MOBILE IS THE PLACE TO BE HEADING INTO FALL

46% OF US BACK TO SCHOOL SHOPPERS VISIT RETAIL SITES VIA MOBILE PHONES

$142B ESTIMATED SMARTPHONE RETAIL SALES FOR 2018

44% INCREASE OF MOBILE BACK TO SCHOOL RETAIL ORDERS FROM JULY 27-SEPT 2017

PREMIUM INVENTORY ALIGNS KEY RETAILER EVENTS

BACK-TO-SCHOOL
BACK-TO-SCHOOL SEASON FEATURES TONS OF DEALS ON FALL AND SUMMER ITEMS, AS FALL STYLES START TO APPEAR IN JULY

ANNUAL SALES
MAJOR RETAILERS HAVE THEIR SAMI ANNUAL AND ANNIVERSARY SALES DURING THIS TIME FRAME

WOMEN’S SIDEKICK > EXPLORER
Like many other moms who were just given birth, Kate Middleton took a break from her work duties in the months following Prince Louis’ arrival in April. While her husband, Prince William, has been off touring more to promote wildlife conservation and the youngest royals have close to home.

MEN’S SIDEKICK > EXPLORER
How Kate Middleton and Meghan Markle Are Royal Life Differently and Their Own Terms