

This fall, go back to school with Receptiv and own big moments on the small screen!

**BY THE NUMBERS:**

Did you know, in 2016...



Total combined Back to School shopping was expected to surpass \$75B  
- National Retail Foundation



While clothing and school supplies dominated Back to School lists... Computer and gadget shoppers planned to spend the most on tech items.  
- 2016 BTS Deloitte In-House Survey

**85%** of parents used a smartphone to assist with Back to School shopping:  
- eMarketer



**64%**

access retailer's website



**61%**

get price information



**56%**

download coupons or discount information



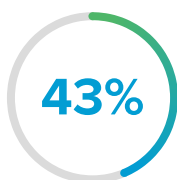
**51%**

compare products

During peak Back to School shopping season, Receptiv crushed VCR by vertical:

(Receptiv 1st Party Performance Data v. Innovid Interactive Video Pre-Roll CTR Benchmarks, 2015)

TEENS



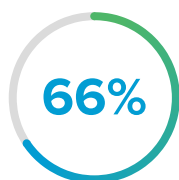
higher VCR in Retail campaigns

MOMS



higher VCR in Technology campaigns

MOMS



higher VCR in Finance campaigns

And saw impressive spikes in CTR across the board:

(Receptiv 1st Party Performance Data v. Innovid Interactive Video Pre-Roll CTR Benchmarks, 2015)



RETAIL:  
**5X higher CTR**



CPG:  
**6X higher CTR**



TECHNOLOGY:  
**7X higher CTR**



FINANCE:  
**6X higher CTR**

Over 50% of Receptiv's audience is in-market for Back to School

Who are they?

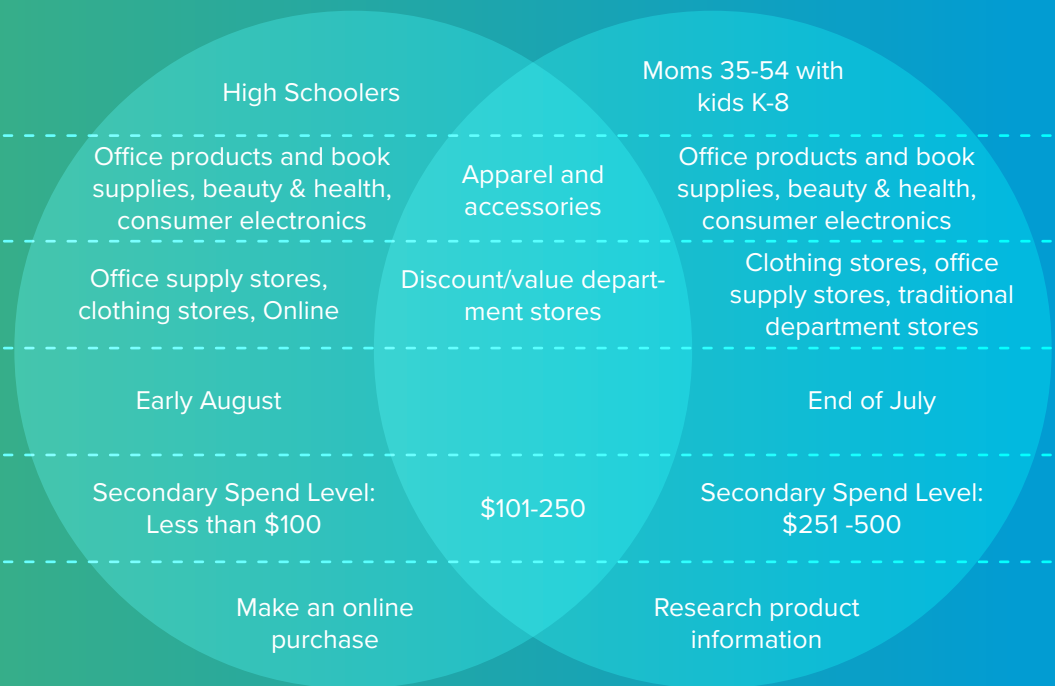
What are they shopping for?

Where are they shopping?

When are they shopping?

How much do they spend?

How do they use their mobile device for purchase decisions?



Creating the most receptive, immersive, and engaging brand-to-human experiences, Receptiv takes your video asset and brings your Back to School campaign to life! Mobile-only experiences that are viewable, measurable, and scalable are available both direct and programmatically via:

Receptiv Video Marketplace

OR

Receptiv Solutions