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nexstar
DIGITAL

Deliver Results During The Back-to-School Shopping Season

INSIGHTS REPORT

Now is the time to leverage the full power and reach of Nexstar Digital's data-driven national and local advertising solutions, designed to deliver.

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The barbecues may still be sizzling but make no mistake, back to school shopping season is already back in full swing.

This year's market is on track to top the 2021 retail spend at \$67.5 billion* including purchases for both K-12 and college-bound students, according to eMarketer's June 2022 Insider Intelligence report. But advertisers will need to diversify their ad channels and message differently if they want to score straight A's with today's seasonal shoppers.

Rapidly changing TV consumption habits mean marketers need to extend their audience reach through multiplatform campaigns to ensure they aren't missing potential purchasers. And with inflation concerns rising, parents are becoming more price-sensitive and thus will likely do a lot of comparison shopping.

The payout for media-savvy retailers is promising. Back-to-school shopping garners the highest consumer spend per person annually, outperforming the winter holidays, according to the National Retail Federation. Electronics, clothing/apparel, and dorm/apartment furnishings categories garnered the highest advertising spend for back-to-school retailers in 2021, the organization's data shows.



Electronics



Clothing/
Apparel



Dorm/
Apartment

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*eMarketer, June 2022 [Retail Back-To-School Sales](#)

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Tiffany Ihle,

Nexstar Digital's new Vice President of Consumer Insights, leads consumer and media research for the company. Ihle shared her insights on the current retail climate, how back-to-school advertising is different in 2022, and the ways Nexstar Digital is helping marketers ace the test this back-to-school season.

What are the key challenges advertisers face in getting their back to school messaging out?

Back to school shopping typically begins in July and goes all the way into mid-September. That leaves advertisers with a **10-week window to get their advertising message in front of active shoppers: people shopping for school supplies, apparel, electronics, and furniture.** This presents a great opportunity for advertisers, but also places them in a highly competitive retail marketplace. It will be a challenge to stand out during a cluttered advertising season when retailers of all sorts are heavily promoting their offerings to grab the attention of potential customers, while crafting an effective strategy that factors in media and buying trends of today's back-to-school consumer. **A media mix and targeting strategy that was built prior to 2020 will not have the same impact as it once did.**

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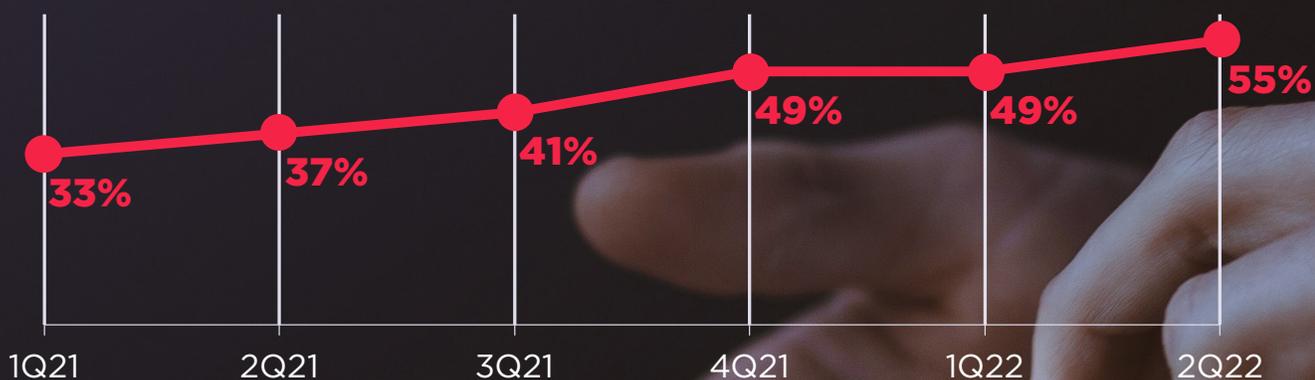




How have changing trends and customer circumstances altered the way retailers are servicing customers?

There are two key shopping trends to keep an eye on right now: **inflation and online shopping**. Regarding inflation, the increased cost of living and budgeting for daily essentials has already impacted shopping behavior. According to a May 2022 CivicScience survey, **55 percent of parents said they were more sensitive to prices. This percentage significantly rose from last year, jumping 18 points.*** These concerns will prompt parents to compare products and consider lower-priced alternatives for their back-to-school purchases, making advertising more influential in their decision-making than ever before.

