



Your Performance TV Guide to Father's Day.

Father's Day was a 20 billion dollar event in 2022. What will this year hold? It's time to celebrate those father figures in your life, but first, get your campaigns ready for success with our comprehensive guide to using Connected TV for Father's Day. We'll cover everything from audience targeting, campaign set up and reporting, and creative best practices.

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Let's Talk Trends.

Last year's Father's Day caused quite a buzz, with total consumer spending reaching \$20 billion. Similar to Mother's Day, the majority of Americans (76%) celebrated the special day—up from the previous two years.

76% of adults celebrated Father's Day

Source: 2022 Father's Day Data Center, National Retail Federation

Per person expenditure dipped slightly from the previous year, which was expected given economic factors like inflation (which reached a 40 year high by September 2022) putting downward pressures on spending. However, overall spending has increased over the past decade or so.

Average Spending Per Person For Father's Day



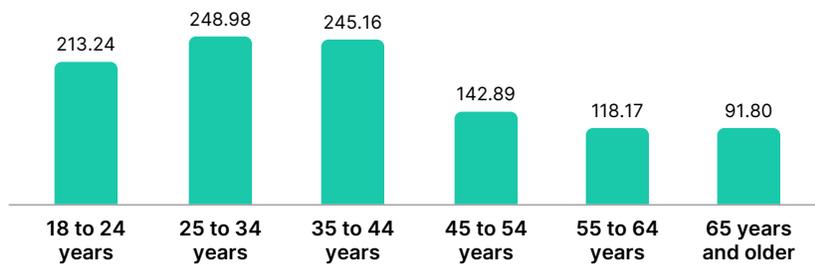
Source: NRF's Annual 2022 Father's Day Spending Survey, conducted by Prosper Insights & Analytics



Who are the biggest spenders of them all? Turns out, it's a close tie between Millennials and their Gen X counterparts as these groups are likely to be shopping for their dads, but also their spouses. But don't discount Gen Z shoppers just yet—this group are currently shopping for their fathers. It's vital to capture this audience group early on and retain them as they mature into the 25-44 shopper group.

Average Planned Expenditure on Father's Day Gifts in the United States in 2022, by Age Group

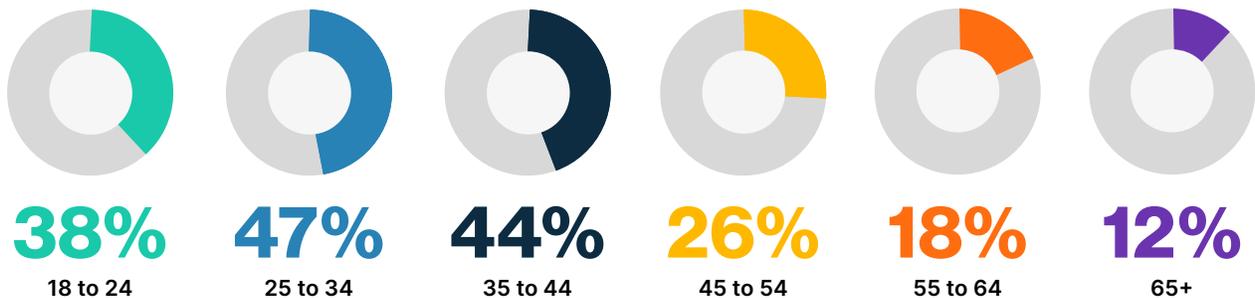
(in U.S. dollars)



Source: National Retail Federation; Prosper Insights & Analytics

They also happen to be the types of consumers who will turn to retailers for Father's Day gift inspiration.

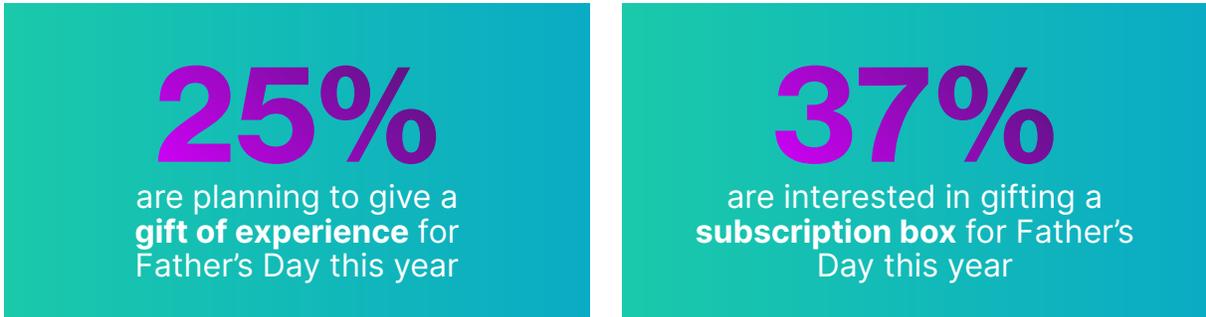
2022: Percentage of Consumers by Age Group Who Always/Often Look to Retailers for Father's Day Gift Inspiration



