



# Your Performance TV Guide to Mother's Day.

83% of shoppers celebrated Mother's Day last year, with \$28.1 billion spent on mom. This is a day to both appreciate and celebrate that special female figure in your life—our annual guide outlines the best way to reach new shoppers (and re-engage existing ones) this year.

# Introduction.

Mother's Day has grown in importance over the past few years, with the National Retail Federation reporting total expenditure has almost doubled since 2009. Last year, shoppers spent a record total of \$28.1 billion<sup>1</sup> on gifts, with 44% of survey respondents<sup>2</sup> seeking unique or different gifts as their most important shopping consideration.

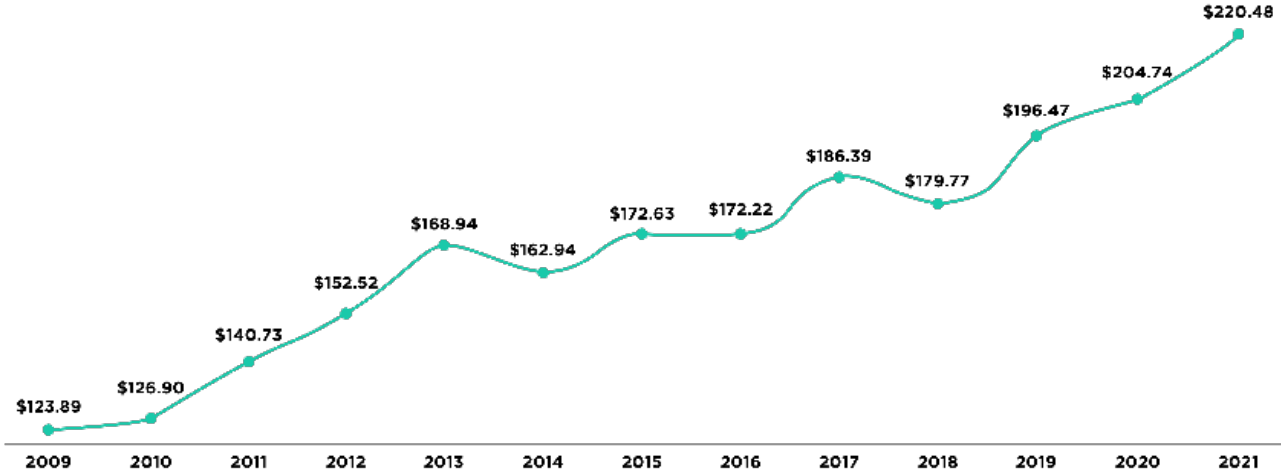
However, the past two years have been challenging for advertisers, as it has required brands to be more emotional and sensitive with their ad creative, and messaging. Thankfully MNTN Performance TV offers marketers a way to reach in-market shoppers, drive conversions and also build brand equity within a single user interface.

This guide will explore last year's Mother's Day trends, as well as what we learned from our own performance data. Lastly, we'll share some campaign strategies and best practices to get you on your way.

# A Look Back at Last Year's Mother's Day.

As it currently stands, more than half (53%)<sup>3</sup> of the female population in the United States are mothers, totalling 85 million<sup>4</sup>. That's a lot of moms that will need gifts. Last year however, there was an emphasis on quality over quantity. Not only did total expenditure increase, even though the percentage of people celebrating decreased slightly YoY from 86% to 83%<sup>1</sup>, per-person spending actually increased by 7.3% from the year prior, up to \$220.48<sup>1</sup>.

Per Person Expected Mother's Day Spending



PER PERSON EXPECTED MOTHER'S DAY SPENDING

Source: NPD's Annual 2021 Mother's Day Spending Survey, conducted by Prosper Insights & Analytics

