



Your Performance TV Guide to Mother's Day.

Mother's Day is a key event on the retail calendar—and a big opportunity for advertisers. This guide covers how to set up your marketing strategy for success on MNTN Performance TV, covering everything from audience targeting, campaign set up and reporting, and creative best practices.

Table of Contents.

Let's Talk Trends	3
Campaign Best Practices	6
Campaign and Budget Pacing	9
Creative and Messaging	11

Let's Talk Trends.

Last year's Mother's Day spending totalled over [\\$31 billion](#)—eclipsing 2021's record spending by \$3.6 billion. Additionally, 84 percent of adults celebrated in some shape or form—making it one of the most special events in the year.

84% of adults celebrated
Mother's Day

Source: 2022 Annual Consumer Survey, National Retail Federation and Prosper Insights & Analytics

Not only are more shoppers celebrating Mother's Day—they're spending more, too.

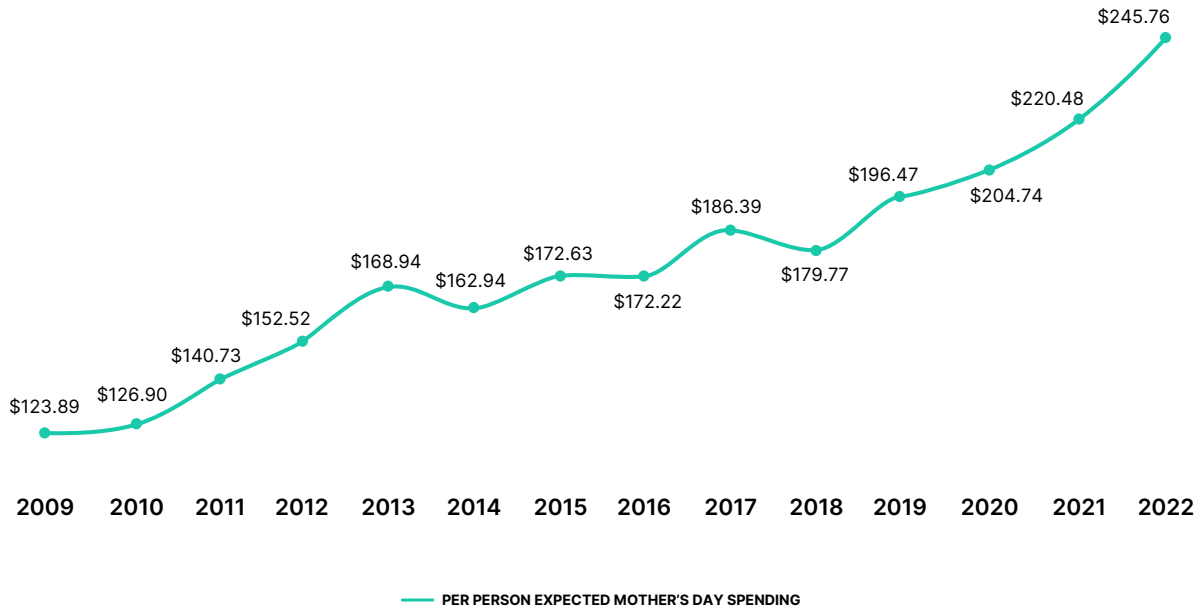
Mother's Day spending
increased by over **11%**

(Per person spending in 2022 versus 2021)
Source: National Retail Federation, 2022



If we zoom out over the past decade and change, we see a positive trend in spending over time and a hint for future Mother's Days to come.