Source: NRF's Annual 2022 Father's Day Spending Survey, conducted by Prosper Insights & Analytics

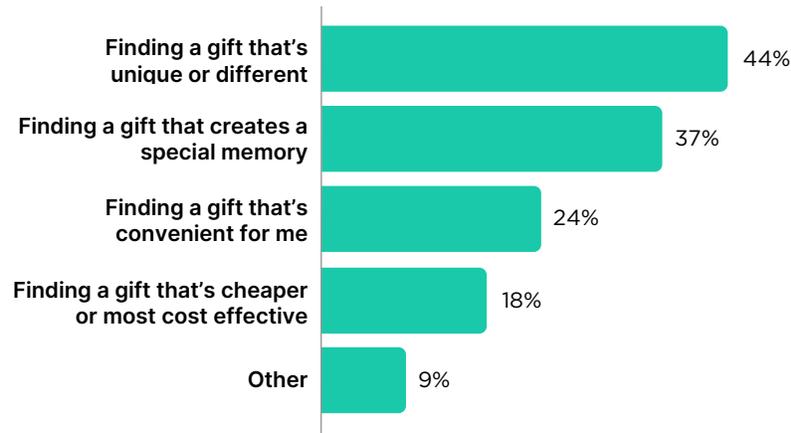


But what are they buying? According to the National Retail Federation, buyers are split into two camps between intangible and tangible gifts.



But ultimately, shoppers are looking for a gift that is unique or different.

Leading Considerations When Buying Father's Day Gifts in the United States in 2022



Source: National Retail Federation; Prosper Insights & Analytics

We also mined our own first-party MNTN Performance TV data and assessed Father's Day verticals to [predict how things will pan out this season](#). Click below for the full write up.

[More Insights Here](#)



Campaign Best Practices.

What does a full-funnel approach look like and what's the best way of getting in front of savvy shoppers this Father's Day? We'll cover the foundations, from selecting the right audience (including those you may not have heard of), selecting your campaign goals, creative and messaging, and much more.

AUDIENCE STRATEGIES

MNTN Performance TV provides access to thousands of integrated audiences from LiveRamp and other data providers, and limitless first-party audiences.

A full-funnel strategy includes running both prospecting and retargeting efforts together. Prospecting is highly effective at driving more site traffic and expanding your audience pool, while adding retargeting capitalizes on that growth by driving more conversions.



Follow these targeting best practices to set yourself up for success:

- 01** Pair third-party in-market audiences with prospecting ads to widen your audience pool and put yourself at the top of the consideration set.
- 02** Reach bottom-of-the-funnel audiences with retargeting ads targeting website visitors based on on-site behavior like average time spent on site, specific page visits, cart abandoners, average order value, site visit frequency and recent conversions. You can also reach ripe audiences by segmenting your [CRM database](#), reaching loyal customers that have a high intent to purchase.
- 03** Layer steps one and two together to maximize your efforts and drive conversions at the top, middle, and bottom of the funnel.
- 04** If you want to see how each of your audiences are performing, check out [Audience Segment Reporting](#) to help optimize your targeting strategy.



AUDIENCE SEGMENTATION

There are thousands of audiences available on the MNTN platform—so where do you start? Consider this the cheat sheet to segmentation with some ready pulled audience recommendations. We've also provided the search terms so you can easily find them when it comes time to set up your campaign.

01 Father's Day Shoppers:

Get in front of shoppers who are actively on the lookout for Father's Day deals, like Gen X moms who might be shopping for their husbands (or dads)

Search keyword: **Father's Day, Millennial, Gen X**

- Comscore > TV > Personas > Holidays & Events - Father's Day Gift Givers
- Alliant > Demographic > Gen Y / Millennial
- Experian > Lifestyle and Interests > Moms > Gen X Mothers (1965-1979)

02 All Things Dad:

If you've exhausted your search function for Father's Day, a quick search of this three letter word will surface some of these targeting gems.

Search keyword: **Dad**

- Cross Pixel > Audience Profiles > Holidays > Gifts for Dad
- Comscore > CTV > Personas > Seasonal > Holiday Online Shopper > Dads
- 33Across AudienceID > Life Events > New Dads

03 Seek and You Shall Find:

Considering that Father's Day shoppers are tossing up between experiences, subscription boxes, or your usual Father's Day gifts that have been tried, true and tested—why not try all three?

