shopping experience that best fits their life. Promotions will appear in national paid media, in-store and online activations, paid and organic social, branded content, influencers, display, search and more.



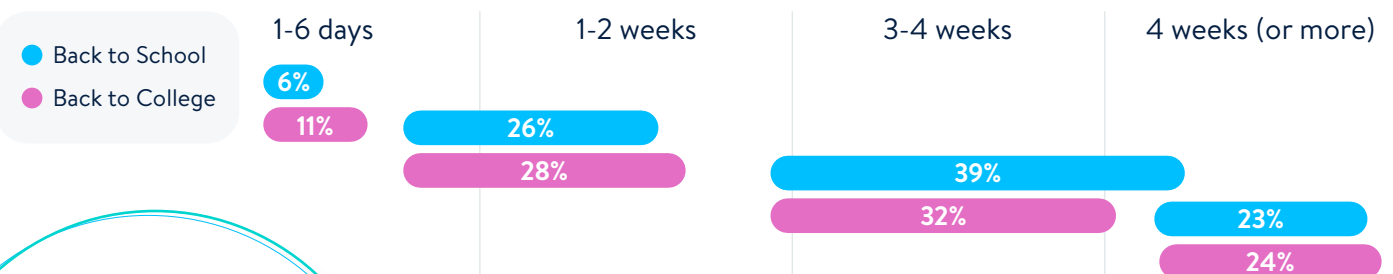
Who Walmart customers are planning to shop for this Back-to-Class season¹



Where Walmart customers are planning to buy products after researching online¹

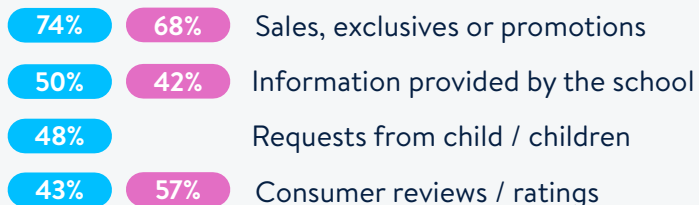


The Back-to-Class shopping season kicks off in July and runs to October, with peak shopping for school supplies planned to occur the 3-4 weeks in advance of the first day of school¹



53% of 2022 Back-to-Class planned spending was to occur by the end of July⁴

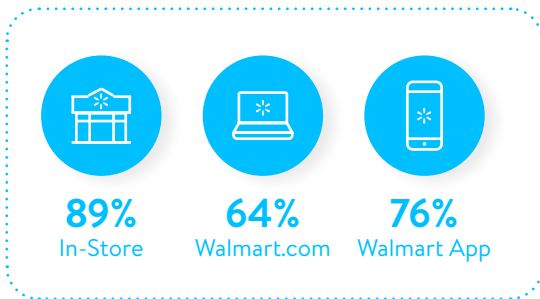
Sales and promotions are the top source of information for all Back-to-Class customers, followed by information provided by the school and reviews / ratings¹



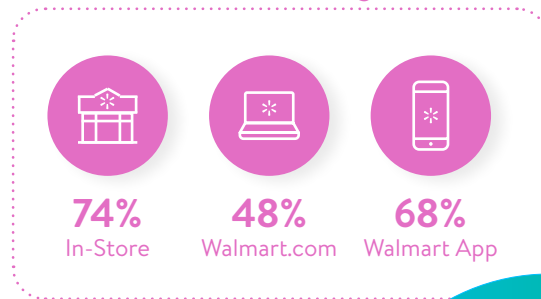


Where Walmart customers plan to shop for Back-to-Class school supplies¹

Back to School

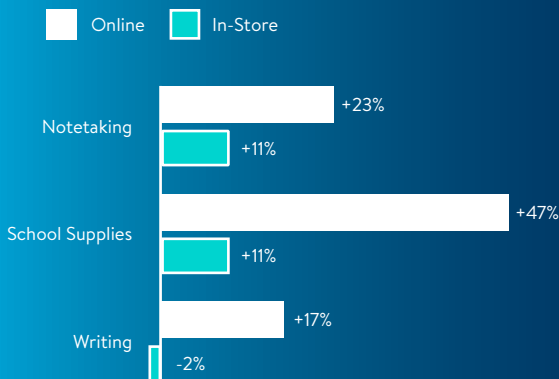


Back to College

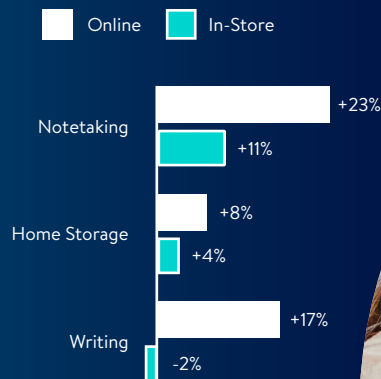


Last year, Walmart saw omnichannel growth across the Home and Hardlines categories during the Back-to-Class season⁵

Back to School



Back to College



Tip:

Utilize Sponsored Brands to increase brand awareness and send your brand and up to four of your products to the top of relevant search results to help improve brand visibility and inspire product discovery.