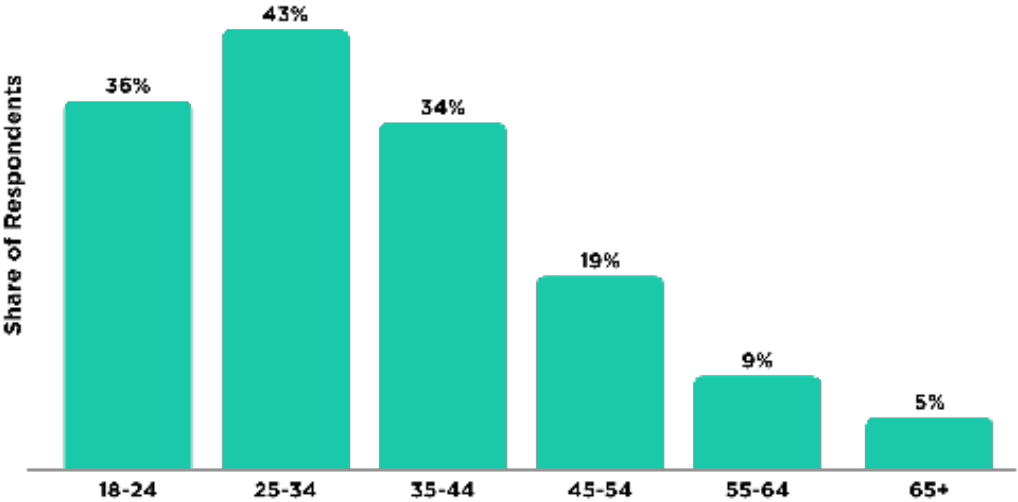


# A Look Back at Last Year's Mother's Day.

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Not surprisingly, the pandemic has taken a toll on mothers, with 93% of American mothers<sup>5</sup> feeling burned out in some way. However, this hasn't gone unnoticed, with 84% of shoppers<sup>6</sup> putting in a little extra thought on intangible and customized gifts, like experiences. This was a popular choice among younger generations, like millennials and Gen Z<sup>6</sup>.

**Consumers Planning To Give a Gift of Experience for Mother's Day**  
(in the United States in 2021, by Age Group)



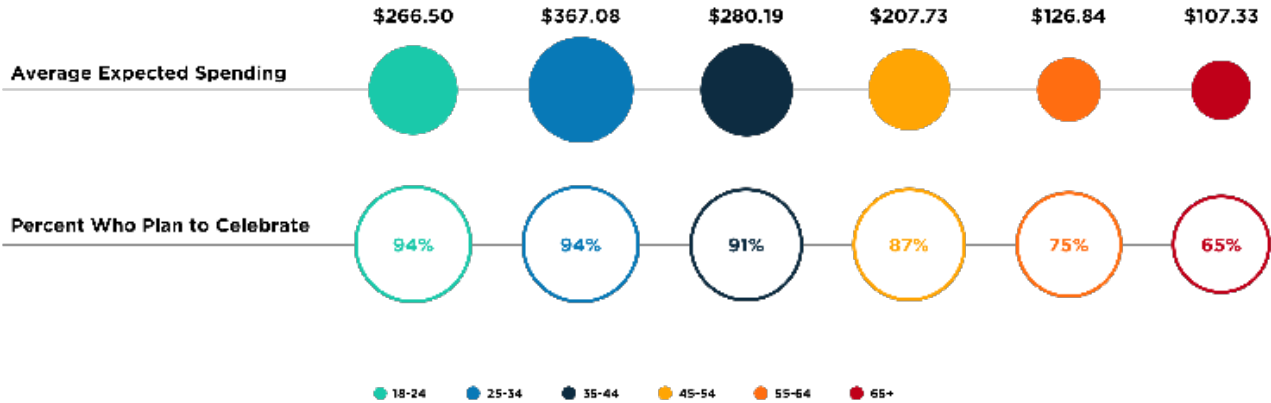
Source: Statista 2022



# A Look Back at Last Year's Mother's Day.

Millennial shoppers were the biggest spenders on Mothers' Day gifts last year, with the average consumer aged 25-34 spending \$367.08 on gifts—65% higher than the overall average per person spend. This age group, along with Gen Z, were most likely to celebrate Mother's Day.

**Mother's Day Consumer Spending & Celebration Plans**  
(by Age in 2021)



Source: NRF's Annual 2021 Mother's Day Spending Survey, conducted by Prosper Insights & Analytics



# MNTN's Consumer Data Tells More.

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We analyzed our own performance data across Mother's Day verticals including accessories, beauty, home goods and more from April 1st to May 18th 2021. While all Mother's Day related verticals performed well, some verticals saw better returns on ad spend than others.

