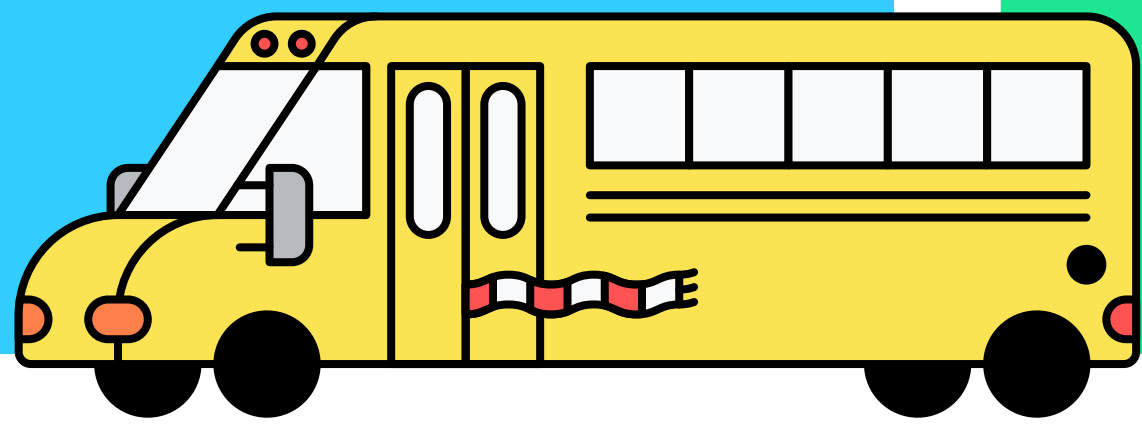


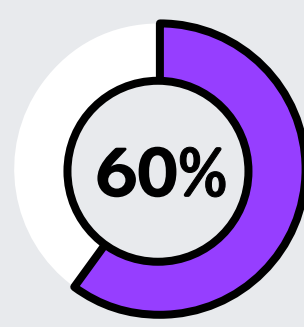
# How Retailers Can Prepare for an Unprecedented Back-to-School Shopping Season

wazeads 

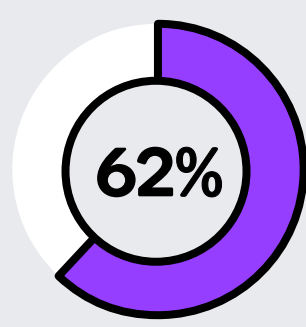


With the conclusion of this school year, it is the perfect time for retailers to gear up planning for the next school season.

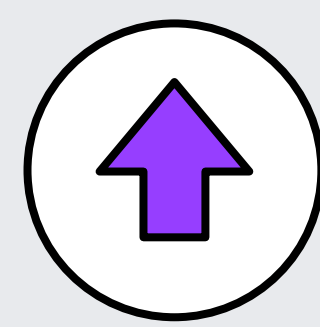
## Pent-up demand will drive in-person shopping



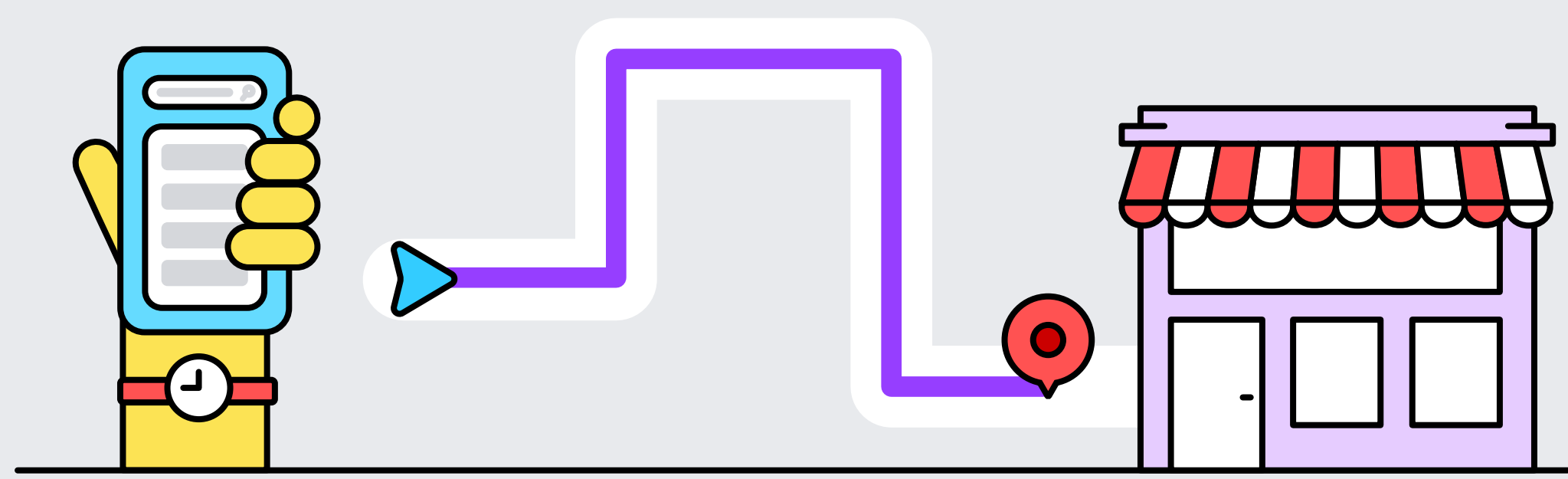
of U.S. consumers intend to make apparel purchases either equally in-store, online, or mostly in-store<sup>1</sup>



