



# Your Performance TV Guide to Father's Day.

Last year's Father's Day saw the biggest increase in expenditure over the past four years, with spending breaking a new record of \$20 billion, and per person spending hitting new highs. Take a scroll through our annual guide where we celebrate all things Father's Day, including the latest trends, campaign takeaways and who knows—maybe a dad joke or three.

# Introduction.

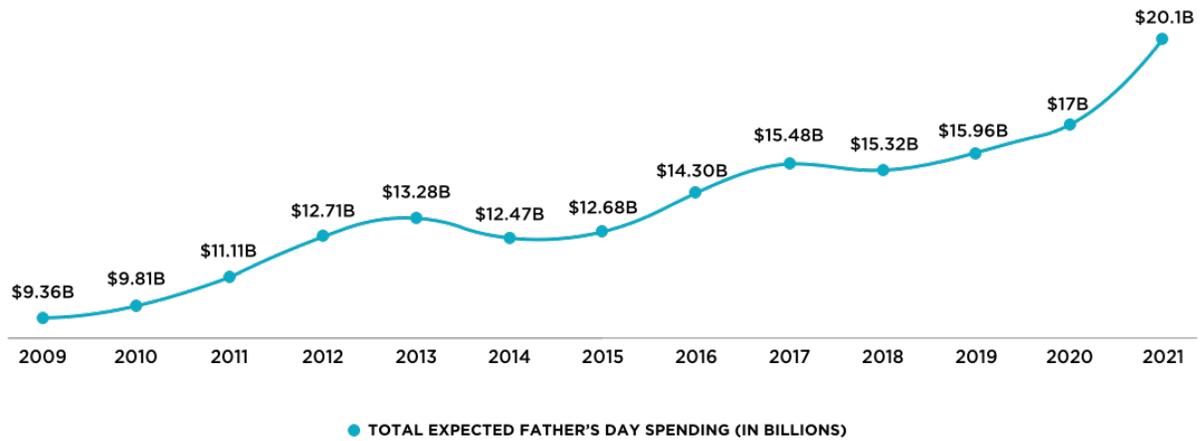
Move over mom, 'dad' is also the word this year. The National Retail Federation's annual study revealed that three-quarters<sup>1</sup> of the US population celebrated Father's Day last year, which is consistent with the past two years. But they're a lot more generous with their wallets, as shoppers spent an average of \$174<sup>2</sup> per person—that's \$26 more than the previous year and a new record. Not to mention, almost half of consumers (45%<sup>3</sup>) put a lot more thought into gifting something unique or special.

Like Mother's Day, the meaning of celebrating dad goes beyond biological lines—think father figures like mentors or godfathers. Just as Father's Day is special to consumers, it's also a cause for celebration for advertisers looking to connect with customers (or reach new ones), build brand awareness and ultimately drive sales. Continue reading as we explore how to achieve all of the above with MNTN Performance TV.

# What Was the Ding Dong Diddly Deal Last Year?

The chart below illustrates the true impact of Father's Day last year, and anticipates the trend for years to come, as we saw an exponential increase in total expenditure from 2020 to 2021 by over 18%.

## Total Expected Spending on Father's Day (2009-2021)



Source: NRF's Annual 2021 Father's Day Spending Survey, Conducted by Prosper Insights & Analytics

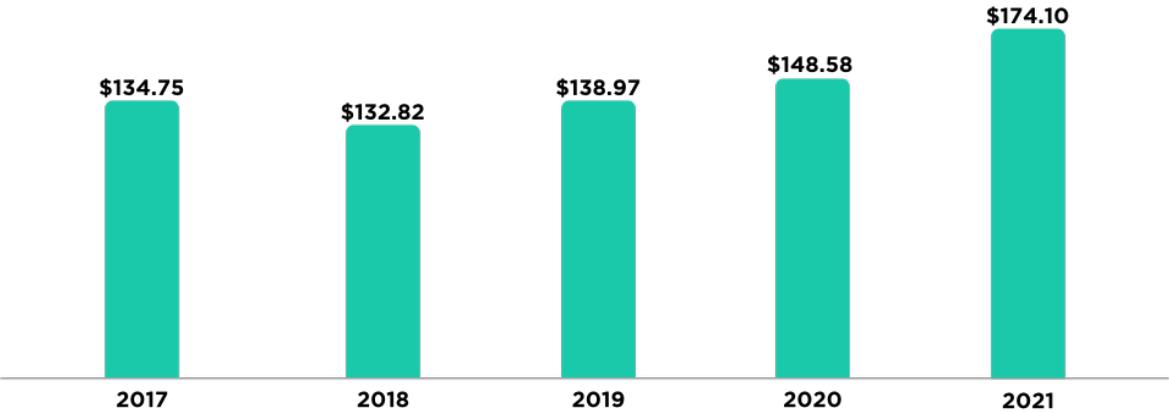
We're not only seeing total expenditure soaring—per person spending is on the rise by over 17%. This is the highest jump since 2017.