## Top Verticals, Ranked by Return on Ad Spend



## Shoppers Left It a Little Late

Overall revenue, site visits, and conversions all peaked in the final week of April and first week of May, roughly within a two week window before Mother's Day (Sunday May 9), suggesting that shoppers were on the hunt for gifts in the two week run-up to the holiday—but were still likely keeping an eye on shipping times.

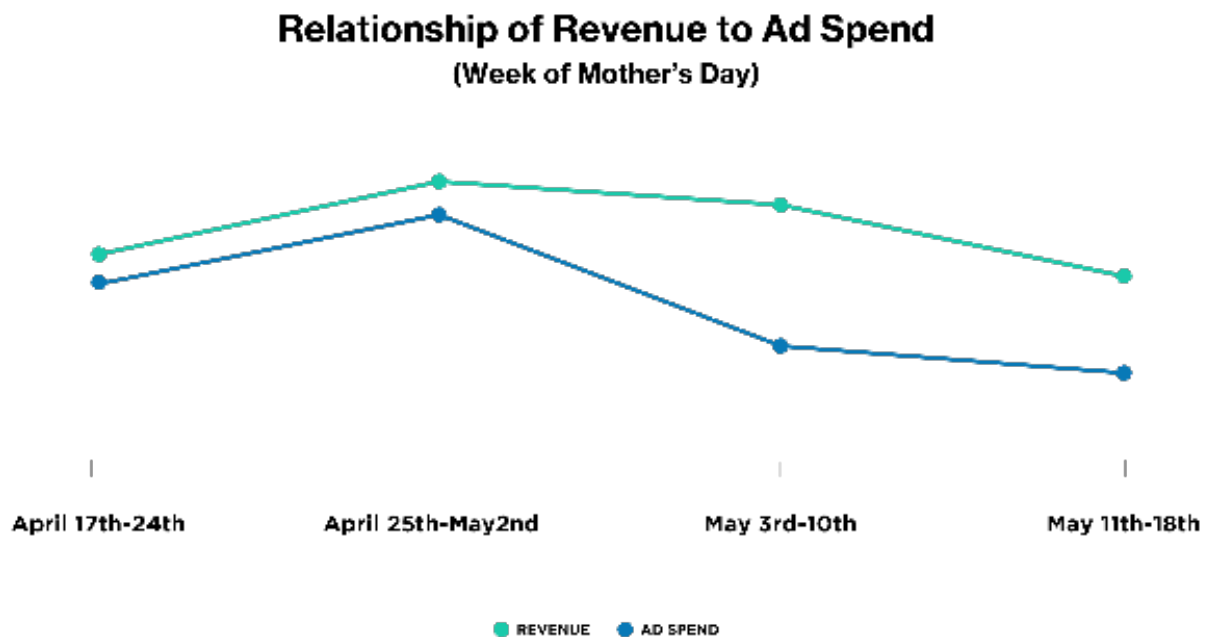


# MNTN's Consumer Data Tells More.

## Advertisers Slowed Spending the Week of Mother's Day

While campaign performance peaked at the end of April and early May, so too did ad spend and impressions. Advertisers pulled back on spend in the week leading up to Mother's Day, however revenue did not drop as severely as spend.

This represents an opportunity for this year's Mother's Day campaigns; our data suggested that consumers were still shopping up until the last minute. If advertisers maintain their level of spend into Mother's Day, they can compete for more revenue and conversions.



Source: MNTN Performance TV data, comparing total ad spend to total revenue generated by advertisers included in the measured Mother's Day verticals in the listed time period.



# Reeds Jewelers.

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Reeds Jewelers, a fine jewelry, collectible and watch retailer, used MNTN Performance TV prospecting to promote their 75th anniversary in the lead up to Mother's Day and drive better results for their evergreen initiatives.

They served a non-skippable Mother's Day CTV ad across premium TV networks, followed with cross-device messaging using the same creative elements of the video to remind viewers of active Mother's Day offers including sales, free shipping, and free returns. This immersive approach helped increase urgency and drive additional conversions with one seamless, consistent message.