Top school supply keyword impressions on Walmart.com⁶

- ✓ Pencil box
- ✓ Pencil board
- ✓ School supply
- ✓ Pencil case
- ✓ Scissors
- ✓ Ruler
- ✓ Pencil pouch
- ✓ Zipper pencil pouch
- ✓ Protractor
- ✓ School supplies under \$1
- ✓ School box
- ✓ Foam board



Where Walmart customers plan to shop for Back-to-Class electronics¹

Back to School



24%
In-Store



32%
Walmart.com



26%
Walmart App

Back to College



34%
In-Store



43%
Walmart.com



35%
Walmart App

Tip:

Lean into expanded targeting options for your display campaigns. Target electronic and wireless buffs with lifestyle targeting. Reach customers digitally in the aisles for specific categories with in-market targeting.

Back-to-Class electronics and wireless products purchased last year by Walmart customers⁷

44%

Wireless accessories such as earbuds, stick drives, etc.

25%

Laptop or tablet when shopping Back to College

19%

Laptop or tablet when shopping Back to School

Top laptop and desktop search terms on Walmart.com⁸

HP laptop
Chromebook
Computer

Laptops under \$200
Laptop computers
Gaming laptop

Desktop computers
Lenovo laptop
Touchscreen laptops

● Branded

Top wireless accessories search terms on Walmart.com⁹

iPhone 13 pro case
iPhone 11 case
iPhone charger

iPhone 13 case
iPhone 12 pro case
iPhone 12 pro max case

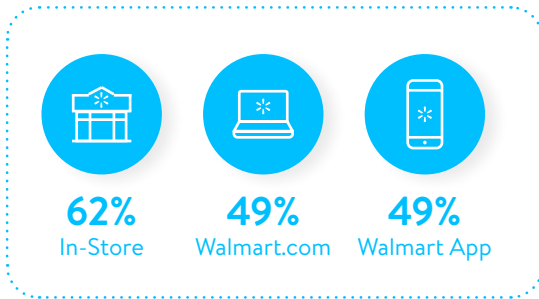
Portable charger
Tablets
Smart watch

● Branded

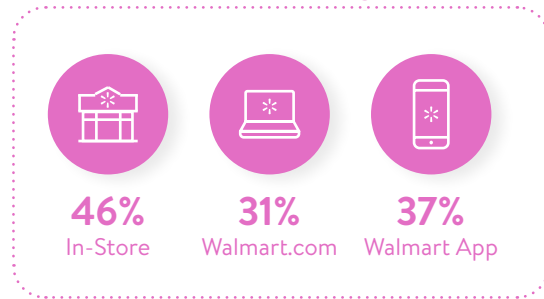


Where Walmart customers plan to shop for Back-to-Class clothing and shoes¹

Back to School



Back to College



Average weekly search impressions of customers looking to buy shoes during the Back-to-Class season¹⁰:

→ **135M**

80%

of Walmart customers surveyed said that when shopping for Back-to-Class last year, they bought a backpack and / or shoes²

Tip:

Use variant bidding to get noticed by customers. Advertise any item within your catalog beyond the primary variant, including size and color variations, to help increase discoverability and sales. Consider adding seasonal SKUs and top-performing Back-to-Class items.

