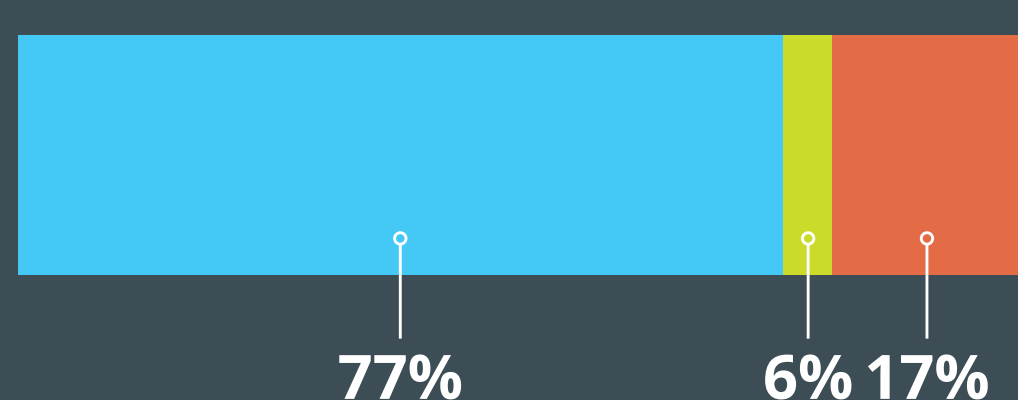


# 2017 BACK TO SCHOOL SPEND TRENDS

## 2016 BACK TO SCHOOL DOLLAR SHARE BY CHANNEL



SINCE 2014, ONLINE-ONLY SALES HAVE INCREASED BY 6%, BRICK AND MORTAR .COMS HAVE REMAINED THE SAME AND BRICK AND MORTAR'S HAVE DECLINED BY 6%

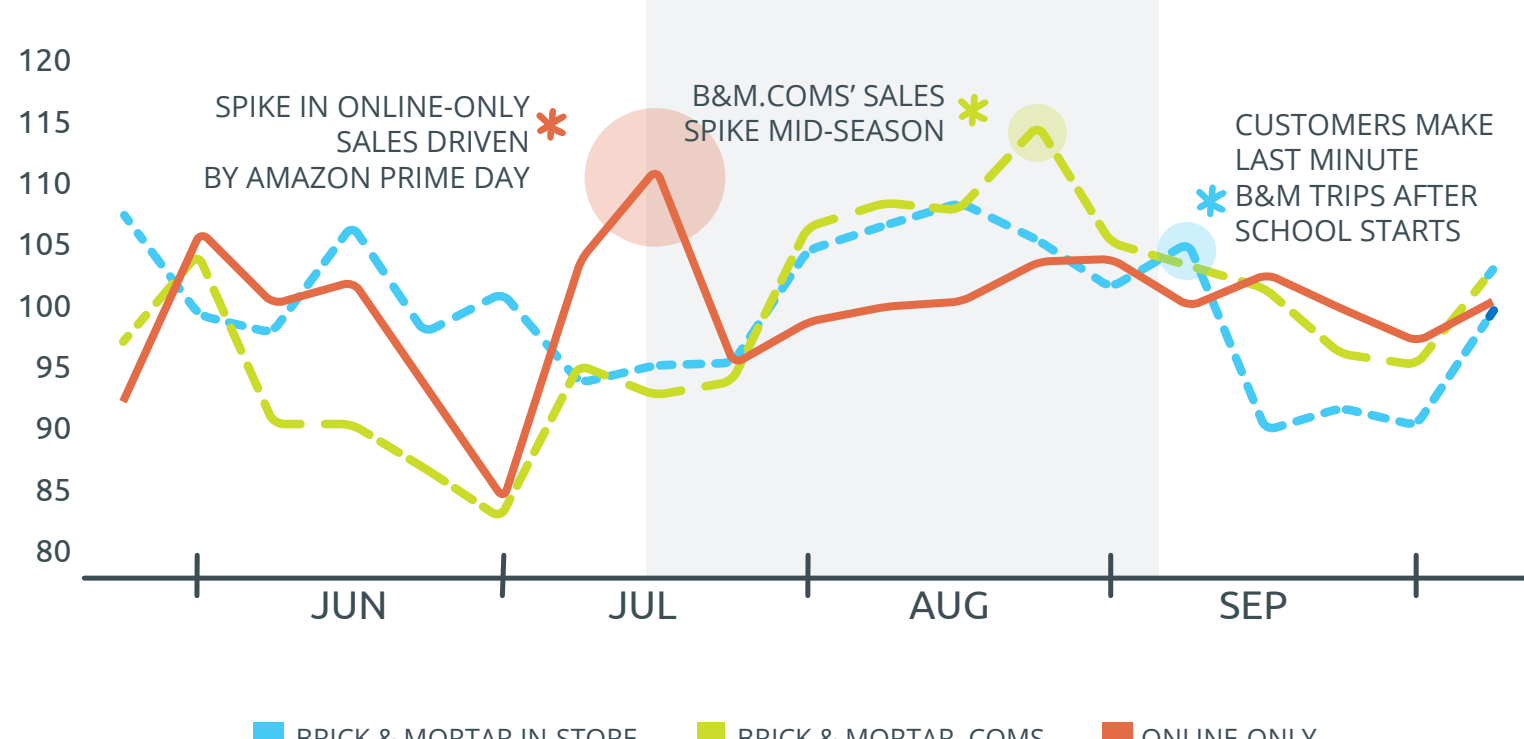
BRICK & MORTARS' ONLINE SALES DECLINED YOY

