

Mother's Day Shopping Trends in the US

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 What gets a boost as Mother's Day approaches?

1200%+ Uplift in sales of Mother's day gifts and flowers

Overall sales of flowers and gifts are up 1200%+ three days before Mother's Day.

This year, Mother's Day will be on Sunday, May 13. Sales of flowers and gifts see a strong uplift in the days leading up to Mother's Day.

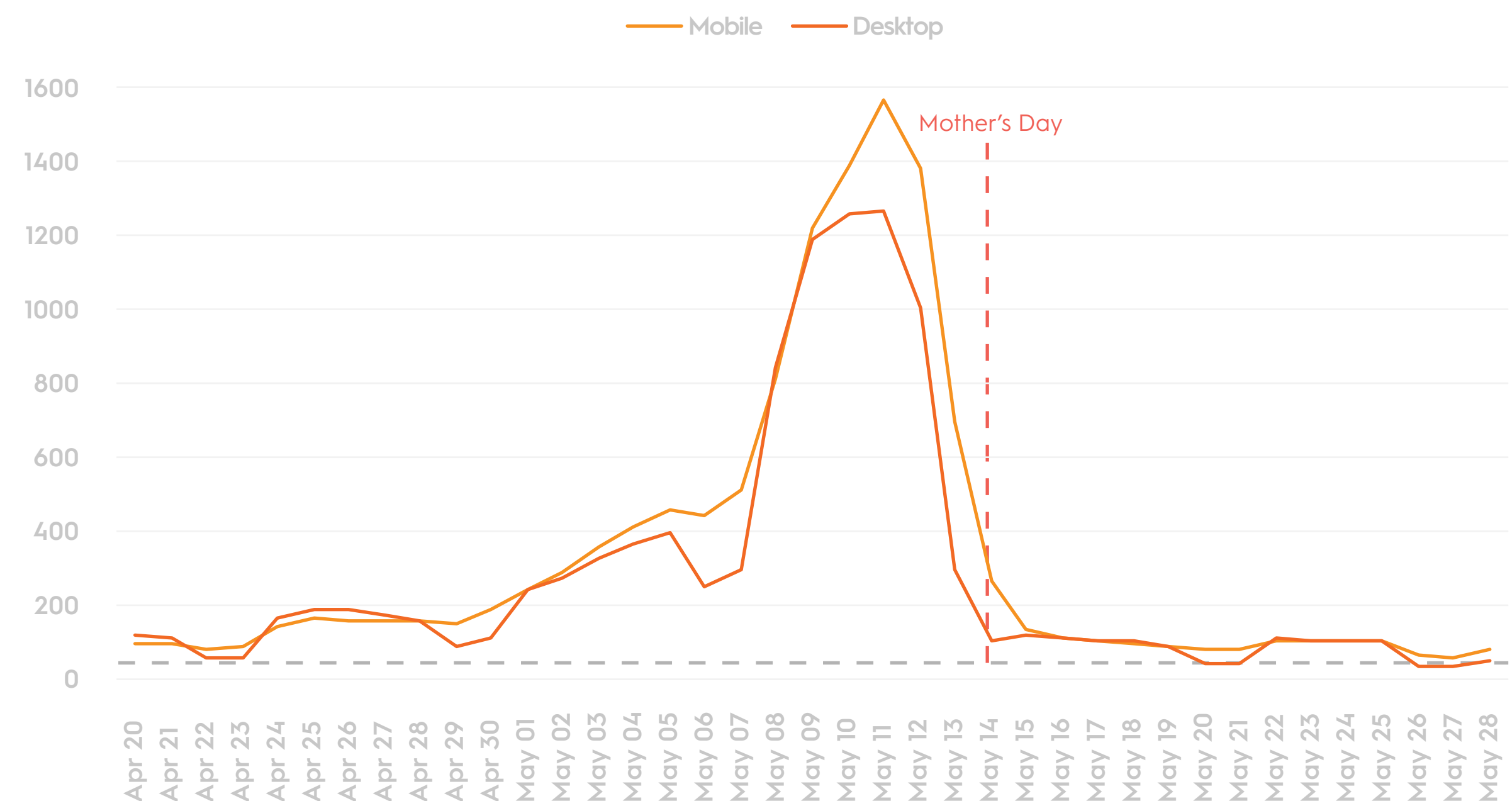
A massive sales uplift occurs as most buying online start placing their orders a week before Mother's Day. The rise in sales of Flowers & Gifts starts happening 3-4 weeks before Mother's Day.

The uplift in mobile sales is 1400% and greater than the maximum sales uplift of 1100%+ on desktop.

Shoppers are still buying via mobile on Mother's Day.

