



back-to-school shipping guide

Jump start your strategy with DesktopShipper and Pitney Bowes

Back-to-school spending plans

How much more (or less) do you plan to spend on each of the following back-to-school categories versus 2019?

Product category	Adults ▲	Generation Z	Millennials	Generation X	Baby Boomers
Sporting Goods	0%	-3%	7%	-1%	-8%
Accessories	1%	5%	5%	-1%	-8%
Toys & Hobbies	1%	1%	7%	-2%	-10%
Electronics	7%	10%	10%	3%	0%
School Supplies	8%	8%	11%	8%	-2%
Clothing & Footwear	13%	17%	16%	11%	8%

Source: Pitney Bowes BOXpoll • Created with Datawrapper

Back-to-School Spending Plans

After two years of remote/hybrid learning, the education system has undergone some significant changes. Consequently, back-to-school spending habits have shifted greatly, and "end-of-summer promotions" are unlikely to return to pre-Covid conditions.

This year, total back-to-school spending is expected to reach an all-time high of \$37.1 billion, with the top categories being electronics at \$13 billion and apparel at \$11 billion, according to the National Retail Federation.

Additionally, there has been a rise in online shopping among parents, one that has been influenced by social media and influencer tactics. Retailers are compensating by bringing in inventory earlier. However, the supply chain remains lagging.

U.S. parents are eager to get kids back into classrooms again. Will parents be willing to spend more because students have missed so many experiences?

Think Outside the Box

Most shopping for back-to-school occurs in late July and early August. As of July, more than half of shoppers have started shopping for supplies for school. The back-to-school season is the second most significant shopping event of the year, after the winter holidays. Summer sales are a high point for those shopping for back-to-school.

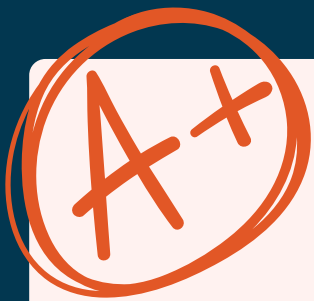
Already, there has been more money spent in 2022 thanks to inflation and high gas prices. Inflation has not impacted back-to-school categories in the same way, but, family budgets are still accommodating for rising prices. One-third of consumers said they would cut back in other spending areas to cover the costs of school supplies for the upcoming year.¹

Even despite the uncertainty of the past few years, the back-to-school market has grown 24% since 2019.²



Adjust your Strategy: Free, Fast, and Easy Delivery

Gen Z is the youngest generation with buying power. They are comfortable interacting with brands that have similar values to them, like superior customer service and sustainability. 74% of consumers see brand loyalty as feeling understood and valued.³ They want to see fast and free delivery, with easy tracking. Personalize your back-to-school shipping strategy to fit your customers!



Do Your Homework

REDUCING SMALL PARCEL SHIPPING COSTS USING THIS SHIPPING STRATEGY.

Strengthen Customer Support

Providing excellent customer service is all about effective communication and communication is extremely significant specifically when it comes to *tracking*. Utilize customer communication tools, like Pitney Bowes' Consumer Connect, to create post-purchase customer engagement, providing customers with tracking, brand visibility, and even promotion.

Implement Automations with DesktopShipper

Let's be real, technology is generally smarter than humans, no matter how much schooling one has. Take away the guesswork and use DesktopShipper to automate tasks like carrier routing, batch management, and real-time rate shopping where users can use the right carrier mix of national, regional, and local carriers to make sure packages get where they need to go before school starts.

Avoid Additional Fees

On average, the Priority Mail discounts offered by Pitney Bowes (Commercial Base Pricing) reflect a savings of 17.9% on USPS Retail prices. Shippers who use DesktopShipper and have their own boxes can look to use Cubic Pricing on Priority Mail (PM) shipments, providing even more savings on small heavy parcels.⁴ Lastly, regardless of shipping volume, any shipper can avoid added costs like Dimensional Weight fees by using correct packaging that is not too big or small to reduce waste and minimize damage.

