







Top 5: What You Need to Know for Mother's Day 2021




1. Expect Record Gift-Giving Numbers

-  National Retail Federation released their annual Mother's Day spend predictions and survey results, and it's looking good!
-  "82% say that as a result of the pandemic, celebrating Mother's Day this year is important to them. (NRF)"
-  Mother's Day spending is expected to total a record \$28.1 billion this year - \$1.4 billion higher than 2020. (NRF)

2. Consumers are Eager to Show Extra Appreciation After a Tough Year

-  Moms shouldered heavier caregiving responsibilities this past year (*hello* Zoom school!), so spouses and children will spend extra to show extra appreciation. And while the pandemic forced many to be separated from family, expect more gifts to grandmothers, stepparents, and friends to show appreciation.
- Consumers plan to spend an average of **\$220.48** on Mother's Day items – \$16 more than last year and the highest in NRF's survey's history.(NRF)

3. In-Person Outings Are (Starting) to Come Back: Offer Safe Ideas

-  Last year, in person celebrations were severely limited. With more families getting vaccinated, expect more in-person celebrations this year than last! Offer product and service ideas like picnic kits and food delivery for safe outdoor gatherings. But the vaccine plays a role: a respondents in an Adweek poll said they need to be fully vaccinated before they feel comfortable traveling for a vacation.
- 49% say they are planning a special Mother's Day outing such as a brunch or other activity. (NRF)
- 45% of respondents said they need to be fully vaccinated before they feel comfortable traveling for a vacation (Adweek and Morning Consult)

4. Who Are the Big Spenders and What Are They Buying?

- According to NRF, age 25-34 - probably because they're more likely to spend on both a mother figure and a partner. Last year, the highest spending went towards jewelry, special outings (a spike in at-home delivery services), and consumer electronics (to make virtual hangs a bit easier). So don't discount some creative spending habits - that you can help inspire through messaging and context-driven targeting and optimization.
- Age 25-34:** These shoppers plan to spend \$367.08 on average or \$99 more than last year (NRF).

Top 6 Gifts Shoppers Plan to Give This Year (NRF)	Last Year's Highest Spend (eMarketer)
Greeting Cards	Jewelry: \$5.27 Billion
Flowers	Special Outings: \$4.07 Billion
Special Outing	Consumer Electronics: \$2.93 Billion
Gift Cards	Gift Cards: \$2.87 Billion
Clothing/Accessories	Flowers: \$2.56 Billion
Jewelry	

5. Utilize Dynamic Goal Setting for Highest ROI

- In analyzing our platform data from May 1 through May 10, 2020 (mother's day), Dynamic Goal Setting or multiple goal types consistently shows the highest ROI for advertisers.
- Responsive Native CTR: **0.91%**
 - Responsive Native Engagement Score: **7.5**