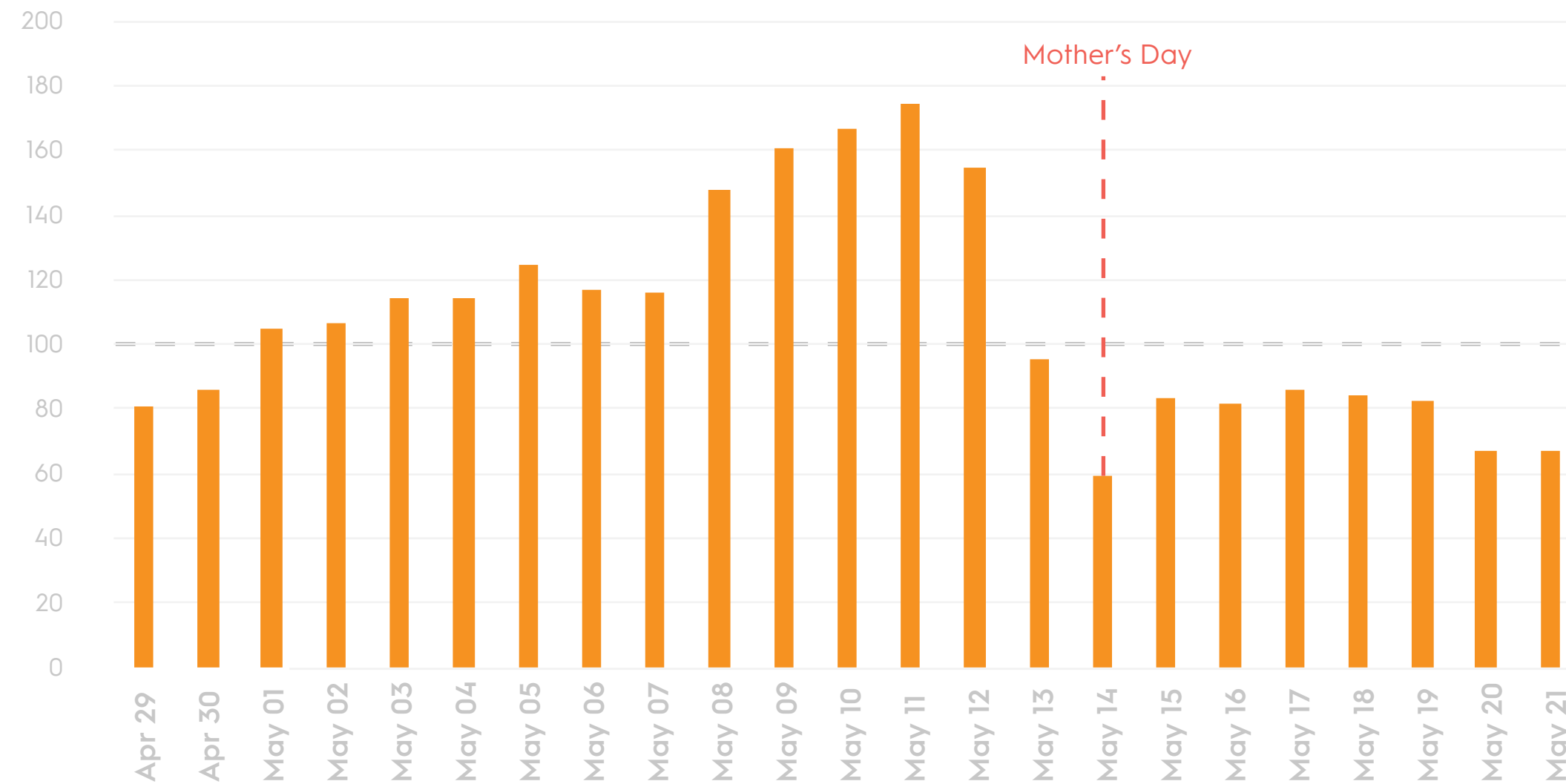
Sales drop on Mother's Day, but shoppers can still be reached on their smartphones and tablets.