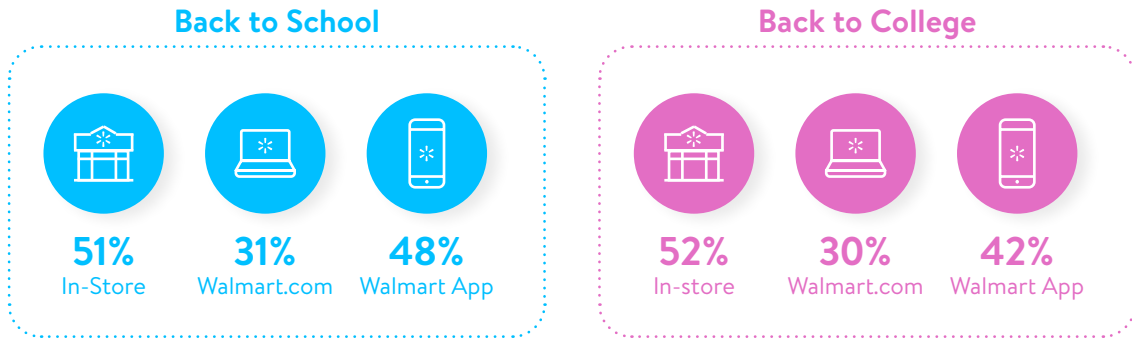


Top shoe search terms on Walmart.com¹¹

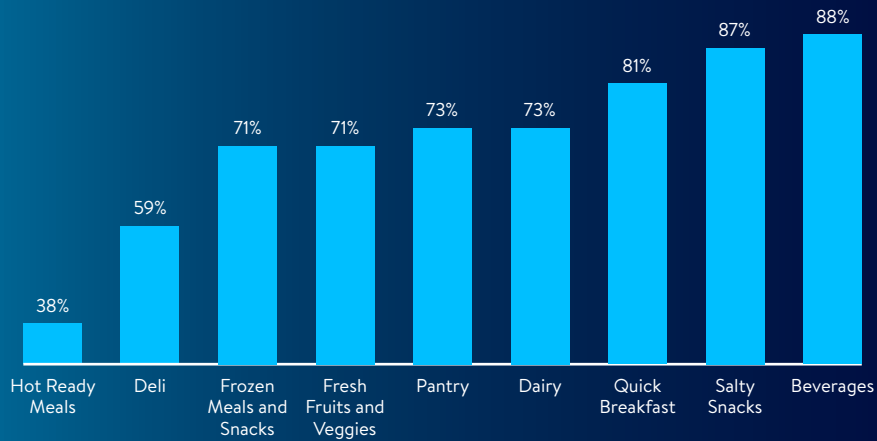
- Womens shoes
- Womens sandals
- Girls shoes
- Water shoes
- Mens shoes
- Sandals
- Toddler shoes
- Womens boots
- Toddler girls shoes
- Boys shoes
- Girls sandals



Where Walmart customers plan to shop for Back-to-Class food and drinks¹



Last year, Back-to-College customers prioritized quick breakfast items, salty snacks and beverages in their baskets¹²



Top food and beverage search terms on Walmart.com¹³

- ✓ Snacks
- ✓ Milk
- ✓ Chips
- ✓ Cereal
- ✓ Ice cream
- ✓ Eggs
- ✓ Cheese
- ✓ Yogurt
- ✓ Water
- ✓ Cookies
- ✓ Chicken
- ✓ Juice
- ✓ Butter
- ✓ Fruit
- ✓ Frozen meals





Where Walmart customers plan to shop for Back-to-Class lunch boxes, food storage and water bottles¹

Back to School



42%
In-Store



35%
Walmart.com



39%
Walmart App

Back to College



24%
In-Store



17%
Walmart.com



20%
Walmart App

Top laundry search terms on Walmart.com¹⁴

Laundry detergent
Tide laundry detergent
Tide
Laundry soap
Gain laundry detergent

Tide pods
Arm & Hammer laundry detergent
Laundry pods
Detergent
Washing detergent

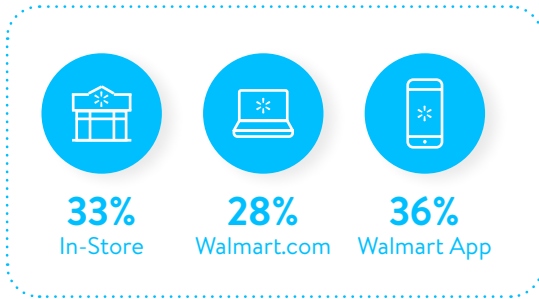
● Branded



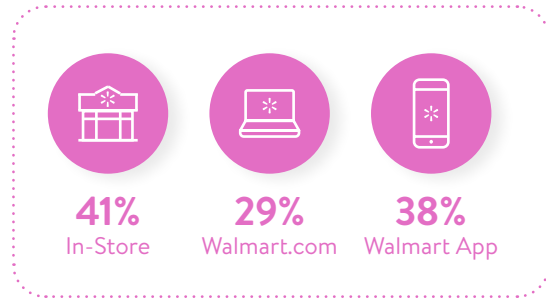


Where Walmart customers plan to shop for Back-to-Class beauty and personal care¹

Back to School



Back to College



Overall sales of deodorant grew by more than **15%** YoY during the Back-to-College season last year¹⁵

15%
YoY
increase

Tip:

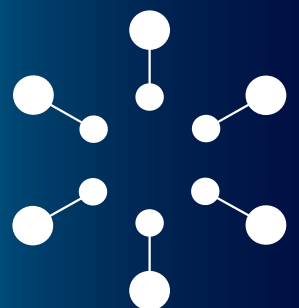
Turn customers' heads when they are walking the aisles. Catch their eye with premium placements on thousands of in-store TV screens across the nation. Remind and influence Walmart customers as they're actively making purchase decisions with TV Wall.

