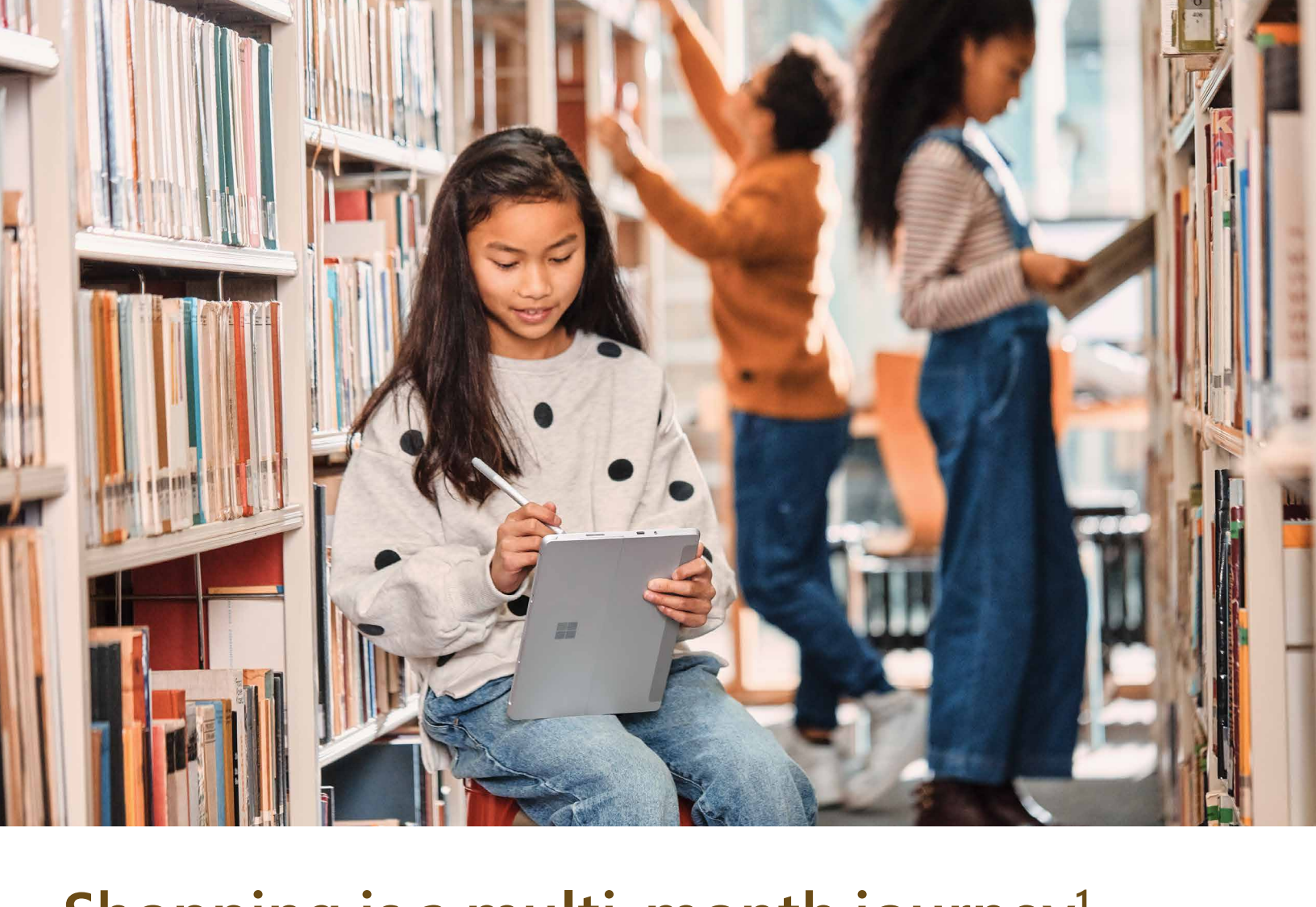
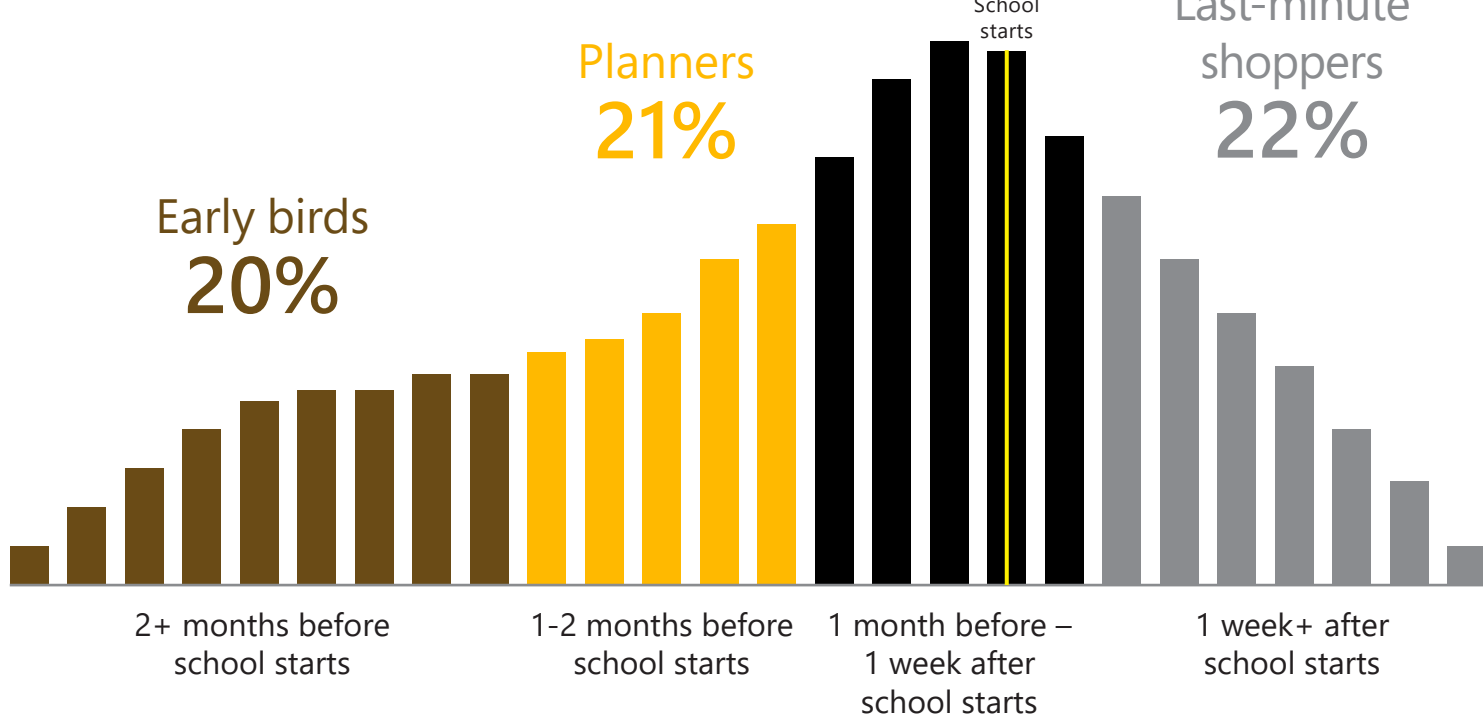


