



Insights from  
LTK's National  
Shopper Study



# LTK Textbook for Success: Back-to-School Shopper Study

May 2024

# Get *personal*. Scale *faster*.

**LTK is the community** where Creators run their businesses and personally share campaigns with each other and consumers, creating virality with **40M avid shoppers** who amplify reach **2X**, scaling brand awareness and sales faster.





# LTK Shopper Study methodology

This report summarizes key findings related to LTK's Back-to-School Shopper Study conducted in March 2024 and LTK's 2024 Shopper Study conducted in December 2023.

## Study Methodology

LTK's Back-to-School Shopper survey was conducted March 2024 with 1,100 participants, reflective of US population with 97% confidence.

LTK's 2024 Shopper Study conducted December 2023 with 1,312 participants, reflective of US population with 97% confidence.

@jdaoutfit\_By\_Ceyda\_Yerli

## CHAPTER ONE

# Understanding today's shopper

Creator shopping is the norm and growing.

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Brands accelerate LTK Creator investment

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# Majority shopping online, mobile & through Creators

Macro trends support industry growth. More than half the population does majority of shopping online.

**23%**

majority of shopping originates from social media

**62%**

do majority of online shopping from phone

**56%**

of general pop. make purchases online inspired by Creators

**71%**

of Gen Z and Millennials are more likely to try a brand after seeing a Creator post.

LTK's 2024 Shopper Study

**Q1 2024**

## LTK Creators & shoppers up double digits

Helping brands reach the highest quality, engaged shoppers

### CREATORS

Creator linking up **double digits**

Video content up **2X+**

### SHOPPERS

LTK monthly shoppers up **double digits**

Shopper engagement up **double digits**

## Brands accelerate LTK Creator investment

No signs of slowing down! In Q1, LTK had YoY double digit growth in:

- Total Creator campaign spend
- Brands investing in campaigns
- Creators casted on campaigns
- Collaborations per Creator

## CHAPTER TWO

### Early bird wins!

Large percentage shop in June with majority

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by July, but LTK shoppers even more so.

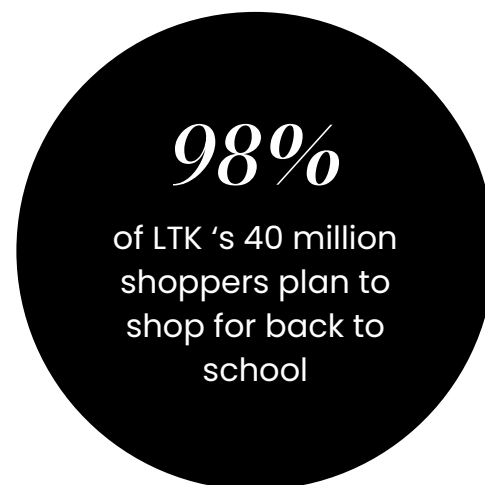
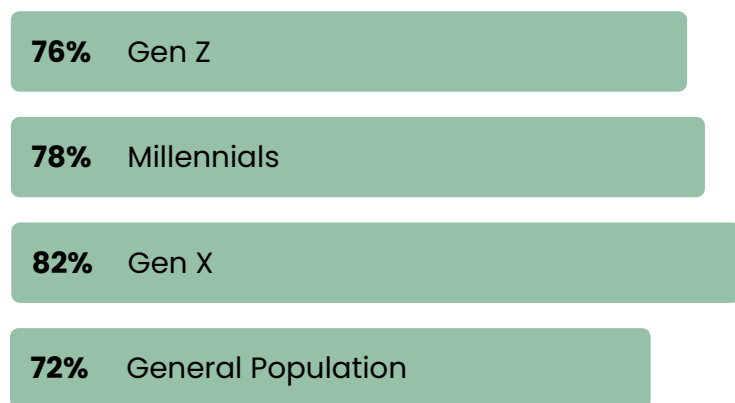
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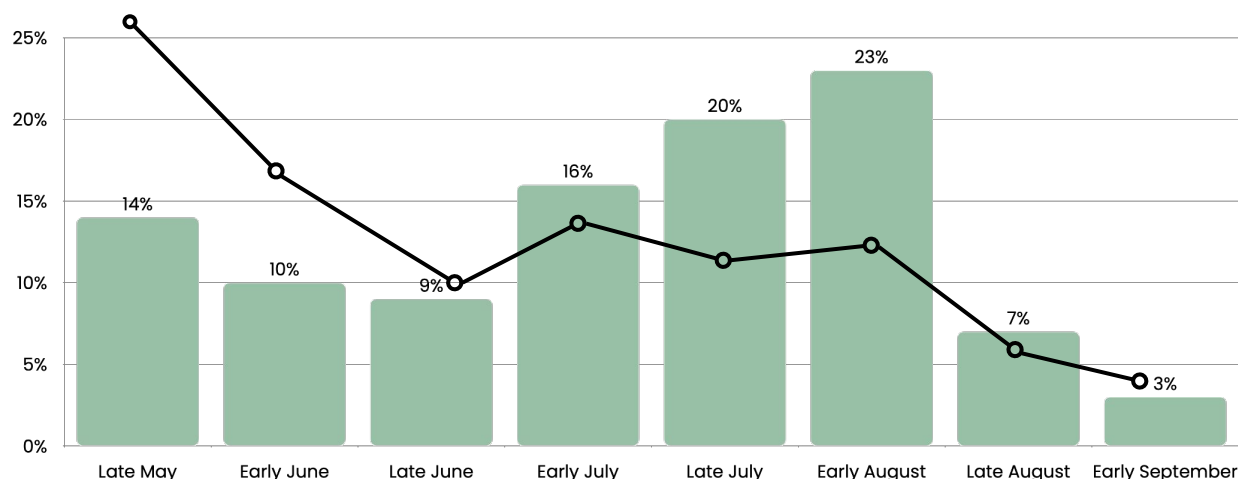
# Back to School: A moment that matters

