

## Consumer Buzz

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### BTS—In May?

*Ann-Marie Vazzano*

Four in 10 retailers began running back-to-school (BTS) promotions in May, according to a survey from Kelton Global, commissioned by RetailMeNot. The survey also found 85% of retailers planned to put more money into BTS marketing this year compared to last year, with the biggest investments in mobile efforts (89%), followed by social media (88%). Here's a look at some other findings:

- 63% of parents will spend at least \$100 per person on BTS
- 33% will spend more than \$250
- 75% say money is a stressor during BTS season **GP**