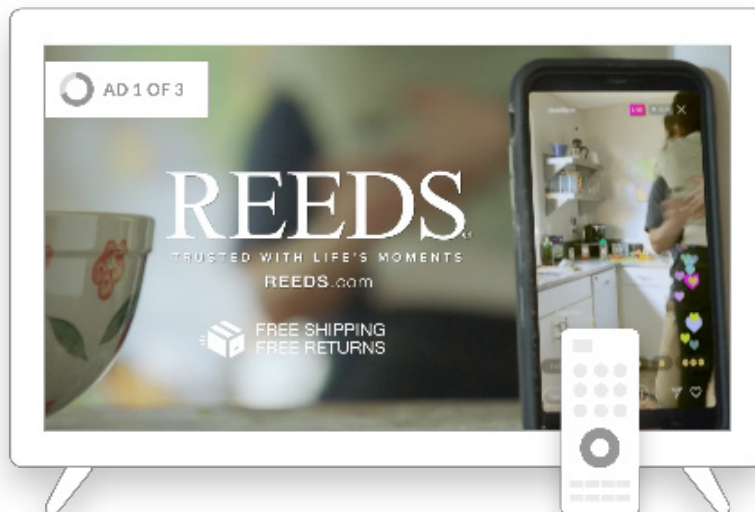
## The Results

**64%↑**

**Conversion Rates**

**39%↑**

**ROAS**





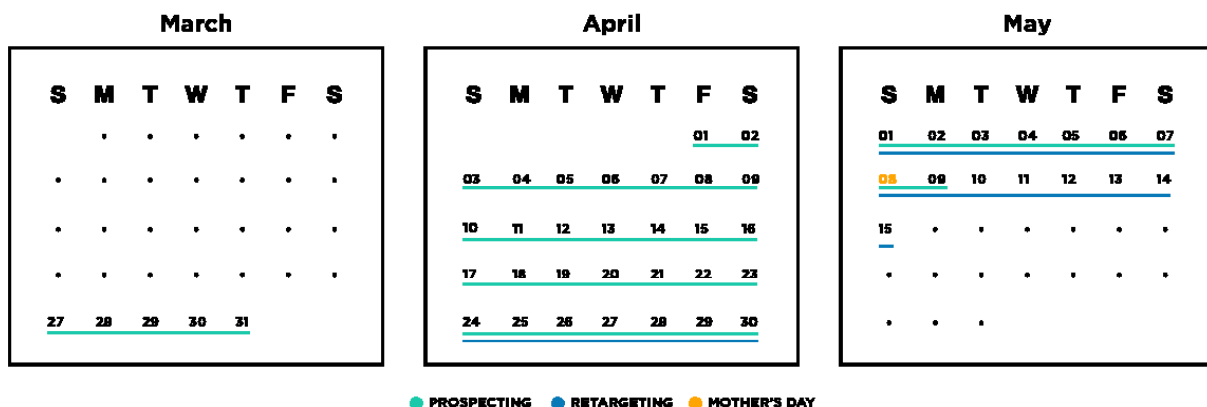
# Campaign Strategies to Make This Your Best Mother's Day Yet.

Now that we've explored last year's trends and dove deeper into our own performance data, it's time to set up your campaign for success. MNTN Performance TV lets you optimize your campaign against your campaign goals, like ROAS or eCPA. For a step-by-step guide to getting your campaigns live, check out our tips below.

## Timing & Budget

Start your prospecting campaign 3-6 weeks out to generate a large site visitor pool. We recommend weighting 60%-90% of your budget on upper-funnel campaigns to start, to widen your audience pool

Set aside 10%-40% of your budget for lower-funnel campaign efforts, like retargeting, to re-engage your audiences. We recommend launching one to two to weeks out as well as a week afterward to catch those residual shoppers.



# Campaign Strategies to Make This Your Best Mother's Day Yet.

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## Prospecting

99%<sup>7</sup> of first time website visitors aren't ready to buy, which is why prospecting is such a crucial part of any digital strategy. It both broadens your audience pool and fuels your retargeting efforts so you can re-engage with that 99% later to close the sale. Here are a few types of in-market audiences to help spark some ideas, which you can apply to your future and evergreen seasonal campaigns.