Percentage of consumers shopping for back to school this year:



## 54% of LTK shoppers and 33% of General Population plan to start shopping by June

Anticipated shopping start of the general population versus LTK shoppers:

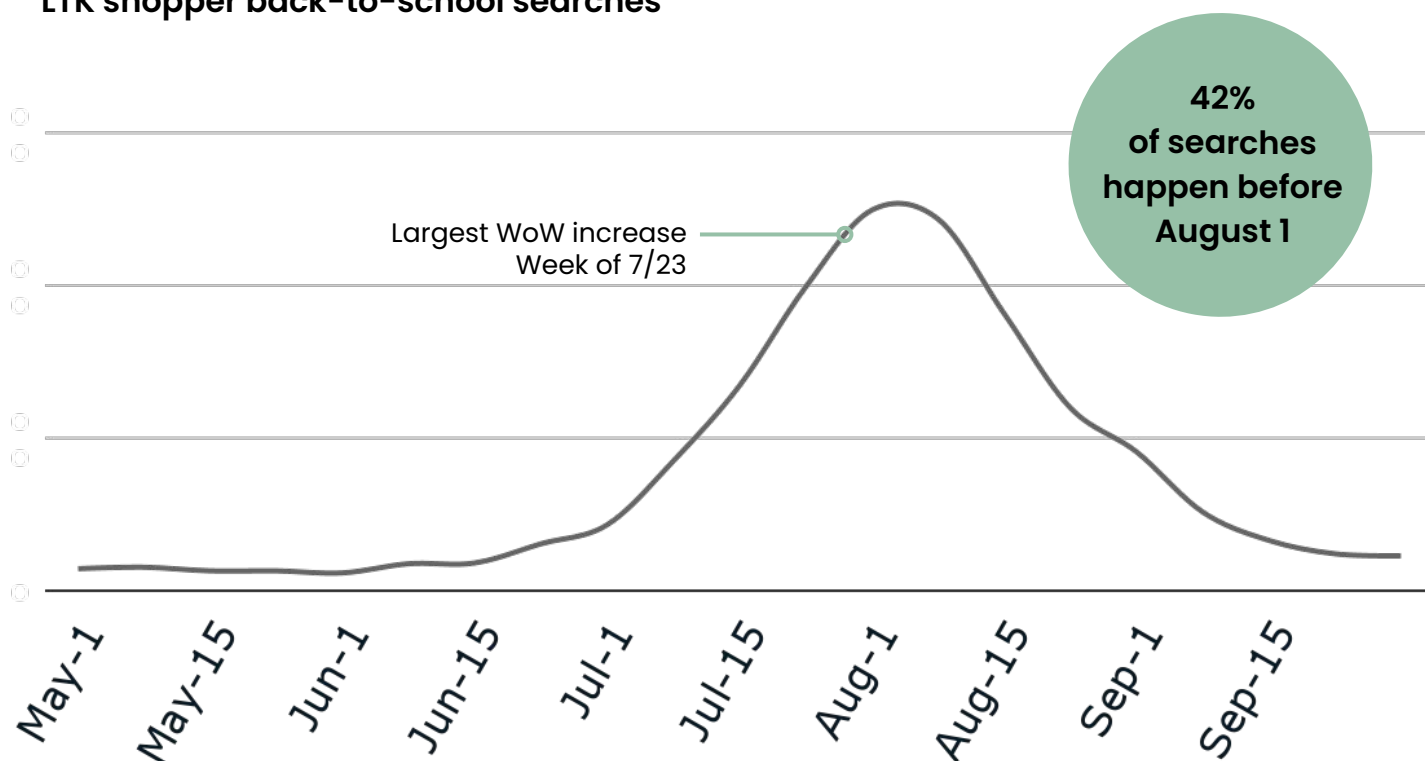


LTK's 2024 Back-to-School Shopper Study

● Gen Pop ● LTK shoppers

# When 40M LTK shoppers are searching for Back-to-School Creator content

LTK shopper back-to-school searches



## How to reach the right audience at the right time with LTK

**June & July** • Targeting moms & kids: Campaign + Ads + Boosting

**July** • Targeting Gen Z & kids: Campaign + Ads + Boosting

**August** • Continue to amplify campaign content through Ads and Boosting to capture last minute shopping.



## CHAPTER THREE

# Meet consumers where they shop

Creators drive

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omni channel strategies

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# Intent to shop for back to school

## Omni channel grows in importance

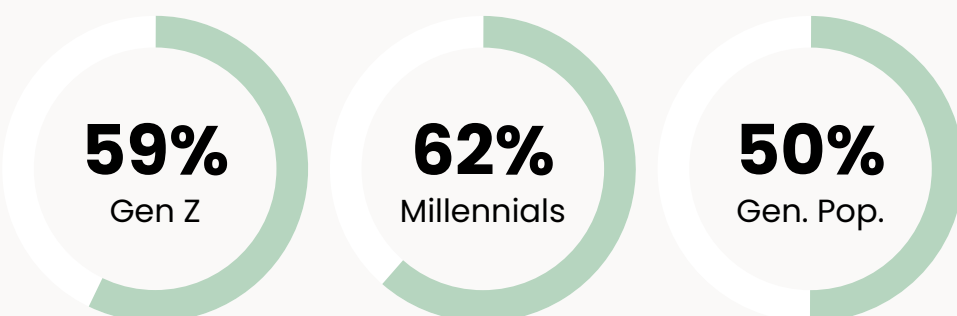
- |    |                              |    |                                    |
|----|------------------------------|----|------------------------------------|
| 01 | In-store                     | 07 | Department stores                  |
| 02 | Online                       | 08 | Thrift/resale stores               |
| 03 | Large retailers              | 09 | College bookstores                 |
| 04 | Buy online, pick up in-store | 10 | Small business                     |
| 05 | Club stores                  | 11 | A school or education organization |
| 06 | Office supply stores         |    |                                    |

**66%**

of back-to-school shoppers plan to shop both online and in-store in 2024, up 16% vs 2023.

# Majority make in-store purchases from Creator recommendations, up 69% YoY

## Percentage of people who shop in-store from Creator recommendations:



## Top shopped in-store categories include:

- Beauty & Personal Care
- Food
- Home
- Fashion
- Electronics



# Consumers want Creators at all touch points

Channels that consumers want to see Creator content include:

- TV
- In-store
- Search engines

Who wants to see Creators on their TV?