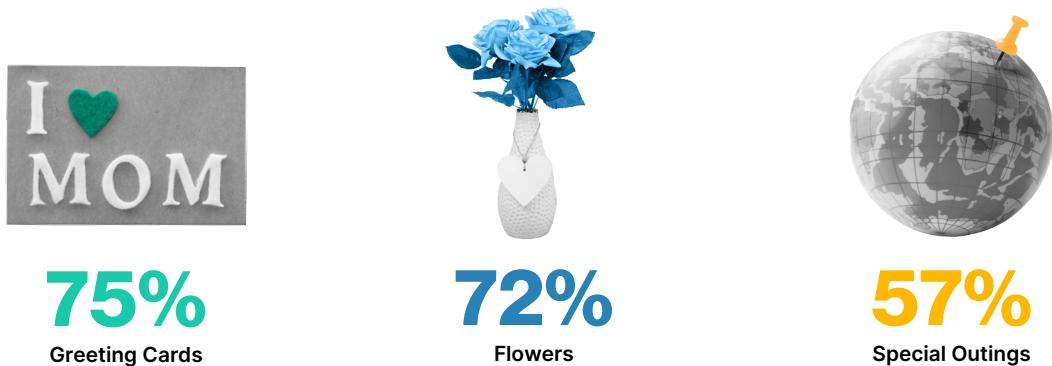
Average Spending Per Person For Mother's Day



Source: NRF's Annual 2022 Mother's Day Spending Survey, conducted by Prosper Insights & Analytics

But what are they buying? According to the National Retail Federation, greeting cards top the list (they need to be accompanied by each gift, after all), followed by flowers and special outings.

Top Three Mother's Day Gift Categories



Source: National Retail Federation, 2022



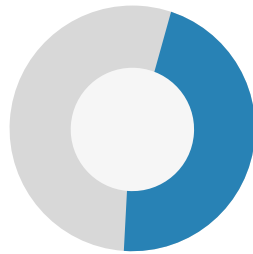
Not surprisingly, special outings and experiences round out the top three, since shoppers are looking for gifts that are unique.

What Is Important to Shoppers When Picking Out a Mother's Day Gift?



24%

Finding a gift that's convenient for me



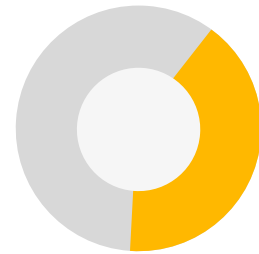
46%

Finding a gift that's unique or different



17%

Finding a gift that's cheaper or most cost effective



41%

Finding a gift that creates a special memory

Source: National Retail Federation, 2022

We also mined our own first-party MNTN Performance TV data and assessed Mother's Day verticals to predict how things will pan out this season. Click below for the full write up.

[More Insights Here](#)



Campaign Best Practices.

What does a full-funnel approach look like and what's the best way of getting in front of savvy shoppers this Mother's Day? We'll cover the foundations, from selecting the right audience (or those you haven't heard of), selecting your campaign goals, creative and messaging, and much more.

AUDIENCE STRATEGIES

MNTN Performance TV provides access to thousands of integrated audiences from [LiveRamp](#) and other data providers, and limitless first-party audiences.

A full-funnel strategy includes running both prospecting and retargeting efforts together. Prospecting is highly effective at driving more site traffic and expanding your audience pool, while adding retargeting capitalizes on that growth by driving more conversions.



Follow these targeting best practices to set yourself up for success:

- 01** Pair third-party in-market audiences with prospecting ads to widen your audience pool and put yourself at the top of the consideration set.

- 02** Reach bottom-of-the-funnel audiences with retargeting ads targeting website visitors based on on-site behavior like average time spent on site, specific page visits, cart abandoners, average order value, site visit frequency and recent conversions. You can also reach ripe audiences by segmenting your [CRM database](#), reaching loyal customers that have a high intent to purchase.

- 03** Layer steps one and two together to maximize your efforts and drive conversions at the top, middle, and bottom of the funnel.

- 04** If you want to see how each of your audiences are performing, check out [Audience Segment Reporting](#) to help optimize your targeting strategy.



AUDIENCE SEGMENTATION

There are over thousands of audiences available on the MNTN platform—so where do you start? Consider this the cheat sheet to segmentation with some ready pulled audience recommendations. We've also provided the search terms so you can easily find them when it comes time to set up your campaign.

01 **Mother's Day Shoppers:**

Get in front of shoppers who are actively on the lookout for Mother's Day deals.

Search keyword: **Adult Children, Parents, Dads**

- Oracle > Life Stages and Events > Family and Children (Kids) > Adult Children Leaving Parents' Home
- Alliant > Composite Segments (Audience Clusters) > Purchasing Parents
- Lotame > Advanced Demographics > Declared Parents > Declared Dads

02 **Generosity and Gift Givers:**

This selfless segment loves love, and that means spoiling their loved ones with gifts year round—including Mother's Day.