# What Was the Ding Dong Diddly Deal Last Year?

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## Per Person Expected Spending For Father's Day (2017-2021)



Source: NRF's Annual 2021 Father's Day Spending Survey, Conducted by Prosper Insights & Analytics

How does this compare with our MNTN Performance TV data over Father's Day last year? Keep reading to find out.



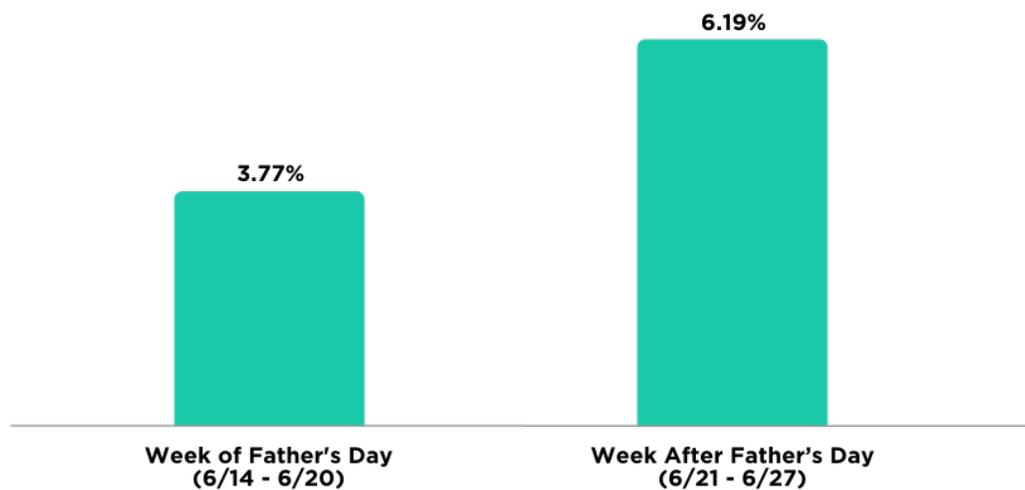
# MNTN Performance TV Fueled Father's Day Growth.

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## Last-Minute = Last Year's Theme

If we had one word to describe consumer activity over Father's Day last year, it's 'last minute.' We charted revenue growth across key verticals in the weeks leading up to, and after Father's Day and saw percentage growth in revenue almost doubled the week after Father's Day. Make sure you keep your campaigns running after Father's Day to take advantage of the uptick in conversions and revenue.