**49%**

of LTK shoppers

**34%**

of the General Population

## LTK AI-enriched *Connected TV*

LTK Creators are now available for :30 and :60+ Connected TV spots, delivered to your target audience on the Connected TV platforms of your choice.

LTK AI uses 13 years of proprietary data from Creators who run their businesses on LTK, and 40M avid shoppers to select the optimal Creators that delivers the most impactful messaging on CTV.



Amplify your current Creator strategy and be a **cross-platform player!**

# Campaign strategy



## In-store Creator campaigns

Incorporate in-store obligations with strategy Creators.



## Boosting

Imperative for effective content. Budget 20% towards LTK Boost.



## CTV

Test into being a cross-platform player during a peak consumer moment.



## CHAPTER FOUR

# Parents shop the most

Those shopping for children are the

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top group for back-to-school shopping

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# Get to know who is shopping for children

## Millennials

### Who are they shopping for?

75%

of millennial shoppers are shopping for children

### Top shopped groups:

- 01 Elementary school
- 02 Middle school & preschool (tie)
- 03 High school
- 04 College

## Gen X

### Who are they shopping for?

70%

of Gen X shoppers are shopping for children

### Top shopped groups:

- 01 High school
- 02 Middle school
- 03 Elementary school
- 04 College
- 05 Preschool





# Top items shoppers plan to buy for their children



01

Kids clothes



02

Kids shoes



03

Backpacks/lunchboxes/  
water bottles


04

Core supplies (pencils,  
notebooks, scissors, etc.)


05

Women's size clothing &  
accessories


06

Colder weather items like coats,  
jackets, hats, gloves, etc.

Featured Creators: @MuneeraPage, @BreLegal, @KimberlyGumbs, @One Cute Couponer, @stephaniefaye, @downtown\_dani,

## 80% of those shopping for children plan to spend more or the same on back to school



83%

Food &  
beverage


82%

School  
supplies

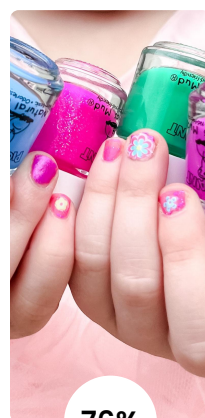

81%

Shoes



79%

Clothes



76%

Beauty/  
personal care


67%

Electronics

Featured Creators: @CoffeeAndChaosClub, @sunshineandjetts, @raising\_minimasterminds\_, @Everyday\_Tina, @DillAndOlive, @bryan.a.williams



# Partner with Creators who authentically reach target group

## Priority of content they like most:

- 01 Being a parent
- 02 Cooking and meal prepping
- 03 Recipes
- 04 Healthy active lifestyles
- 05 Home decor and home projects
- 06 Putting together outfits
- 07 Home shopping hauls
- 08 College life
- 09 Working in corporate



CHAPTER FIVE

## Unlocking Gen Z's BTS shopping

Know the numbers to reach

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this highly influential group

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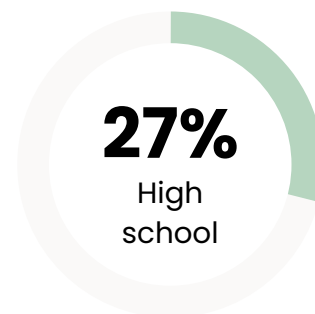
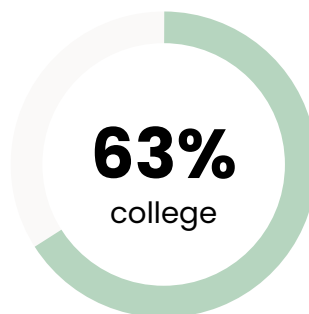
# Gen Z shopping for themselves