Search keyword: **Love**

- StatSocial > IBM Watson Personality Insights > Needs > Love
- MRI > Shopping > Love to Give Attitude
- Location Audiences > Shopper Segments > Mall Lovers & Frequent Shoppers

03 **Different Types of Moms:**

Type the word 'mom' in our search function and you'll be blessed with an endless scroll to choose from—but don't forget to target those mother figures in your life, too!

Search keyword: **Mom**

- Experian > Lifestyle and Interests > Moms > Mothers with 2+ children
- Experian > Lifestyle and Interests > Moms > Gen X Mothers (1965-1979)
- Experian > Lifestyle and Interests > Moms > Gen Y Mothers (1980-1993)



Campaign and Budget Pacing.

Now for the nuts and bolts of your campaign—here we'll cover setting up goals, timing and budget pacing.

GOALS

It's not uncommon for brands to have multiple goals for their campaigns—in fact we recommend it. Split up your goals according to your prospecting or retargeting campaigns.

Prospecting

This depends on the following:

- **Cost Per Visit:** Driving engaged new users to your website
- **ROAS/CPA:** Conversions or revenue
- **Cost Per Completed View (CPCV):** Reaching a larger audience and creating more brand awareness

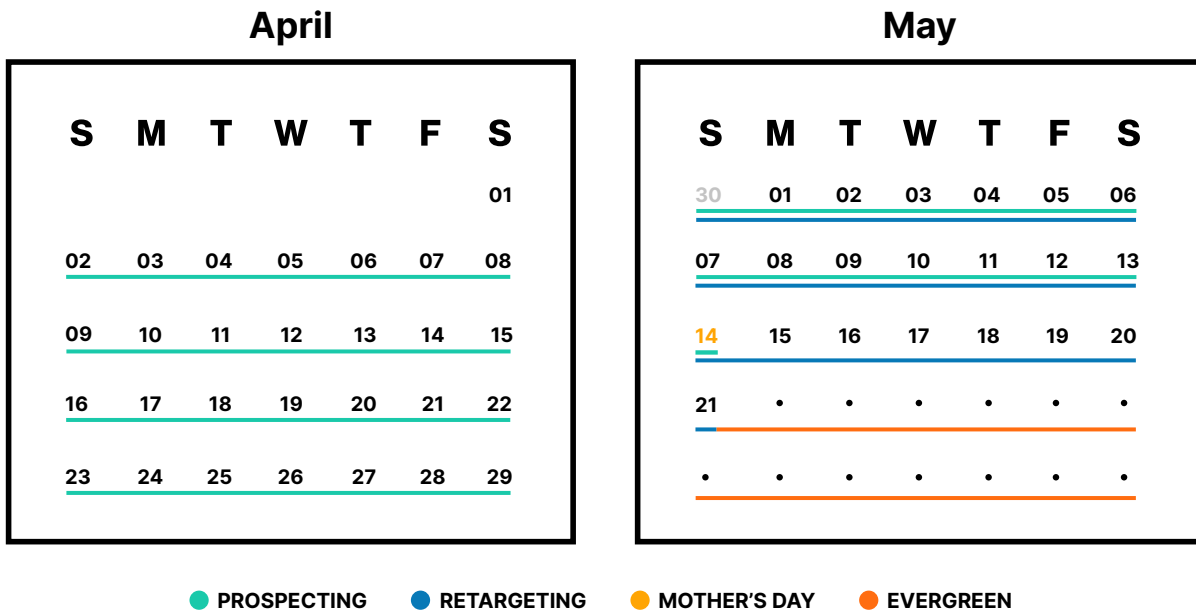
Retargeting

Return On Ad Spend (ROAS) or Cost Per Acquisition (CPA)



BUDGET AND TIMING

Like your goals, you'll also want to split up your budget based on your prospecting and retargeting efforts. Use the calendar below as a guide on when to time your campaigns.