*Flowers & Gifts Sales Index by Channel

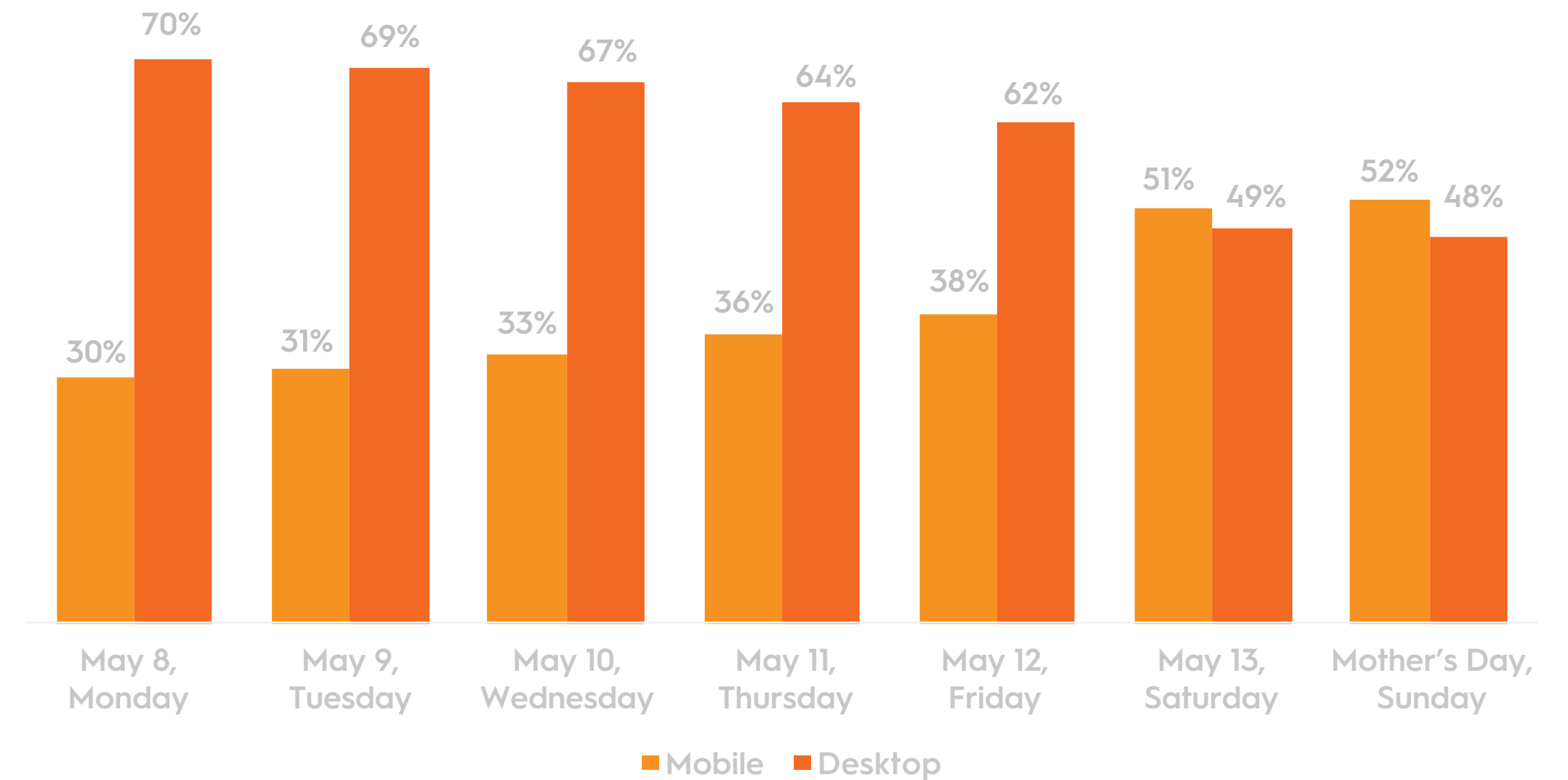


*Indexed online daily sales in the U.S. Baseline equals average daily sales Index of 100 during Jan 2-8, 2017

*Flowers & Gifts, Indexed Conversion Rates



**Mobile vs. Desktop Share of Sales, Flowers & Gifts



- Conversions improve by 70%+.**
Conversion rates are up by 70%+ in the days leading up to Mother's Day. Conversion rates drop on Mother's Day and remain lower than average in the week after.
- Mobile shopping keeps sales up in the last week before Mother's Day.**
In the last week before Mother's Day, shoppers increasingly place orders via their mobile devices.
- Mobile sales beat desktop on Mother's Day weekend.**
Mobile share of total sales steadily increases from Monday onwards and overtakes desktop sales by Saturday. Mobile makes up for the majority share of sales over Mother's Day weekend.

*Indexed online conversion rates in the U.S. Baseline equals average Index of 100 during Jan 2-8, 2017
**Share of online daily sales of Flowers & Gifts in the U.S. during Mother's day week (May 8-14, 2017)

Top Takeaways

- Make sure your campaign fits the distinct purchase cycles of the day, particularly in the two weeks before Mother's Day.
- Be in market early enough (at least 2-3 weeks) to start reaching shoppers before your competitors. Run uncapped on the 3-4 days before Mother's Day to capture more sales of flowers, gifts, greeting cards, and chocolates.
- Market to each shopper (not the device), and connect online and offline data sources to create the most relevant ad experiences. Optimize your site and app for increased sales via mobile.