Ace your campaigns this back-to-school season with Microsoft Advertising



Shopping is a multi-month journey¹



Advertisers should plan search campaigns to influence decision-making during these key periods.

Early birds/Planners



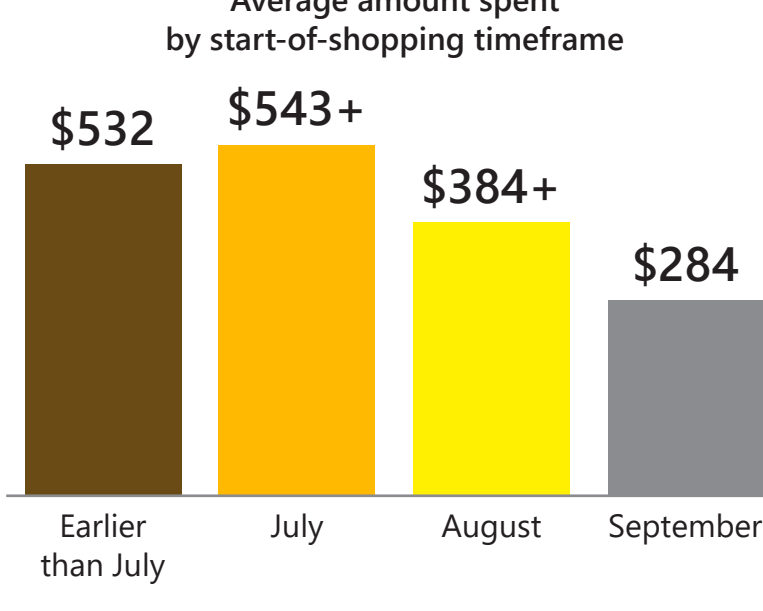
An ideal time to get offers in-market. Reach higher spenders² as searches ramp up, especially for Apparel and Home & Garden.

PRO TIP

Track conversions more accurately and improve ad performance with Universal Event Tracking.

Choosing brands takes time. Remarket to site visitors and shopping cart abandoners to reach prospective customers when they're making purchases.

[Learn about Universal Event Tracking](#)



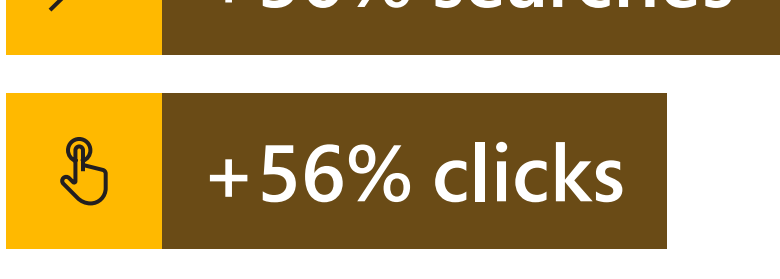
Make sure you're prepared to compete against the 60% of retailers who plan to run promotions before Prime Day.³

PRO TIP

Highlight unique product offerings and deals with Callout Extensions.

