



GUESS WHAT?!

daddy and i have been on the internet all week!!!!



not playing minecraft, silly, we were shopping for you!

The Little Book of Maths Puzzles

Categories that see noticeable sales increases in the week before Mother's Day

Flowers & Gifts	+454%	
Jewellery	+189%	
Fashion & Luxury	+16%	
Mass Merchants	+92%	

For the above categories, Mother's Day represents a very significant milestone in the year. Daily sales in March are 70% above those of January and February for Flowers & Gifts, and 19% higher for Mass Merchants. For Jewellery, Mother's Day is second only to Valentine's Day in Q1.

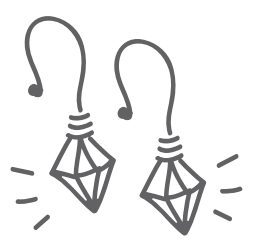
26 Section 3 - Going Shopping

Days in which sales for each category peak over the two weeks leading up to Mother's Day

March 2015

Mon 9	Tue 10	Wed 11	Thu 12	Fri 13	Sat 14	Sun 15
Fashion & Luxury			Flowers & Gifts			Mother's Day!!
Mass Merchants						
	Jewellery					

on tuesday i picked out earrings for you.



then on thursday we ordered lovely flowers!



Peak CTRs ahead of Mother's Day

daddy was cross because we went to like a thousand websites and couldnt find a thing.

*?☠️⚡️☆!

then we saw an ad for something brilliant.

☞ PHEW!!! ☞



As Mother's Day gets nearer, in most of the above verticals, CTRs increase gradually starting mid-March and reach their peak on the very last few days before Mother's Day.

MORE THAN 1 in 3 Mother's Day purchases will be made on mobile*



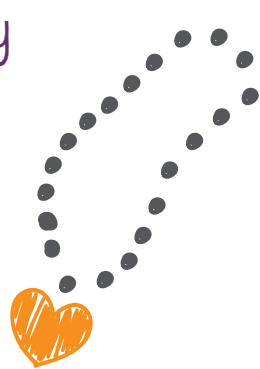
Mobile sales will be even stronger during weekends Share of purchases from mobile 22-25%* higher on Saturdays and Sundays compared to weekdays

sorry if u were annoyed 'cos we used your tablet all week.



(maybe we should get daddy his own for father's day!!!)

P.S i made a prezzy for you too!! daddy thinks you will love it best of all. i hope so.



P.P.S you are the

BESTEST

mummy in the whole wide world!!!

xx

Methodology

To build this analysis, Criteo analysed 5 million online transactions from more than 170 UK retailers over desktop, smartphones and tablets.

These findings are based on data analyzed for Q1 2014, particularly for March 2014, except those followed by an asterisk (*), which are based on Q4 2014 data.

Notes

Mobile includes both tablets and smartphones

Sales refer to the no. of purchases

Conversion Rate = (No. of Sales) / (No. of Visitors on website)