Percentage of Parents Who Have Become More Price Sensitive Over the Last 12 Months



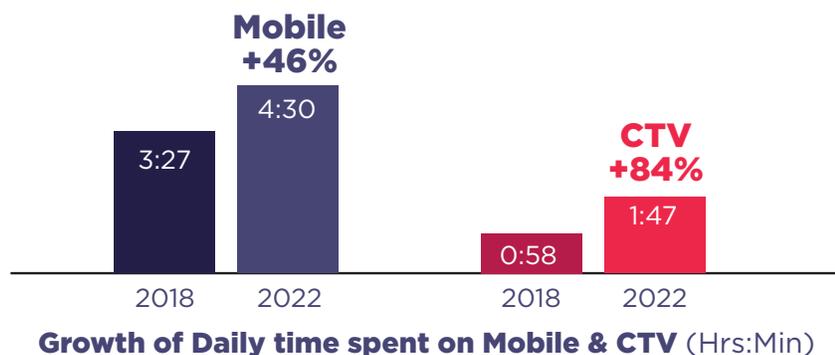
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*CivicScience, May 2022 (Q2'22 vs. Q2'21) [Back-To-School Spending Habits Shift Amid Inflation and Shortages](#)

The second key trend to watch is online shopping. Although in-store purchases will account for most of this year’s total back-to-school sales, e-commerce is steadily growing. Providing omni-channel shopping experiences for consumers and highlighting products and deals in the ad creative will point customers to the retailer through their preferred shopping method. This also presents an opportunity to optimize media placements according to the call-to-action. If the goal is to drive customers to build their back-to-school cart in a retailer’s shopping app, a mobile campaign is ideal to catch users when they are active on their smartphones.

Why is it critical for advertisers to have a multiplatform campaign for back-to-school?

Media consumption is changing, and the pandemic was a catalyst for those shifts. **Digital commands the highest share of daily media time followed by linear TV, per eMarketer’s April 2022 forecast.** When we break media down by device, mobile garners the most engagement with traditional TV a close second. From a growth standpoint, CTV (84% growth in daily time spent) and mobile devices (46% growth in daily time spent) are the strongest, comparing 2022 vs. 2018.* Digital display, mobile, and online video are excellent complements to traditional TV – and by no coincidence are formats and channels that Nexstar and Nexstar Digital excel in.



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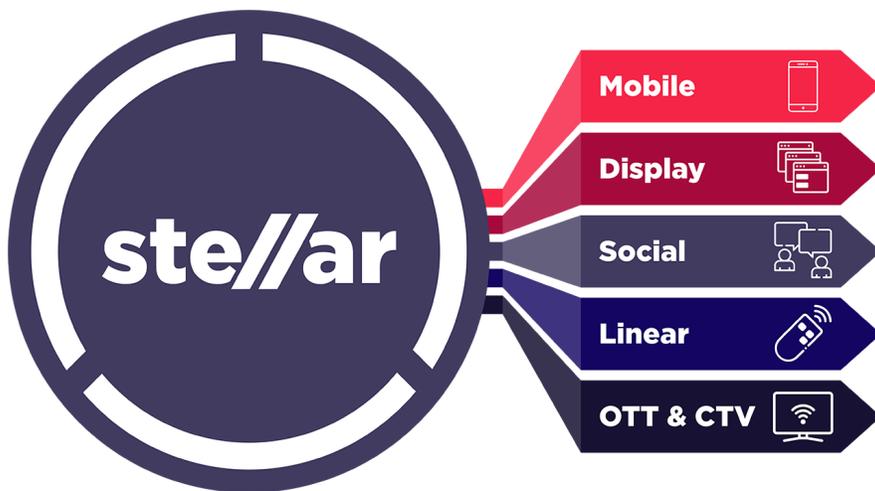
*eMarketer, April 2022 Time Spent with Media, US



How can Nexstar Digital help marketers meet their goals?

At Nexstar Digital, we deliver what matters most.

We partner with our agency and advertising clients to develop data-driven media strategies according to campaign objectives. And with Stellar, our proprietary ad platform, we leverage consumer insights paired with our unique first-party audience targeting to amplify and extend the reach of an advertiser's linear TV campaign to digital consumers, providing incrementality.



Reach Back-to-School Shoppers



Parents



Teachers



College Students



Apparel Shoppers



Deal Seekers



Online Shoppers

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What's more, **we excel at reaching a national audience at scale, and we have the local expertise necessary to ensure a campaign message resonates with the customer's target audience.**

With 200 owned or partner stations in 116 markets, Nexstar is the largest local broadcaster in the US, connecting brands to 100 million unique users across our digital properties. Nexstar and Nexstar Digital offer advertisers a unique opportunity to engage consumers across screens and media platforms—a powerful strategy for maximizing reach when shoppers are splitting their time between linear TV, video streaming, and online activity.