## Week Over Week Revenue Growth

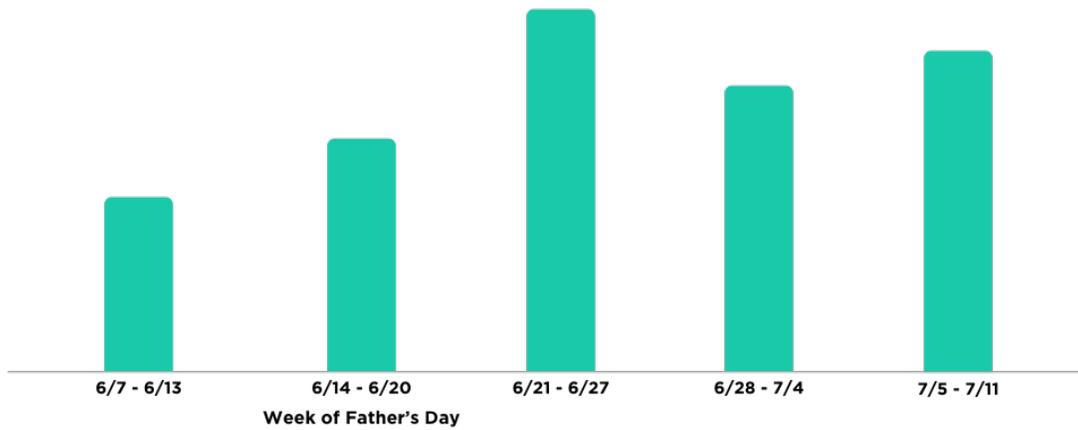


Source: MNTN Performance TV data, comparing week-over-week total ad revenue generated by advertisers included in the measured Father's Day verticals.

Additionally, the revenue trend lasted well into the summer months, signaling the importance of having a game plan after Father's Day ends. Equipping your campaigns with summer ready creative is a sure fire way of keeping your campaign engine running, and reaping the rewards as we head into summer.



## Revenue Trend Ramping Into Summer

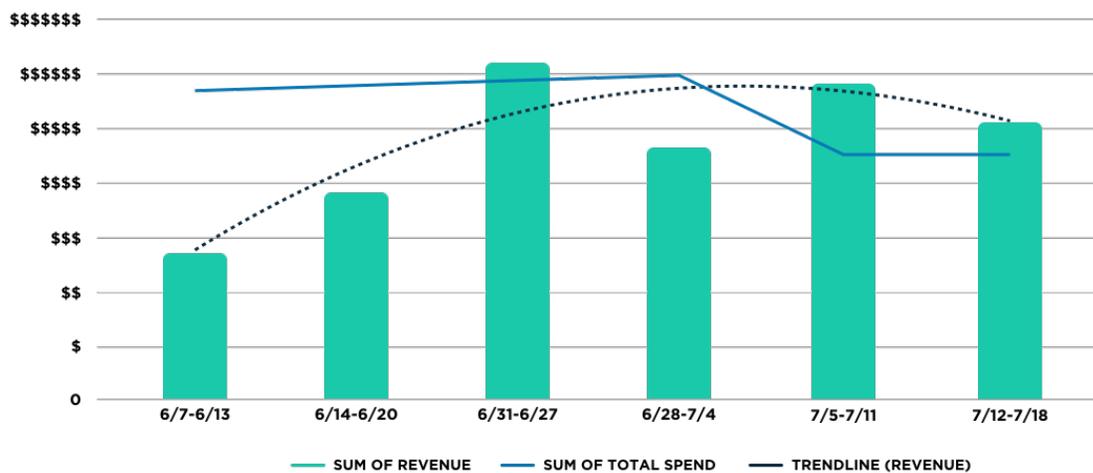


Source: MNTN Performance TV data, comparing total ad revenue generated by advertisers included in the measured Father's Day verticals in the listed time period.

## Don't Slow Down the Ad Spend

Did advertisers leave money on the table last year? Most definitely. If we look at the relation between ad spend and revenue from the start of June through mid-July, advertisers pulled back on the ad spend after Father's Day. While we still see revenue increasing as a result of this—a true testament to MNTN Performance TV's efficacy—this revenue jump had an opportunity to climb even higher had advertisers ramped up their ad spend.

## Revenue vs. Spend



Source: MNTN Performance TV data, comparing total ad revenue, ad spend and trendline generated by advertisers included in the measured Father's Day verticals in the listed time period.



# Your Father's Day Shopper Profile.

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We've shared the trends and learnings from last year—now is the time to structure your campaigns for optimal success this year, starting with refining your audience. Both genders equally celebrated Father's Day, skewing slightly towards males (78% males versus 73% females). However, males spent significantly more (48%) than females.