- Based on life events (like new moms, moms-to-be, first time moms, etc)
- Your competitor's shoppers—target these audiences by seeking out audiences who are known to have shopped at top competitors in your space.
- Contextual targeting, based on a combination of social and demographic profiling (e.g., mother's who are heavy social media users or Gen Z shoppers who enjoy gift shopping)



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## Retargeting

Tapping into first-party audiences via [retargeting efforts](#) means you're reaching users who already have a vested interest in your brand, and are more likely to convert. Retargeting is such a powerful tool that your audiences are 70% more likely<sup>8</sup> to convert. Additionally, returning customers are more valuable<sup>9</sup> to online retailers than new customers. Mix and match your retargeting based on these behaviors, and be sure to keep "high-intent" in mind when specifying your criteria:

- Visited specific pages on your website
- Recently visited your website
- Spent a specific amount of time on your website
- Site visit frequency
- Recent conversions, or converted a certain number of times on site
- Keyword or search intent
- Spent a specific amount (or average) on a purchase
- Purchased a certain number of items (cart size)
- Based in a certain zip code or geographic area

Alternatively, if you already have a list of customer emails already at your disposal, you can use [MNTN's CRM upload](#) function.



# Campaign Strategies to Make This Your Best Mother's Day Yet.

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## Audiences

We've pulled together a few audience segments that are perfect for your Mother's Day campaigns. You can access these, and 80,000+ more [audience segments](#) via MNTN's integration with Oracle Data Cloud.

### 01 Mother's Day Shoppers

Get your ad in front of the audience that matters most—shoppers who are actively on the lookout for Mother's Day deals.

ALC > Shoppers > Seasonal—Mother's Day Shoppers

Datalogix > DLX Seasonal > Spring Seasonal > Mother's Day Shoppers

Lotame > Holidays & Special Events > Holidays > Mother's Day

### 02 Generosity & Gift Givers

This selfless segment loves to spoil their loved ones with gifts year round—including Mother's Day.

Interest > Lifestyles > Gift Giving

Oracle > Hobbies & Interests (Affinity) > Shopping > Gift Giving

MRI > Shopping > Generous & Giver



# Campaign Strategies to Make This Your Best Mother's Day Yet.

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## 03 Different Types of Moms

Targeting homes with moms is a good idea, and we highlighted three main ones to consider. Also, don't forget to target those mother figures in your life, too!

ALC > Consumer > Families with Children > Single Moms

TruSignal > Demographic > Parents > Moms > New Moms

Oracle > Life Stages & Events > Family & Children (Kids) > Expectant (Expecting) Parents

## 04 Top Performing Verticals

According to Statista<sup>10</sup>, shoppers spent the most on these three categories for Mother's Day last year.

OnAudience > Intent > Apparel & Accessories > Women's Apparel > Women's Jewelry & Watches

ShareThis > Shopping > Gifts & Special Event Items > Custom & Personalized Items

Datalogix > DLX Retail > Categories > Consumer Electronics Buyers

## 05 Gen Z & Millennials

There's no doubt about it—this demographic are the most likely to be celebrating Mother's Day and seeking unique and memorable gifts for mom this year.

IXI > Household Income (HHI) > Income 360 > Millennials—Income Range More than \$100,000

Eyeota > Demo > Generation > Gen Z / Post Millennials

BusinessWatch Network > ConsumerWatch Network > Demographics > Generations > Millennials & Gen Z (1982 and after)



# Gettin' Creative.

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Once you've defined your audience segments and set up your campaign parameters, the next big step is to consider your ad creative. Viewers retain 95% of a message<sup>11</sup> when they watch it in a video, versus 10% when reading it in text. Additionally, 85% of millennials<sup>12</sup>, who are the biggest Mother's Day audience, have purchased a product after watching a video. Needless to say, your creative can make an enormous impact—so here's how to get it right.