Search keyword: **Special, Subscription Box, Experience**

- Valassis Digital > Purchase Intent > Shopping > Gifts & Special Event Items > Gifts
- AnalyticsIQ > In Market > Subscription Boxes > Subscription Box Lovers
- Audiences by Oracle > Travel and Tourism > Travelers > Personas > Experience Seekers



Campaign and Budget Pacing.

Now for the nuts and bolts of your campaign—here we'll cover setting up goals, timing and budget pacing.

GOALS

It's not uncommon for brands to have multiple goals for their campaigns—in fact we recommend it. Split up your goals according to your prospecting or retargeting campaigns.

Prospecting

This depends on the following:

- **Cost Per Visit:** Driving engaged new users to your website
- **ROAS/CPA:** Conversions or revenue
- **Cost Per Completed View (CPCV):** Reaching a larger audience and creating more brand awareness

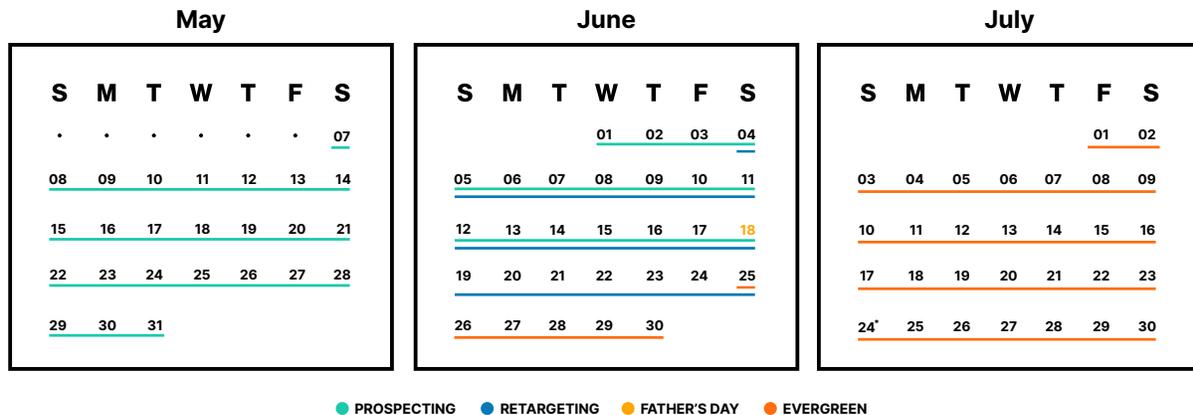
Retargeting

Return On Ad Spend (ROAS) or Cost Per Acquisition (CPA)



BUDGET AND TIMING

Like your goals, you'll also want to split up your budget based on your prospecting and retargeting efforts. Use the calendar below as a guide on when to time your campaigns.



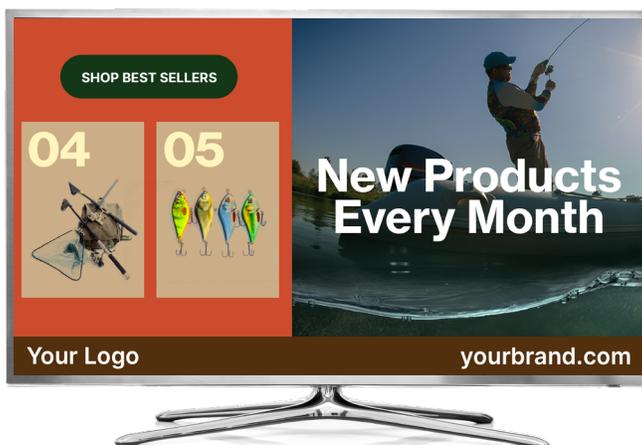
- Set aside 60-90% of your budget for your prospecting or upper-funnel campaigns, and start them 3-6 weeks out to allow time for setup, testing, campaign optimization and to generate a large site visitor pool.
- Set aside 10%-40% of your budget for your retargeting or lower-funnel campaign efforts to re-engage your audiences. Launch these 1-2 weeks out as well as a week afterward to catch those residual shoppers.
- Don't let those insights go to waste during Father's Day. We always say the best approach is an evergreen approach, so keep your campaigns on to ensure you're capitalizing on those learnings each season.



Creative and Messaging.