## Who are they shopping for?

**83%**

of Gen Z shop for themselves  
for back-to-school purchases

## Top shopped groups:



# Top items Gen Z plans to buy



Adult size clothes



Core supplies



Adult shoes/accessories



Backpacks/lunchboxes/  
water bottles



Personal grooming/  
beauty/makeup



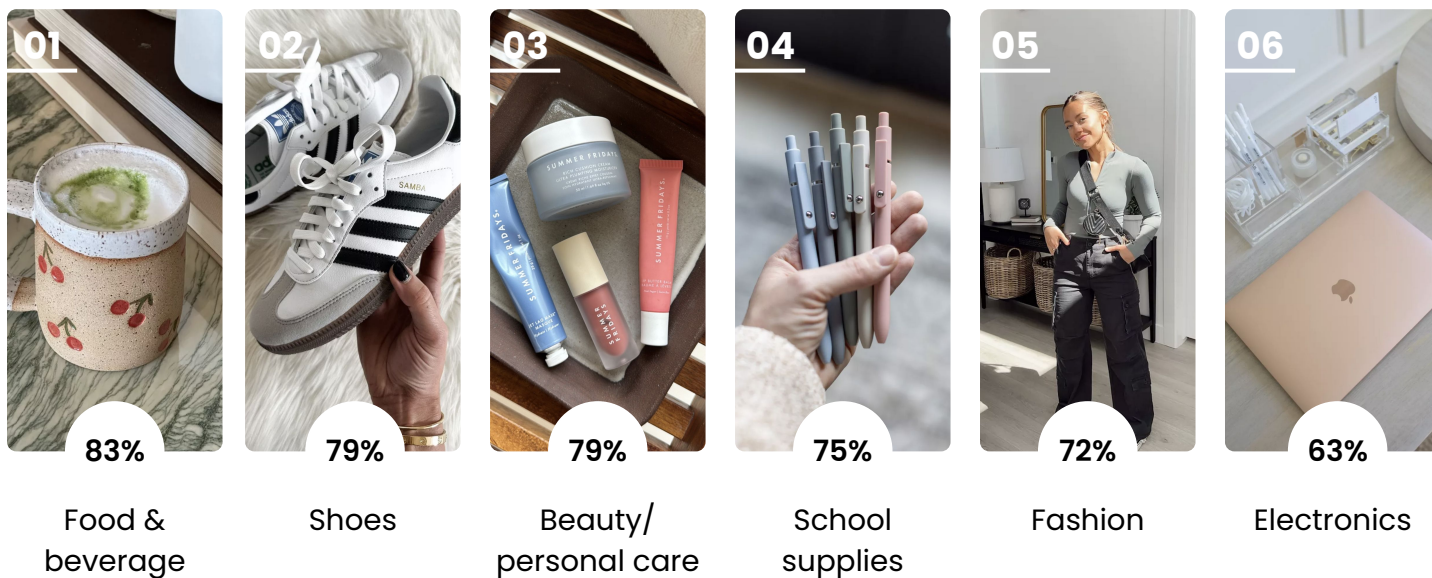
Cold weather items, health/  
wellness & electronics

Featured Creators: @maxieelise, @scarlett.shine, @Laura.Byrnes, @camilavilas, @savannahalexander, @kelclight, @justinasharp



# 69% of Gen Z plans to spend more or the same on back to school

Spending the same or growing:



Featured Creators: @Ashley.Paige, @fashion\_jackson, @heynasreen, @ArchedManor, @teresalaucar, @KALLIE\_DAVIS,

## Gen Z prefer video content

Gen Z like to watch Creators who share about:

- 01 Being a student/college life
- 02 Cooking and meal prepping
- 03 Recipes
- 04 Healthy active lifestyles
- 05 Doing their skin care
- 06 Home decor and home projects
- 07 Putting together outfits
- 08 Doing their makeup
- 09 Fashion shopping hauls
- 10 Home shopping hauls



### KEY INSIGHTS:

84% prefer video content  
39% more than the General Population



## CHAPTER SIX

# Product category by the numbers

Consumers are shopping for all

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categories through Creators

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# Purchases online from Creator Recommendations

Shop through Creators for back to school:



78%

Food & beverage



73%

Fashion



71%

Beauty

Featured Creators: @lifewithchelleb, @stylepashion, @justmamafinds

## Top LTK shopper searches

### Back to School 2023

Shoppers use LTK to get inspiration for back-to-school across a variety of life stages and product categories.

