

Mum's the Word

criteo.

An Insider's Guide for Maximising Sales this Mother's Day

Mother's Day is just around the corner on Sunday, March 11th.

From flowers, chocolates, and jewellery to gardening tools, vacuums, and washing machines, mums can look forward to all kinds of gifts this year. For retailers and brands, the month before offers an opportunity to capture even more impressions, conversions, and sales. Start marketing early to win the season from first search to the final moment of purchase.

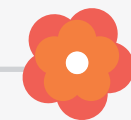


Feb. 18

Three Weeks Out

Keep CPCs competitive.

Leverage Criteo Dynamic Retargeting to keep CPCs competitive, take advantage of growing shopper interest, and drive traffic to your site to build cookie pools. Apparel and accessories, especially purses, jewellery, and fragrances, are popular gift choices year after year.

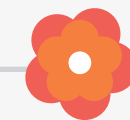


Feb. 25

Two Weeks Out

Increase CPCs in the run up to the holiday.

As Mother's Day approaches and shoppers become more active, maintain high CPCs and plan to run budgets uncapped throughout the final days before. As gifters start thinking about honoring the lady of the house with more of the things she needs and wants, big ticket items like vacuum cleaners, washing machines, and refrigerators start heating up.

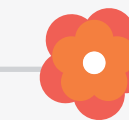


Mar. 4

One Week Out

Drive consideration with Criteo Sponsored Products.

Enhance visibility through Criteo Sponsored Products on search results and cart pages, and maintain high CPCs to win more revenue. This year, look for smart tech that makes mum's life easier (think Amazon Echos and Google Homes) to fly off shelves and into shoppers' carts.

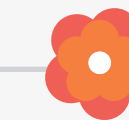


Mar. 7-10

Days leading up to Mother's Day

Optimise your mobile strategy.

Take advantage of spontaneous, on-the-go buys through a comprehensive mobile strategy. As shoppers remember to celebrate all the mums in their lives, be ready for last-minute wallets, watches, bags, blenders and more to go from smartphone search to shopping cart faster than a speeding Nutribullet.



Mar. 11

Make it a great Mother's Day

Start early and stay active to maximise revenue.

Actively managing your CPCs across categories throughout the month before will help you capture last-minute mobile shoppers and maximise holiday sales. To learn more, contact your Criteo Account Strategist.