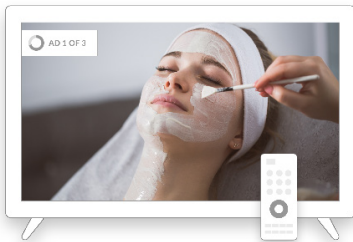
## **Below are a couple of non-negotiables that should be present in your ad creative.**

- 01** A clear call-to-action. This applies both in your voiceover and copy.
- 02** Include a URL so viewers know where they can find out more.
- 03** Keep your creative consistent across ad channels—for example, if you're utilizing the MNTN Multi-Touch feature, the creative should maintain a similar look and feel to drive brand recall and relevancy.
- 04** Create several iterations of your ad creative to A/B test throughout, to freshen up your campaign. Test different product groups, featuring different talent in your creative, and even switch up your copy and call to action.



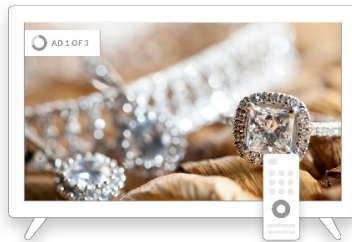
## Get a Continuous Supply of Connected TV Creative

Since Mother's Day is a big opportunity for many verticals, it's important to have a steady stream of ad creative at the ready. MNTN's Creative-as-a-Subscription™ service was launched for this reason, to meet advertisers ongoing creative needs. Thanks to CaaS, advertisers can get an ongoing supply of Connected TV ad creative. The cost of creative production is bundled into your media spend, allowing you to focus your entire investment on driving performance. [Learn more](#)



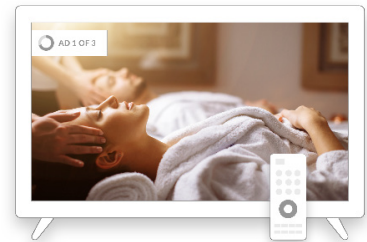
### Original Video Ads

New video creative in a premium live action style



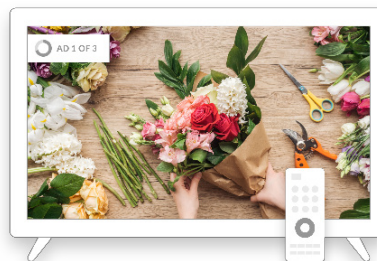
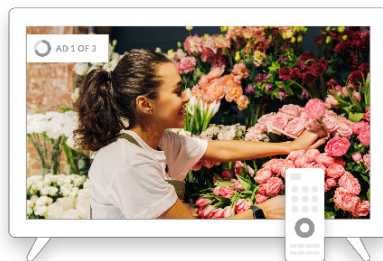
### UGC Testimonial Ads

Creative styled to match authentic user generated content



### Post-Production Video Ads

Remix existing video or images with fresh edits, graphics and more



### Advanced Testing Ads

Multiple, unique live action ads to test your message



# Performance TV Delivers Meaningful Results Every Mother's Day.

Learn why the biggest screen in the house is a performance marketer's best kept secret.

Want to learn more?

Visit [mountain.com](https://mountain.com)

Sources:

<sup>1</sup>[Mother's Day 2021 Data Center, National Retail Federation.](#) <sup>2</sup>[Planned total expenditure on Mother's Day in the United States from 2007 to 2021, Statista.](#) <sup>3</sup>[Census, Mother's Day, May 2012.](#) <sup>4</sup>[5 questions \(and answers\) about American moms today, Pew Research Center.](#) <sup>5</sup>[Motherly 2021 State of Motherhood Survey Results.](#) <sup>6</sup>[Consumers planning to give a gift of experience for Mother's Day in the United States in 2021, by age group, Statista](#) <sup>7</sup>[Stop Missing Out on 99% of Your Website Traffic, Hubspot.](#) <sup>8</sup>[The Process and Performance of Ad Retargeting, and Why You Should be Using it, Social Media Today.](#) <sup>9</sup>[Returning customers are far more valuable to online retailers than new customers, Business Insider.](#) <sup>10</sup>[Planned expenditure on Mother's Day gifts in the United States in 2021 by Category, Statista.](#) <sup>11</sup>[75 Staggering Video Marketing Statistics, Wordstream.](#) <sup>12</sup>[Study: 85% of millennials have purchased a product after watching a video, Marketing Dive.](#)