Teacher outfits

Sneakers

Family photos

Back to school

Game day outfit

Homecoming dress

Lunch box

Teacher gift

Dorm

School supplies

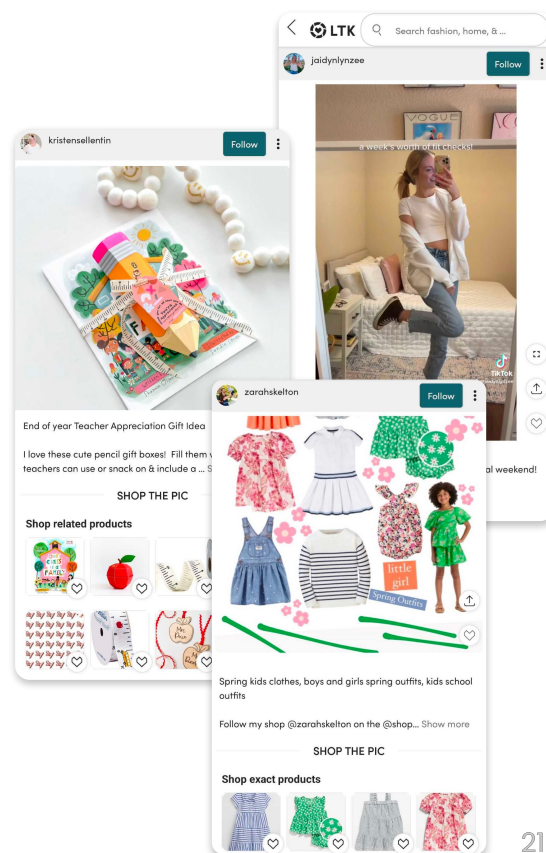
Classroom

College class outfits

Homeschool

Backpack

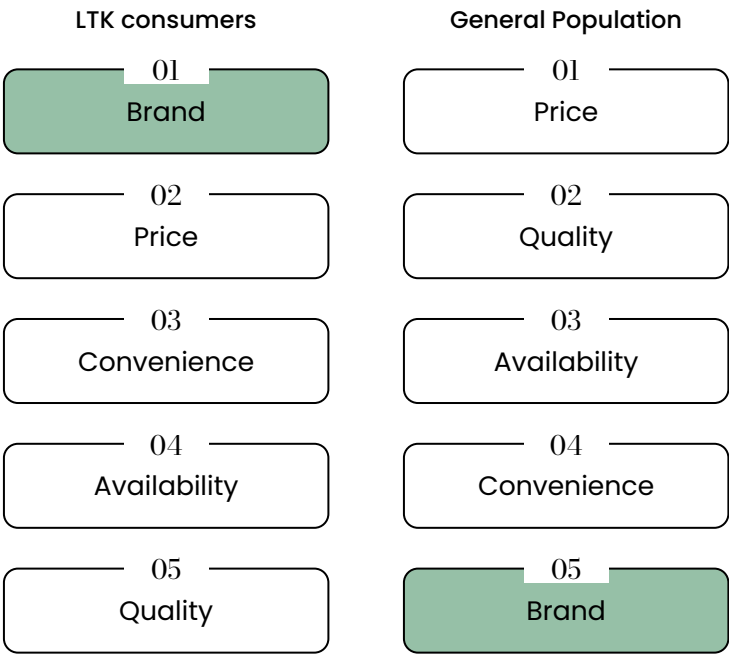
Source: LTK Network Data





# LTK consumer priorities ideal for quality brands

**MOST IMPORTANT BACK-TO-SCHOOL PURCHASE FACTORS:**



**KEY INSIGHT:**

LTK shoppers prioritize brand as #1.