Top deodorant search terms on Walmart.com¹⁶

Deodorant
Deodorant for women
Deodorant for men
Dove deodorant
Mens deodorant

Old Spice deodorant
Secret deodorant
Womens deodorant
Degree deodorant for women
Degree deodorant for men

● Branded



POP QUIZ! Use these tips and best practices to help optimize your campaigns before the bell rings

“ As more people look to us for value, we want them to see that the experience of shopping with us is also compelling due to the new capabilities we develop. ”

- Doug McMillion, CEO of Walmart

Tips and best practices

- **Reach more customers and hold attention longer with ads.** As site traffic increases, plan to increase bids and budgets to take advantage and have your ad seen by more customers.
- **Prioritize keywords that drive clicks and conversions.** Use the Item and Keyword performance report to identify keywords that were being searched against items in automatic campaigns and add the high-converting keywords into a manual campaign as an exact match, as we know this is what customers are searching for.
- **Bid high to secure the top of search placements.** You will never pay more than your maximum bid and may pay less.
- **Use bid multipliers to increase your chances of winning top-performing placements.**
- **Tiering or staggering bids by individual item performance maximizes the efficiency of your budget and can improve overall campaign spend and ROAS.**
- **Gain more visibility with bids set a little higher on better-performing products.**
- **Add bid multipliers for mobile devices to take advantage of customers on the go.**



- **Suggested bids are automated recommendations based on the winning bids for similar ads.** By providing a starting point for bids, it can help to increase the probability of winning auctions with competitive bid suggestions.
- **Influence point of purchase and future decisions.** Show up at checkout to keep the journey going with Self-checkout ads. Our closed-loop measurement can even verify when Self-checkout ads influence a later purchase on our digital properties or the next time they walk in.
- **Leverage Walmart customer data to target users across the internet.** Using multiple channels for offsite display ads (anything not run on Walmart-owned sites or social sites like Facebook and Pinterest) to target users while getting closed-loop measurement using on line and in-store data.

Don't miss the bus when planning your Back-to-Class campaigns.
Explore Walmart Connect's solutions and capabilities [here](#).

Sources

¹Source: Walmart First-Party Data, April 2023, Walmart Customer Spark Community, provided by Walmart Luminate.

²Source: Walmart First-Party Data, December 2022, "Back to School/College 2022 Look-Back Seasonal Survey", Walmart Customer Spark Community, provided by Walmart Luminate.

³Source: Walmart First-Party Data, November 2022, Walmart Inflation Tracker, Walmart Customer Spark Community, provided by Walmart Luminate.

⁴Source: 2022 Deloitte Back-to-School Survey.

⁵Source: Walmart First-Party Data, weeks of 06.04.22 - 09.24.22 vs. same timeframe one year ago.

⁶Source: Walmart First-Party Data, Top Keyword Impressions Weeks of 07.02.22 - 09.03.22.

⁷Source: Walmart First-Party Data, November 2022, "Back to School/College 2022 Look-Back Seasonal Survey", Walmart Customer Spark Community, provided by Walmart Luminate.

⁸Source: Walmart First-Party Data, March 2023. Reflecting June 6 - September 30, 2022 data.

⁹Source: Walmart First-Party Data, April 2023. Reflecting June 4 - September 30, 2022 data.

¹⁰Source: Walmart First-Party Data, Weekly Visits (6/1/22 - 9/30/22).

¹¹Source: Walmart First-Party Data, March 2023. Reflecting June 1 - September 30, 2022 data.

¹²Source: Walmart First-Party Data, December 2022, Walmart Customer Spark Community, provided by Walmart Luminate.

¹³Source: Walmart First-Party Data, January 2023. Reflecting August 13 - September 3, 2022 data.

¹⁴Source: Walmart First-Party Data, November & December 2022. Reflecting July 29 - October 29, 2022 data.

¹⁵Source: Walmart First-Party Data, April 2022 - October 2022 vs. same timeframe one year ago.

¹⁶Source: Walmart First-Party Data, July 2022 - August 2022.

¹⁷Source: Walmart First-Party Data, February 2022, Walmart Customer Spark Community, provided by Walmart Luminate.