## Father's Day 2021 Average Expected Spending Split by Gender

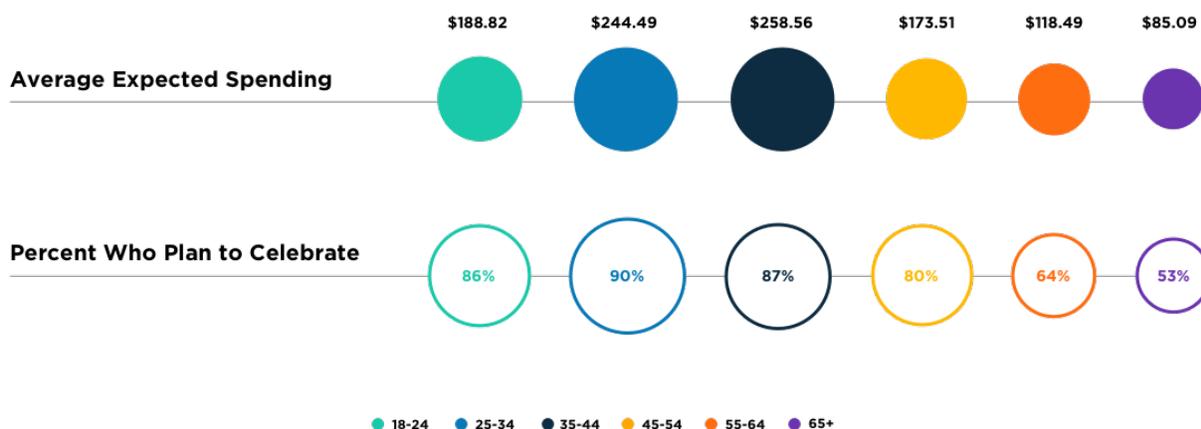


Source: NRF's Annual 2021 Father's Day Spending Survey, Conducted by Prosper Insights & Analytics

Generationally, millennials aged 25-34 made up the majority of consumers planning to celebrate Father's Day, but it was the older millennials (35-44) who were spending the most on dad, at an average of \$258.56 per person.



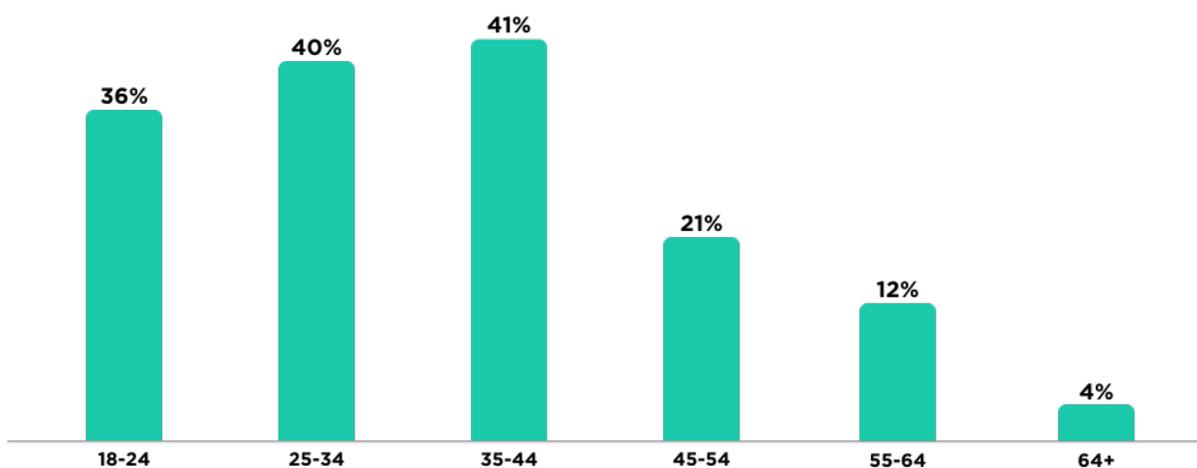
## Father's Day 2021 Shopper Demographic



Source: NRF's Annual 2021 Father's Day Spending Survey, Conducted by Prosper Insights & Analytics

This same group also put in a lot more thought into their purchases, with almost half of them purchasing experiences, rather than tangible products.

## Consumers Planning To Give a Gift of Experience for Father's Day in the United States in 2021, by Age Group



Source: Statista 2022



# A Top Watch Brand.

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A prestige watch brand wanted to maximize site traffic and revenue around one of their key selling periods of the year—Father’s Day. The brand partnered with MNTN Performance TV to drive Connected TV prospecting ads to in-market audiences including holiday watch shoppers, and high-spending customers. These ads featured product-focused, lifestyle creative aligned with this audience. Since these audiences were already integrated into the MNTN platform, the brand was able to test this strategy without incurring additional costs.