@hellojennawood



@elizabethspencerdavis



@nesha.vb

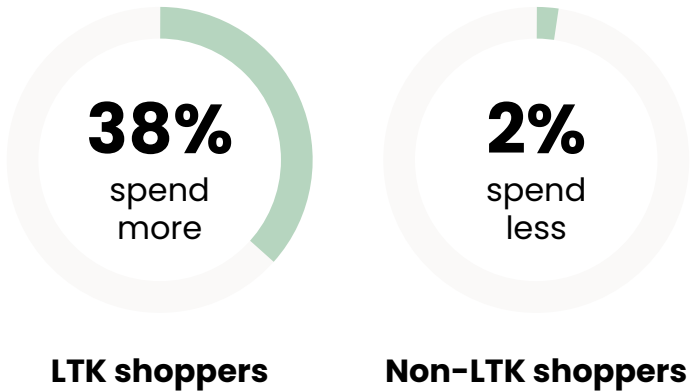


@thesuncoastblonde



@briellewkk

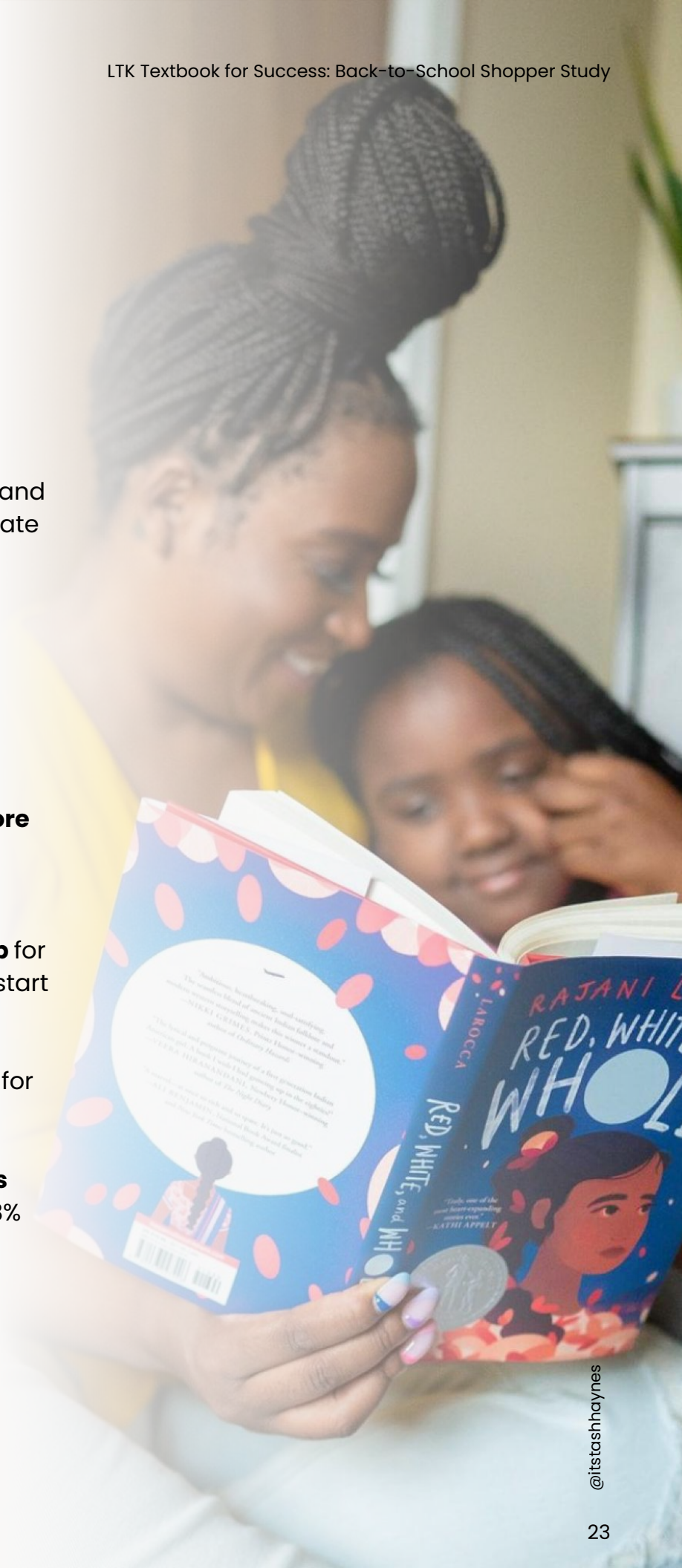
## LTK shoppers: net 38% plan to spend more this back-to-school season