Have a competitive offer? Make it the focal point to inspire customers and drive sales.

[Learn about Callout Extensions](#)



Prime Day growth (Day-Over-Day) on the Microsoft Search Network⁴

Peak shoppers



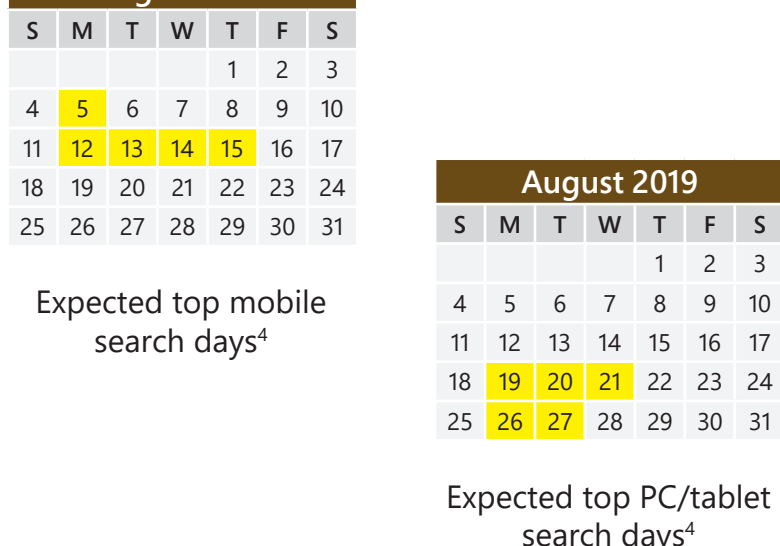
79% of students return to class,⁵ search and click volumes peak, and School Supplies are at their highest demand.

PRO TIP

Reduce the effort to calculate budget distribution with Shared Budgets.

Set daily budgets across campaigns and let Microsoft optimize them for you. Increase your chances of getting more clicks from campaigns that are performing well.

[Learn about Shared Budgets](#)



Connect to the customers who matter most.

PRO TIP

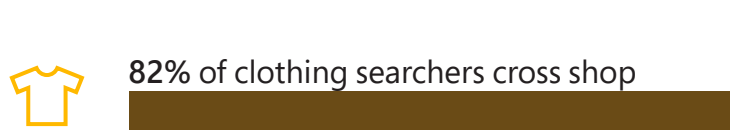
Save time and reach more customers with In-market Audiences.

Target users based on professional profiles with LinkedIn Profile Targeting.

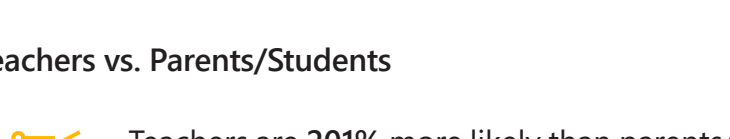
Use advanced audience targeting to capture cross shoppers and teachers.

[Learn about audience targeting](#)

80% of shoppers search for more than one product category¹



Teachers vs. Parents/Students



Last-minute shoppers



Shoppers grab last-minute items that were not anticipated.

PRO TIP

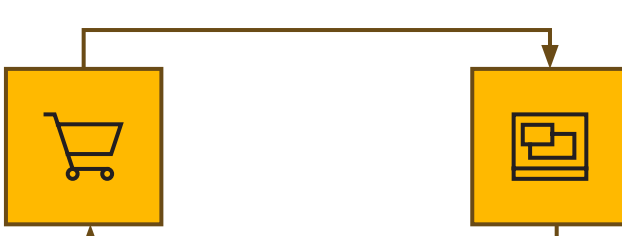
Drive foot traffic to your business with Local Inventory Ads for Shopping Campaigns and Location Extensions.

Highlight local retail store information to convert customers who need items immediately.

[Learn about Local Inventory Ads for Shopping Campaigns](#)

[Learn about Location Extensions](#)

Consumers expect physical and digital shopping to be seamless. Many desire to research online and buy in-store or buy online and pick up/return in-store.²



1. Microsoft internal data, 2018.
 2. Deloitte, "2018 Back-to-School Survey," July 11, 2018.
 3. RetailMeNot, Inc., "Amazon Prime Day: An Opportunity for All Retailers," June 19, 2018.
 4. Microsoft internal data, Microsoft Search Network, U.S., June 1 – September 30, 2018.
 5. U.S. Department of Education National Center for Education Statistics Common Core of Data (CCD), "Local Education Agency (School District) Universe Survey," 2016-17 v.1a.