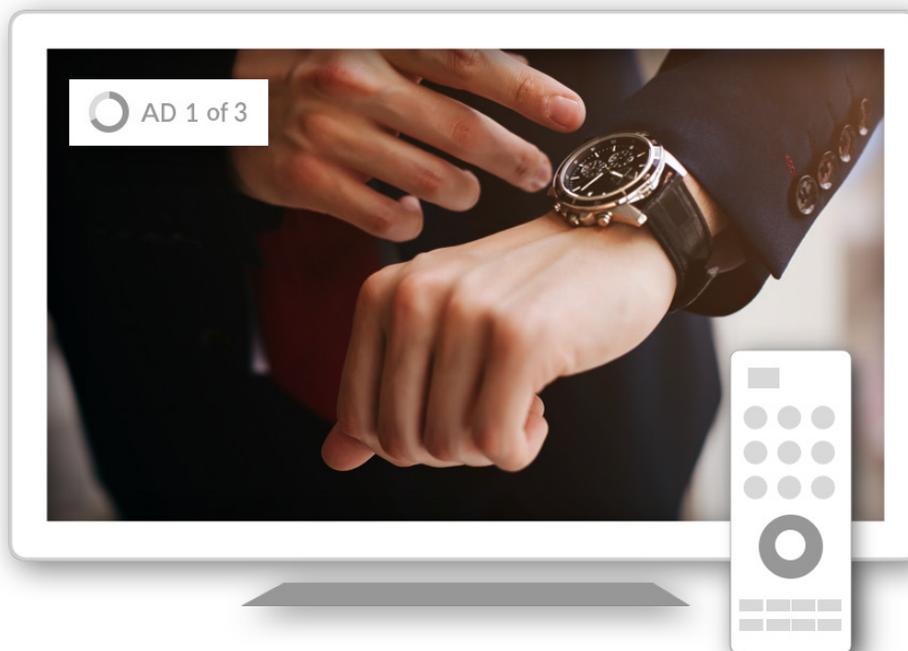
## The Results

**2.6X** ↑

Visit Rate

**72%** ↓

Cost Per Visit



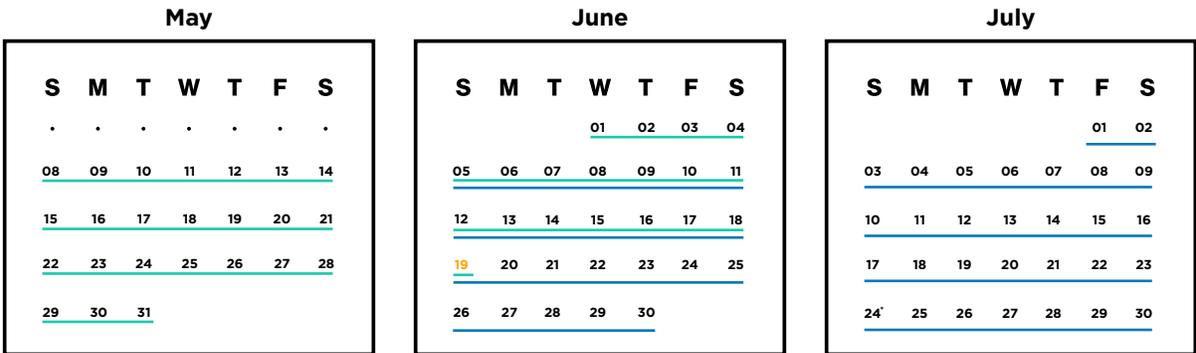
# Savvier Father's Day Advertising Starts Here.

Capitalize on these learnings with these key considerations when setting up your Father's Day campaign strategy—from specific audiences, how to deliver a strong prospecting or retargeting campaign, and creative.

### Timing & Budget

Start your prospecting campaign 3-6 weeks out to generate a large site visitor pool. We recommend weighting 60%-90% of your budget on upper-funnel campaigns to start, to widen your audience pool.

Set aside 10%-40% of your budget for lower-funnel campaign efforts, like retargeting, to re-engage your audiences. We recommend launching one to two to weeks out and keep these on at least a month afterward to capture those high-intent summer audiences.



● PROSPECTING ● RETARGETING ● FATHER'S DAY

\*Note: 31 days in July.