plan to shop in-store at least once per week this spring<sup>2</sup>



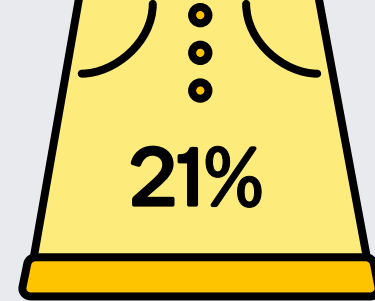
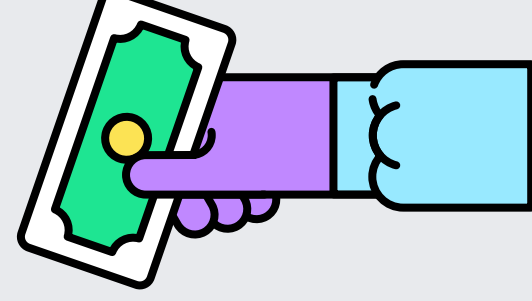
some retailers saw a **29% surge** in navigations back to their physical stores from lockdown lows<sup>3</sup>



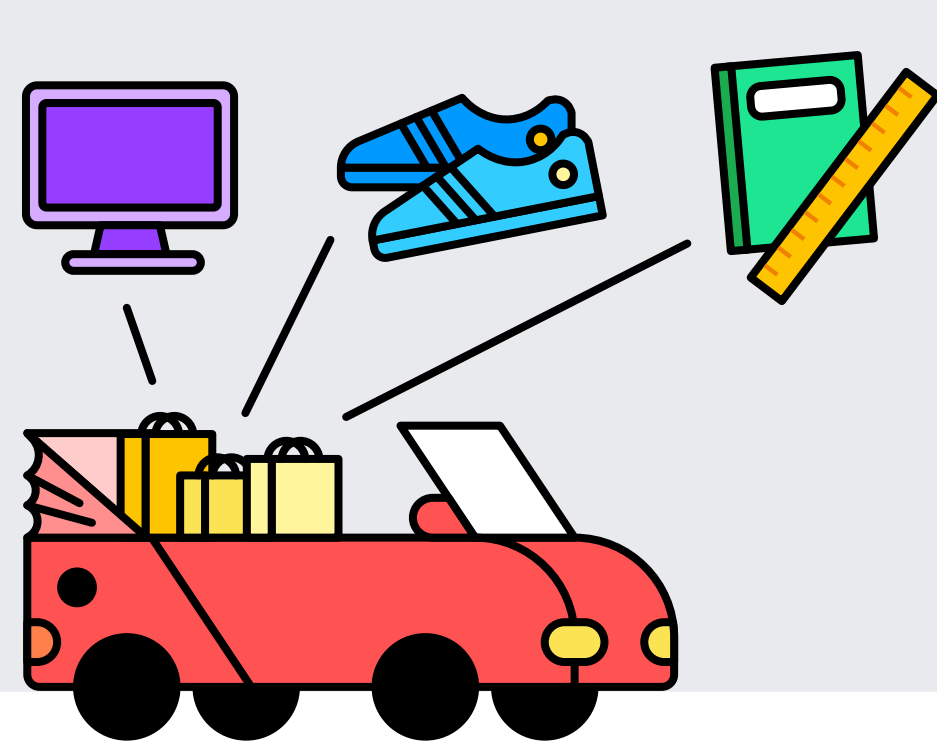
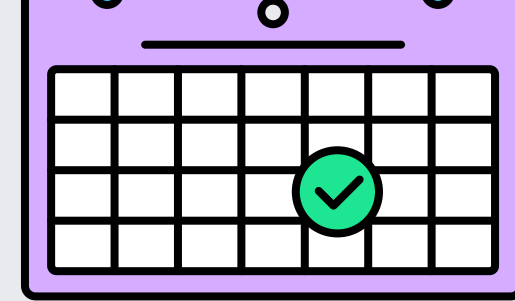
## Back-to-School season will drive demand in established retail categories



