

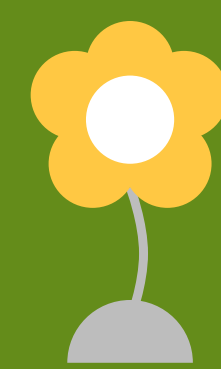
Mother's Day 2017 Hot List

Shoppers flock online for gifting Mom



+60% accessories purchasers*

The crossbody bag is the most sought-after handbag of the season



+13% flower purchasers*

Boxwoods and cacti are popular



+40% apparel purchasers*

Lingerie is the most searched term - by dad?



+22% small appliance purchasers*

Microwaves and coffee makers will make mom's day bright

Category Winners by Search Volume

Apparel

1 purses **2 crossbody bag** **3 wallets**

- | | |
|-------------------|--------------------|
| 4. Fitbit Alta | 10. rings |
| 5. womens wallets | 11. womens watches |
| 6. Fitbit | 12. womens belts |
| 7. beach bag | 13. weekender bag |
| 8. handbags | 14. tote bag |
| 9. earrings | 15. mothers ring |

Appliances

1 microwave **2 coffee maker** **3 Keurig**

- | | |
|------------------|------------------|
| 4. refrigerator | 10. Nutribullet |
| 5. blender | 11. rice cooker |
| 6. toaster oven | 12. dishwasher |
| 7. toaster | 13. Crock Pot |
| 8. microwaves | 14. waffle maker |
| 9. Ninja blender | 15. Nespresso |

Methodology: The Criteo Sponsored Products Retail Network includes online shopper data from some of the biggest retailers selling online in the US. We analyzed search and purchase data for the sales periods of 4/9 - 4/22 as compared to 4/23 - 5/6.

*Friday 5/5 as compared to Friday two weeks prior: 4/21/2017, the change in volume of purchasers (unique users who completed a transaction in this category).

For more data, visit criteo.com/resources

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