# +5%

INCREASE OF BACK TO SCHOOL RETAIL SALES IN 2016, DRIVEN PRIMARILY BY ONLINE ONLY GROWTH

## BRICK & MORTARS NEED TO BEGIN MARKETING ONLINE CHANNELS EARLIER TO SHIFT SOME OF THE SPEND LOST ON AMAZON PRIME DAY

### BACK TO SCHOOL SPEND INDEX BY CHANNEL



## MULTI-LINE STORES HAVE SIGNIFICANT OPPORTUNITY TO GROW ONLINE SALES TO COMPETE WITH AMAZON



### 2016 BACK TO SCHOOL DOLLAR SHARE BY CHANNEL

BRICK & MORTAR SHARE REMAINS STEADY YOY AMONG APPAREL AND SPORTING GOODS RETAILERS

online-only    brick + mortar.coms    brick + mortar in-store



### HOME DÉCOR RETAILERS ARE LOSING ONLINE SALES TO PURE ONLINE PLAYERS LIKE ETSY & WAYFAIR



GENERAL AND MULTI-LINE STORES EXPERIENCED THE LARGEST INCREASE IN ONLINE-ONLY SALES, GROWING FROM 19% IN 2014 TO 27% IN 2016

## ABOUT CARDLYTICS

Cardlytics uses purchase-based intelligence to make marketing more relevant and measurable. We partner with more than 1,500 financial institutions to run their banking rewards programs that promote customer loyalty and deepen banking relationships.

In turn, we have a secure view into where and when consumers are spending their money. We use these insights to help marketers identify, reach and influence likely buyers at scale, as well as measure the truesales impact of marketing campaigns.

Headquartered in Atlanta, Cardlytics has offices in London, New York, Chicago and San Francisco.

Learn more at [www.cardlytics.com](http://www.cardlytics.com).

ANALYSIS INCLUDES SPEND AT B2S RETAILERS AMONG AN AUDIENCE OF LIKELY FAMILIES WITH CHILDREN

FOR MORE INSIGHTS AND STRATEGIES TO GET CUSTOMERS THROUGH THE DOOR FOR THEIR BACK TO SCHOOL NEEDS, CONTACT [INFO@CARDLYTICS.COM](mailto:INFO@CARDLYTICS.COM)