# Savvier Father's Day Advertising Starts Here.

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## Prospecting and Retargeting

- Balancing the dance between prospecting and retargeting is key to any successful Connected TV campaign. Serve prospecting campaigns to attract new, in-market audiences, followed by retargeting campaigns to your current customers and the audiences that you have brought into the funnel through your prospecting campaigns.
- Analyze your past Father's Day performance data—for example, which audiences converted, what products were they interested in, and when did they last convert? Based on these findings, use [MNTN Performance TV retargeting](#) to retarget those customers who have already exhibited interest in your brand. You can even use MNTN's [CRM upload](#) function and serve CTV ads to your own customer email database.

## Audiences

We get it, performance marketers are stretched for time—which is why we've done the hard work and pulled together a few audience segments that you can apply to your campaigns for Father's Day. The sky's the limit though, as you can access these and 80,000+ more [audience segments](#) via MNTN's integration with Oracle Data Cloud.

### 01 Father's Day Shoppers:

A must-have in every Father's Day campaign—target those shoppers who celebrate dad's day like it's never out of style. Search term: "Father's Day."

Cuebiq > Geo-behavioral Audience > Seasonal > Father's Day Shoppers

Affinity Answers > Events > Father's Day

Zipline > US Data > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Father's Day



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## 02 Millennials:

This generation are most likely to celebrate Father's Day and spend big, too. Search terms: "Millennials" and "Gen Y".

Datalogix > DLX Demographics > Generations > Millennials

IXI > Household Income (HHI) > Income 360 > Millennials - Income Range More than \$100,000

AdAdvisor by Neustar > Demographics > Generations > Millennials (Gen Y)

## 03 All Types of Dads:

The 'work smart, not hard' adage also applies to Father's Day— because sometimes you just want to cut to the chase and let dad pick out his own gift. Search term: "Dad".

Lotame > Advanced Demographics > Declared Parents > Declared Dads

Experian > Lifestyle and Interests > Lifestyles > Digital Dads

Comscore > TV > Personas > Holiday Online Shopper - Dads

## 04 Top Performing Verticals:

Besides greeting cards<sup>5</sup>, custom experiences, clothing and gift cards were the top performing categories during Father's Day last year. Search terms: "Personalized", "Men's apparel", "Gift cards".

ShareThis > Shopping > Gifts & Special Event Items > Custom & Personalized Items

MasterCard > Top Tier Spender > Seasonal > Father's Day Shopper - Men's Apparel

Consumer Packaged Goods (CPG) > Gifts > Gift Cards



# Savvier Father's Day Advertising Starts Here.

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## Creative, Messaging and More

So, you've set up your prospecting and retargeting campaigns. Perfecting your message and creative is the last (but undeniably most important) piece of the pie. After all, you can't sell anything if you can't tell anything. Make sure your creative includes all of the following elements:

- 01** A clear call-to-action. This applies both in your voiceover and copy.
- 02** Your company or brand's URL.
- 03** Storytelling should remain consistent—so should your ad creative. Stick to similar messaging and color scheme across channels, especially as you're utilizing MNTN's Audience Extension feature.
- 04** Think ahead—our performance data showed that Father's Day shoppers spent well into the summer months. This is a great opportunity to not only get your summer creative ready in advance, but even experiment with Father's Day messaging that appeals to summer audiences. Leveraging MNTN's [Creative-as-a-Subscription™](#) is ideal for advertisers with ongoing creative needs, which you can test, iterate and experiment with throughout the year.



# Win Over Shoppers (And Dad) This Father's Day With MNTN Performance TV.

Learn why Connected TV is the industry's newest and fastest growing performance marketing channel.

**Explore more**

[Visit mountain.com](https://mountain.com)

Sources:

<sup>1</sup>[Father's Day 2021 Data Center, National Retail Federation](#)

<sup>2</sup>[Father's Day spending to hit \\$20.1 billion, according to NRF, National Retail Federation](#)

<sup>3</sup>[Leading considerations when buying Father's Day gifts in the United States in 2021, Statista](#)

<sup>4</sup>[Father's Day Spending Seen Hitting Record High for 2021, Women's Wear Daily](#)

<sup>5</sup>[Share of consumers planning to buy gifts for Father's Day in the United States in 2021, by type, Statista](#)