

Back To School

Yahoo's CTV Back To School package reaches families as they stream content focused on **Education, Shopping, Science, Technology** and more!

Seasonal - CTV - Back To School

YDSP Deal ID: **1632499557123731144**

172M

Weekly Opportunities

Bid guidance

\$21CPM

Sample publishers

pluto tv

redbox.

glennet TV

LG Ads

xumo

philo

yahoo!



State of Back-To-School

39%

of marketers are spending more on CTV for Back-to-school than last year.

30.3%

of US parents had planned to shop online for their B2S needs.

+3%

US retail sales to grow 3% in 2022.

Please contact your Yahoo representative for 3P DSP Deal IDs.
Source: 1. eMarketer Feb 2022 / 2&3. eMarketer Nov 2021 /