X: 200 owned or partner stations in 116 U.S. markets



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How does Nexstar Digital help advertisers solve for incremental and mass reach?

Nexstar Digital's audience truly is the audience retailers are seeking this time of the year. **Of the 100 million consumers we reach, two-thirds are parents and we over-index significantly with moms aged 25-54.** We reach over a quarter of full-time college students. Plus, these audiences are more likely to be heavy online spenders, visit department stores, and shop online for furniture and small appliances. This spans into video-only campaigns as well. We're seeing a 36 percent lift in video views and a 24 percent increase in time spent among the 18-54 demo this year vs. last.* This demonstrates the strong engagement levels of our digital video audience and indicates that media budgets need to be more inclusive of online video.

Operationally, **Nexstar Digital's Consumer Insights team is armed with data that takes our clients' campaign strategy to the next level.** Whether it's determining campaign-specific media budget allocations or quantifying incrementality, we have built a toolbox designed to measure these important planning metrics.



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*Comscore Video Metrix, Custom-defined list of Nexstar Inc. media properties, U.S., January-April 2021 and 2022

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How important is targeting for retailers seeking to improve their ROI/ROAS?

It's critical for an advertiser to effectively reach potential customers, especially when their goals are to drive sales and increase returns on their advertising investments. Their message needs to get in front of a relevant consumer to prompt consideration and purchase intent.

A higher conversion is much more likely to happen when the campaign is targeted to shoppers entering – or already in – the purchase funnel.

For this back-to-school season, parents and college-bound students will be receptive to advertised deals.

Slicing further into optimal shopping segments for specific products adds a precision layer designed to deliver positive outcomes.

For example, a retailer promoting dorm room essentials can benefit from honing in on parents with high-school aged children, as well as current or prospective college students. It's also important to point out **regional nuances for the back-to-school season and how they can guide geo-targeting and campaign flighting.** For example, in San Francisco K-12 classes kick off in mid-August, whereas in New York City, early September is the start date for most students.

How does Nexstar Digital ensure their advertisers target the right audiences?

We know just how critical research is to plan and execute media campaigns. Nexstar Digital's Consumer Insights Team focuses on **emerging consumer trends, media behavior, and the intersection of the two to inform advertising strategy.** By leveraging industry-standard syndicated research studies, coupled with our extremely valuable first-party audience data, we're equipped with extensive insights and local expertise to build effective targeting strategies that not only reach the right audience, but also deliver what matters most: **results for our advertisers.**



INSIGHTS



LOCAL EXPERTISE



TARGETING STRATEGIES



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Can you share a case study where Nexstar Digital helped a retailer drive awareness and ROI?

We recently worked with a retail chain to launch its store re-opening advertising and delivered impressive results well above category benchmarks. The multimedia campaign drove awareness in local communities via television, video, and display ads, yielding a **59 percent increase in foot traffic**. This is a fitting example of how **the right blend of geo-targeting and personalization can be a proven method to drive engagement and positive outcomes** and applies perfectly to how we may suggest approaching campaigns this back-to-school season.

+59%
Foot
Traffic

This type of strategy can also apply to key shopping periods throughout the year: sales events, new location openings, as well as the upcoming winter holiday season. And of course, **Nexstar Digital's Consumer Insights team is at the ready to advise with pre-campaign recommendations and provide guidance for real-time campaign optimizations.**

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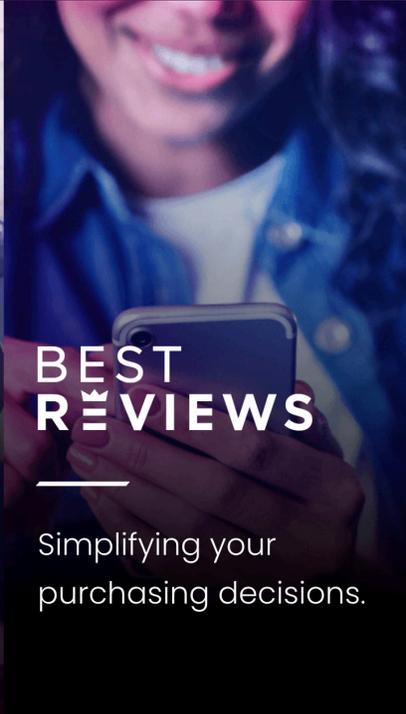
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