- Set aside 60-90% of your budget for your prospecting or upper-funnel campaigns, and start them 3-6 weeks out to allow time for setup, testing, campaign optimization and to generate a large site visitor pool.
- Set aside 10%-40% of your budget for your retargeting or lower-funnel campaign efforts to re-engage your audiences. Launch these 1-2 weeks out as well as a week afterward to catch those residual shoppers.
- Don't let those insights go to waste during Mother's Day. We always say the best approach is an evergreen approach, so keep your campaigns on to ensure you're capitalizing on those learnings each season.



Creative and Messaging.

Now that part you've all been waiting for—fine tuning your Connected TV creative. Did you know that viewers retain 95% of a message when they watch it on video? Not to mention, Connected TV ad completion rates continue to remain high at 98%. It's not a surprise, since two-thirds of Americans will use CTV this year and time spent on CTV devices has nearly doubled the last four years. Here are some creative best practices to consider for Mother's Day, and all year round.

- 01** A clear call-to-action. This applies both in your voiceover and on-screen copy.
- 02** Include a URL so viewers know where they can find out more, and where to convert.
- 03** Keep your creative consistent across ad channels to drive brand recall. Utilize [MNTN's Multi-Touch feature](#) to easily extend your creative and messaging beyond the CTV screen to other household devices.
- 04** Create several iterations of your ad creative to A/B test throughout and refresh your campaign. Test different product groups, featuring different talent in your creative, and even switch up your copy and call to action.



prominent URL or watermark
placed on the ad creative





wrap up your message with a strong call-to-action

prominent URL on the end card

MORE CREATIVE? NO PROBLEM.

Keeping creative production consistent throughout the year is a challenge for many brands—compounded with tightening budgets and lean teams sounds like the recipe for the perfect storm.

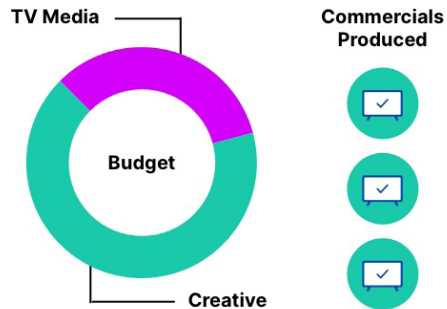
77% of creative teams cite speed as one of the biggest roadblocks in creative production

Source: Lytho

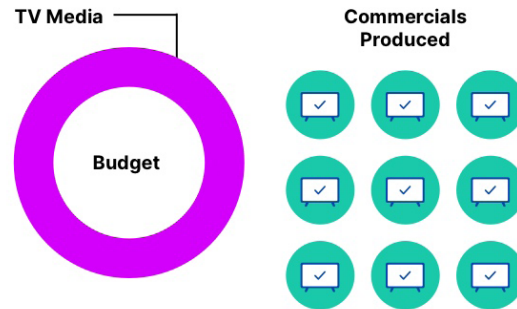
MNTN's [Creative-as-a-Subscription™](#) (CaaS) was created to meet these ongoing needs. The idea is simple: get a steady stream of fresh creative quarterly, at no additional cost beyond what you'll pay in media. You can A/B test, discover what's working and spend more budget on driving results.



Standard TV Commercial & Media.



CaaS.



CaaS™ pairs your brand with a global network of creators through our partnership with [QuickFrame](#) to support your CTV creative end-to-end from ideation through to execution.

The end result? More performance-optimized creative drives compounded revenue over time.



Significant Cost Savings



Creative Optimized to Diver Conversions



Faster, More Agile Video Production



Opportunities for Continuous A/B Testing



Refreshes to Avoid Creative Fatigue



Capitalize on Seasonality



The recipe for Mother's Day success goes beyond flowers and chocolate (although those are nice too).

Brands who employ a full-funnel approach encompassing both prospecting and retargeting best practices, while staying sharp on audience targeting and fueling ongoing creative production, will set themselves apart.

Want to learn more?

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

Sources:

[Mother's Day 2022 - How Consumers Plan to Celebrate, National Retail Federation](#)

[75 Staggering Video Marketing Statistics, Wordstream](#)

[US Adults Will Spend Nearly 2 Hours a Day With CTV Devices This Year, eMarketer](#)

[5 Creative Professional Statistics for 2023, Lytho](#)