Seamless Returns

Pitney Bowes' Consumer Connect enables seamless e-commerce returns, making the returns process pain-free. Your shoppers will only need to open the last email from your brand to initiate returns and will receive industry-leading Pitney Bowes Returns Services. Additionally, by integrating Pitney Bowes with DesktopShipper, shippers can provide any USPS domestic shipment with a pre-printed, Expedited Returns label. There is no charge to print an Expedited Returns label. Postage is deducted only if an item is returned.

By taking the time to go through these steps, shippers can not only be ready for the back-to-school season but will improve brand connections that increase loyalty and customer lifetime value, resulting in continued sales throughout the year.



Sources: (4) [USPS Priority Mail Prices and Eligibility](#)

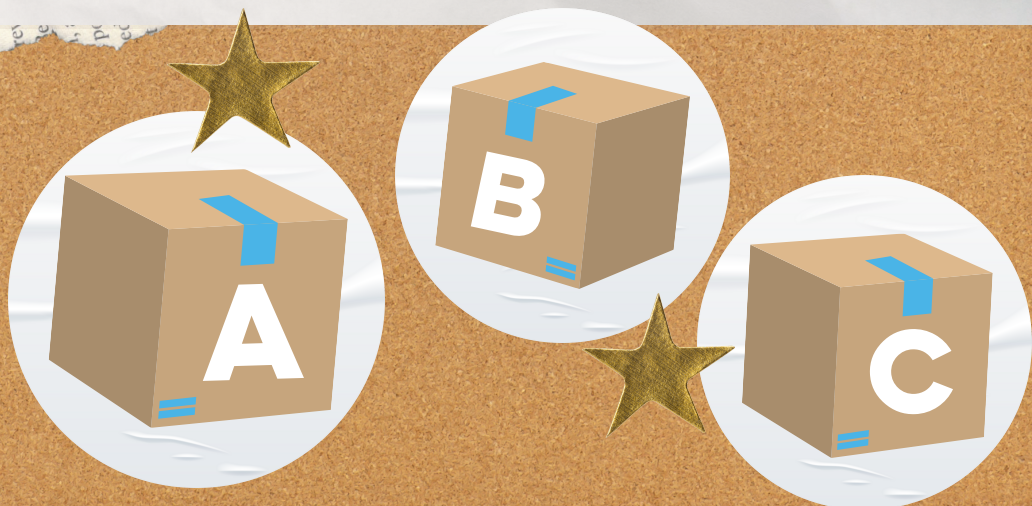


SHIPPING

tips

INTEGRATING PITNEY BOWES WITH DESKTOPSHIPPER

Partner with Pitney Bowes and DesktopShipper to access USPS rates and services. With no hidden fees, Shippers only pay for lower dimensional rates for larger lighter-weight items. There's no dealing with residential delivery surcharges, address correction fees, or fuel surcharges. Get discounted rates and cost-effective options for any kind of shipments. Delivery and tracking technology is on par with private carriers and includes real-time tracking, free Saturday delivery, free Sunday delivery to metropolitan areas, free package pick-up, and is the only carrier to deliver to PO Boxes and APO/FPO addresses.



About DesktopShipper

DesktopShipper provides cloud and on-premise shipping software solutions to businesses globally. With highly adaptable and cutting-edge shipping technology, DesktopShipper allows companies of all sizes to rate-shop between a large selection of carriers, automate custom business rules and integrate with various ecommerce platforms. Since 2004, DesktopShipper's mission has been to give shippers the power to succeed in a constantly evolving industry. DesktopShipper strives to support, assist and help customers seek the information needed to succeed in the online retail industry.

About Pitney Bowes

At Pitney Bowes, we make ecommerce logistics easier. Our purpose-built fulfilment, delivery and returns services enable clients – from small businesses to some of the world's largest retailers – unprecedented ease in facilitating ecommerce logistics.