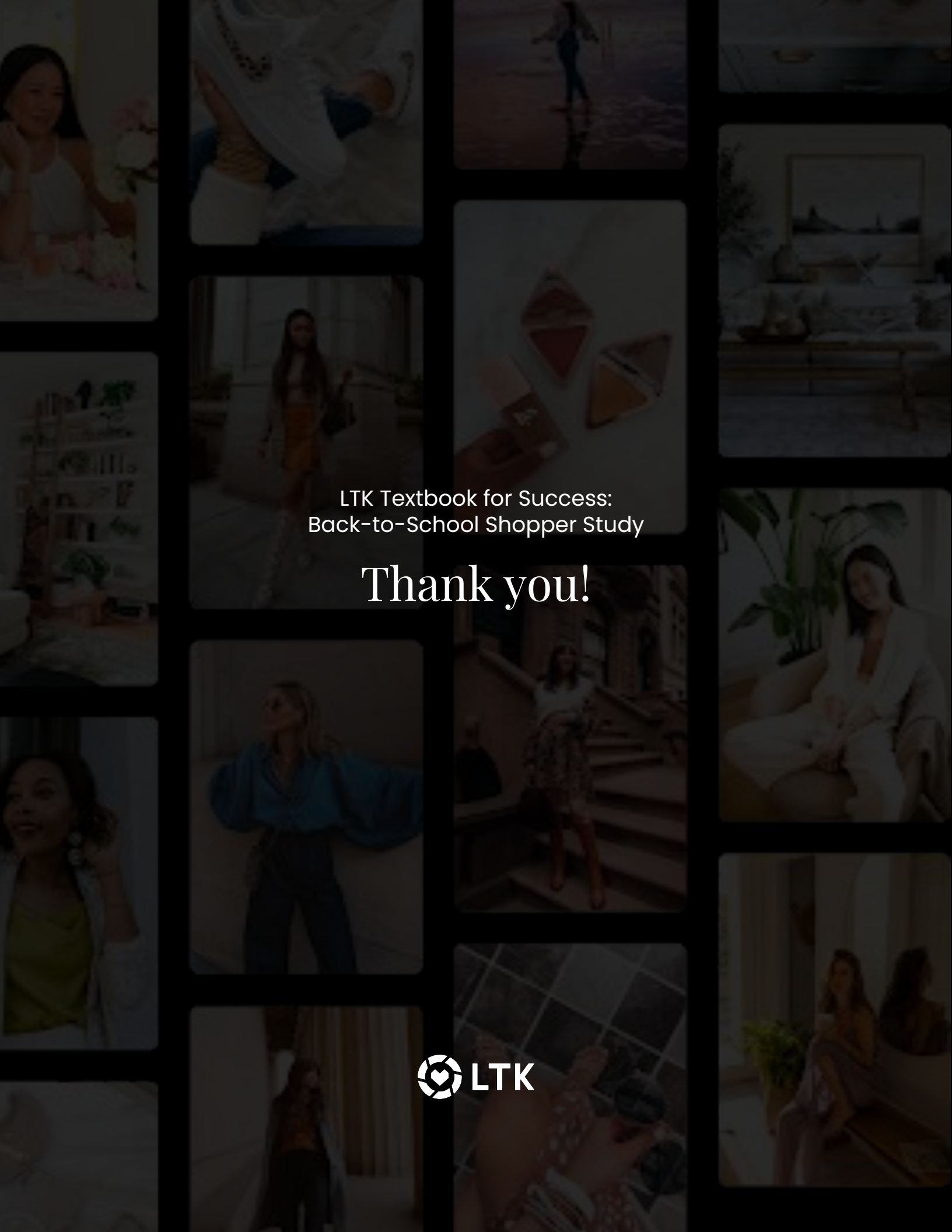
## SUMMARY

# Back-to-school study shows:

- 1 Majority** shopping online, mobile, and **through Creators**. Brands accelerate LTK Creator investment
- Early shopping continues! **Large percentage shop in June** with majority by July, but LTK shoppers even more so.
- Omni-channel growing in importance. **Majority make in-store purchases from Creator recommendations**, up 69% YoY.
- Shopping for children is top group** for back to school. Strategies should start early and extend into August.
- 83% of Gen Z shop** for themselves for back-to-school purchases.
- Shopping through **Creator is cross category** with LTK shoppers net 38% plan to spend more this back-to-school season.







LTK Textbook for Success:  
Back-to-School Shopper Study

Thank you!