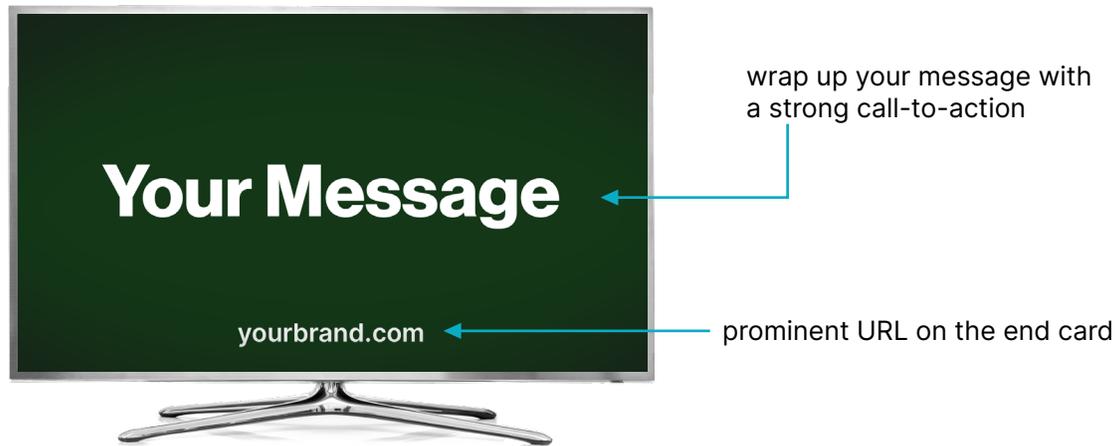
Now that part you've all been waiting for—fine tuning your Connected TV creative. Did you know that viewers retain 95% of a message when they watch it on video? Not to mention, Connected TV ad completion rates continue to remain high at 98%. It's not a surprise, since two-thirds of Americans will use CTV this year and time spent on CTV devices has nearly doubled the last four years. Here are some creative best practices to consider for Mother's Day, and all year round.

- 01** A clear call-to-action. This applies both in your voiceover and on-screen copy.
- 02** Include a URL so viewers know where they can find out more, and where to convert.
- 03** Keep your creative consistent across ad channels to drive brand recall. Utilize [MNTN's Multi-Touch feature](#) to easily extend your creative and messaging beyond the CTV screen to other household devices.
- 04** Create several iterations of your ad creative to A/B test throughout and refresh your campaign. Test different product groups, featuring different talent in your creative, and even switch up your copy and call to action.



prominent URL or watermark placed on the ad creative





MORE CREATIVE? NO PROBLEM.

Keeping creative production consistent throughout the year is a challenge for many brands—compounded with tighter budgets and lean teams sounds like the recipe for the perfect storm.

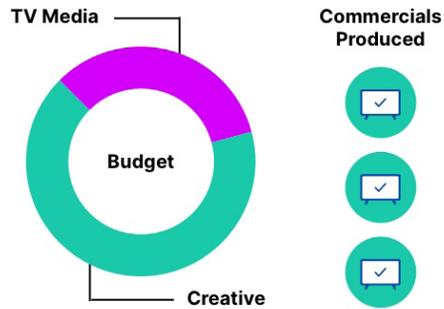
77% of creative teams cite speed as one of the biggest roadblocks in creative production

Source: Lytho

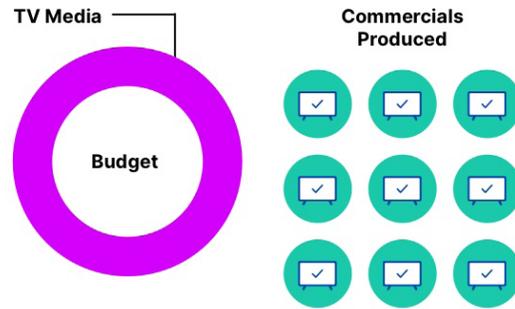
MNTN's [Creative-as-a-Subscription™](#) (CaaS) was created to meet these ongoing needs. The idea is simple: get a steady stream of fresh creative quarterly, at no additional cost beyond what you'll pay in media. You can A/B test, discover what's working and spend more budget on driving results.



Standard TV Commercial & Media.



CaaS.



CaaS™ pairs your brand with a global network of creators through our partnership with [QuickFrame](#) to support your CTV creative end-to-end from ideation through to execution.

The end result? More performance-optimized creative drives compounded revenue over time.



Significant Cost Savings



Creative Optimized to Diver Conversions



Faster, More Agile Video Production



Opportunities for Continuous A/B Testing



Refreshes to Avoid Creative Fatigue



Capitalize on Seasonality



Meet your Father's Day shoppers where they're already watching.

Connected TV is the future of television, today—and presents a ripe opportunity for marketers who want to engage (and resonate) with their customers.

Want to learn more?

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

Sources:

[Father's Day Data Center, National Retail Federation](#)

[75 Staggering Video Marketing Statistics, Wordstream](#)

[US Adults Will Spend Nearly 2 Hours a Day With CTV Devices This Year, eMarketer](#)

[5 Creative Professional Statistics for 2023, Lytho](#)