Shopping is a multi-month journey

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

**Early birds/Planners**

- +50% searches
- +56% clicks

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

**Peak shoppers**

- 70% of students return to class, search and click volumes peak, and School Supplies are at their highest demand.

**Last-minute shoppers**

- 82% of clothing searchers cross shop
- 72% of school supplies searchers cross shop

**Teachers**

- Teachers are 201% more likely than parents/students to visit toy stores
- Teachers are 66% more likely than parents/students to seek out deals/coupon sites

**Use cases**

**PRO TIP**

- Reduce the effort to calculate budget distribution with Shared Budgets.
- Set daily budgets across campaigns and let Microsoft Advertising optimize them for you. Increase your chances of getting more clicks from campaigns that are performing well.

**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.

**PRO TIP**

- Connect to the customers who matter most.
- Send time and result more customers with your products, services, and professional profiles with LinkedIn Profile Targeting.

**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.

**Metrics**

- September
  - Average amount spent by start-of-shopping timeframe
  - $284

- August
  - Average amount spent by start-of-shopping timeframe
  - $384+

- July
  - Average amount spent by start-of-shopping timeframe
  - $532

**Early birds**

- 20% of shoppers

**Planners**

- 21% of shoppers

**Peak shoppers**

- 37% of shoppers

**Last-minute shoppers**

- 22% of shoppers

**August 2019**

- School starts August 2019

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