of consumers plan to spend the same amount or more on apparel as last year<sup>4</sup>

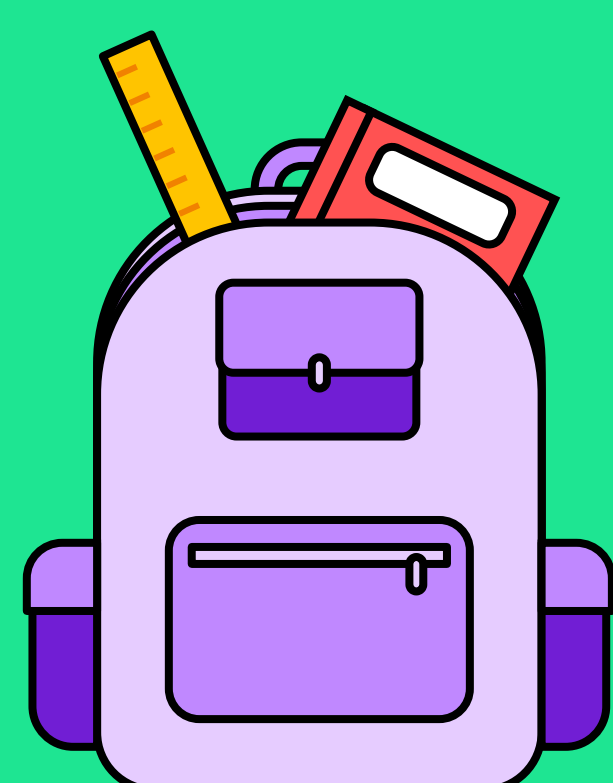


of consumers plan to purchase apparel in the next six months<sup>5</sup>



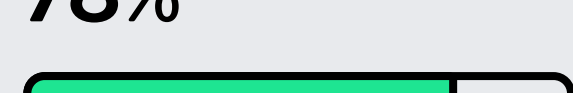
The annual tradition of stocking up on the latest electronics, footwear sized for growing children returning to group sports, and fresh school supplies will also continue to fuel gains this season.

## A+ tips for retailers to reach shoppers



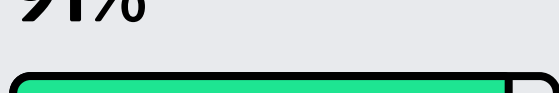
## Optimize the omnichannel experience

78%



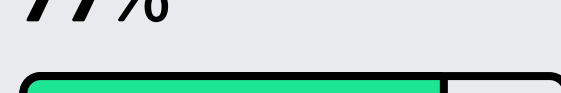
Click-and-collect has increased since the onset of COVID-19. Even as the pandemic subsides, 69% of shoppers anticipate they will continue to use it at the same levels or higher.

