

Mother's Day

IS THE SECOND SUNDAY
OF May...

IS YOUR CONTENT MARKETING STRATEGY READY?



\$23.1 total Mother's Day
BILLION spend 2018 (NRF)



86% of Americans will
celebrate Mother's
Day (NRF)



31% of consumers plan
to shop online
(GeoMarketing)

WHO IS GIVING WHAT?

57% of moms have received
Mother's Day gifts from
non-family members (FTD)

45% of 18-34 year olds will
give an Experience Gift (NRF)

44% will only shop brands
that reflect their social or
political values (NRF)

Content Matters!

Content makes consumers
131% more likely to buy
(Twitter via Nudge)

The number of programmatic
direct details executed by
retail advertisers grew 2.8
times from 2014 to 2016
(AdAge)

Marketers who prioritize
blogging are 13x more likely to
generate a positive ROI (Shopify)

Content can help double
website conversion rates from
6% to 12% (Shopify)

$\frac{2}{3}$ of shoppers say online video
has given them ideas and
inspiration for their purchases
(Business Insider UK)

67% of smartphone users are
more likely to purchase from
companies whose mobile
sites or apps customize
information to their location
(Google/Ipsos)



40% of millennial parents already use
a product subscription service (NRF)

1/3 are very interested in trying one (NRF)

1/2 of children in the United States have
a parent who is 37 or younger (NRF)

HIGHEST \$PEND ON GIFTS ACCORDING TO NRF



4.6 BILLION
jewelry

4.4 BILLION
outing

2.6 BILLION
flowers

2.5 BILLION
gift cards

2.1 BILLION
clothing

MOST POPULAR GIFTS ACCORDING TO STATISTA



69% Flowers
55% Outing (such as dinner or brunch)
45% Gift cards/gift certificates
36% Clothing/accessories
34% Jewelry

IF MOM COULD CHOOSE HER GIFT ACCORDING TO FTD



76% Flowers
64% Plants
44% Jewelry
42% Candy

TOP 3 KPIs FOR Retail Advertisers (BIDTELLECT)

1 Drive Traffic to Blog Content

2 Offer Driven Creative

3 Drive Sales