91%

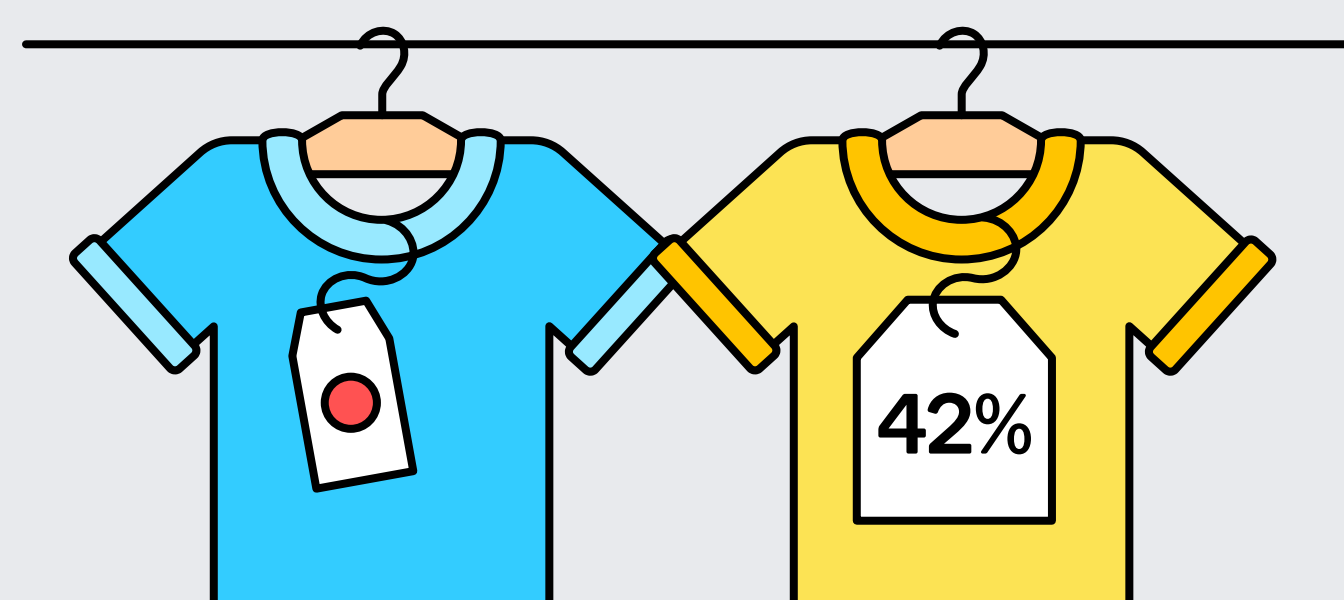


of clicks on Waze Location Personalities badge indicating the availability of store features like curbside pick-up were followed by a click on a branded search result.<sup>6</sup>

77%

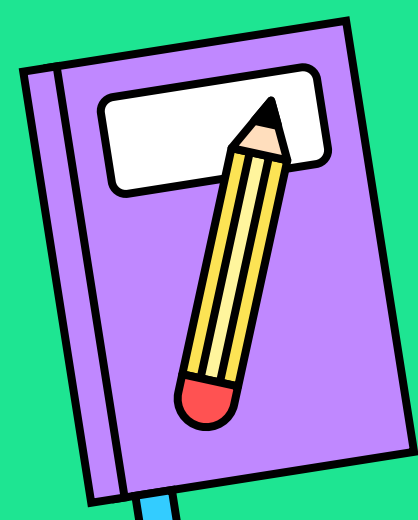


of retail marketers expect digital-out-of-home to increase sales volume, and Waze has proven to drive an 8% increase in visits to store locations.



## Highlight value

say in-store sales or promotions would encourage them to visit a store location to purchase apparel.<sup>9</sup>



## Claim a share of the back-to-school shopping haul.

Visit [waze.com/ads/resources](https://waze.com/ads/resources) to learn more.

wazeads

<sup>1</sup> Google Consumer Survey, Apparel 1H, 2021

<sup>2</sup> "The Great Awakening." The Harris Poll, URL, Accessed 11 May, 2021

<sup>3</sup> Waze Data, US, October vs. March 2020

<sup>4</sup> Google Consumer Survey, Apparel 1H 2021

<sup>5</sup> Google Consumer Survey, Apparel 1H 2021

<sup>6</sup> "New Study from Ipsos Unveils Brands Best Adopting In-Store Pickup, Curbside and Delivery Offerings." Ipsos, 13 October, 2020, URL, Accessed 11 May, 2021

<sup>7</sup> "New Study from Ipsos Unveils Brands Best Adopting In-Store Pickup, Curbside and Delivery Offerings." Ipsos, 13 October, 2020, URL, Accessed 11 May, 2021

<sup>8</sup> Waze Data, US, 2020

<sup>9</sup> Google Consumer Survey, Apparel 1H 2021

<sup>10</sup> The Total Economic Impact™ of Waze, Cost Savings and Business Benefits Enabled by Waze, Digital Out-of-Home Delivers In-Store Shoppers: A Spotlight on Retail, commissioned studies conducted by Forrester Consulting on behalf of Waze, 2020

<sup>11</sup> The Total Economic Impact™ of Waze, Cost Savings and Business Benefits Enabled by Waze, Digital Out-of-Home Delivers In-Store Shoppers: A Spotlight on Retail, commissioned studies conducted by Forrester Consulting on behalf of Waze, 2020