



Your Performance TV Guide to Mother's Day 2024.


Valentine's Day may kick off the seasonal shopping calendar, but it's Mother's Day that really sets it into full swing. This year not much has changed, except shoppers last year spent more on this holiday than ever before — to the tune of \$35.7 billion, to be precise. This new edition introduces fresh stats and guidance that covers the retail landscape surrounding this special day, along with everything that will equip you to launch a campaign on Connected TV.

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Let's Talk Trends.

Mother's Day continues to stay close to shopper's hearts — and last year, they voted with their wallets, spending a total \$35.7 billion in 2023, \$4 billion more than they spent in 2022. This marks the fifth consecutive year of positive growth, as per person expenditure reaches record highs.



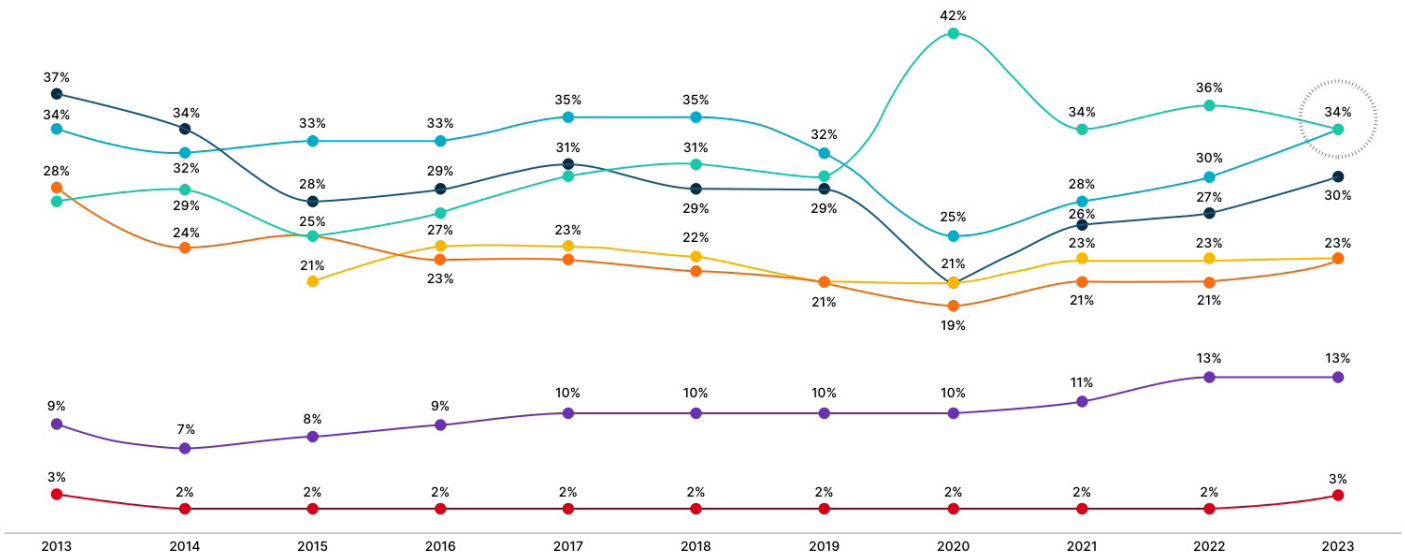
2023 Mother's Day shoppers spent \$274.02 per person, on average, up from \$245.76

Source: National Retail Federation

However, here's what we found really interesting: 2023 marked the first time in five years where we saw the popularity of online and in-store shopping converge.

Mother's Day Shopping Destinations

● ONLINE ● DEPARTMENT STORE ● SPECIALTY STORE ● LOCAL/SMALL BUSINESS ● DISCOUNT STORE ● SPECIALTY CLOTHING STORE ● CATALOG



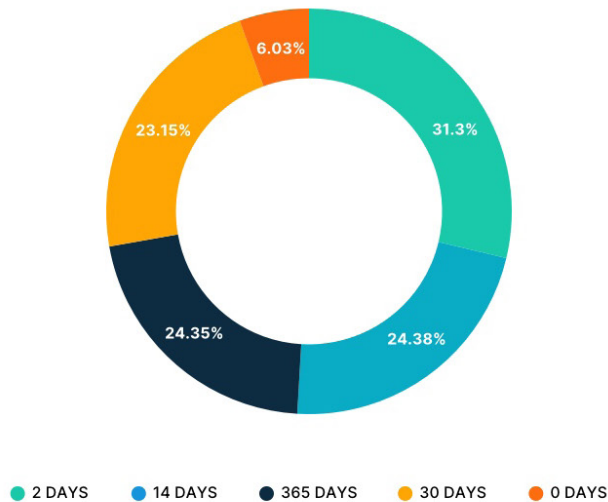
mntn research | Source: NRF's 2023 Mother's Day Spending survey, conducted by Proper Insights & Analytics



Per a Lending Tree survey, the top spenders were millennials aged 35-44, followed closely by Gen Zers, Gen Xers, and Baby Boomers.

What was particularly interesting was *when* shoppers were buying — in this case, the early bird did not catch the worm, with more than half of shoppers leaving their Mother’s Day purchases to the last minute (or in this case, within 2 weeks of the day).

When Do They Shop?



mntn research | Source: Bizrates Insights Flash Survey (more than 2500 respondents)

Crowd favorites remained from previous years — flowers, greeting cards, and special outings were the most popular gifts. Flower retailers, in particular, rejoiced, as Mother’s Day revenue improved, adding to revenue already blooming in the spring season overall. There’s also opportunity for Mother’s Day-adjacent verticals too, like home decor and gift cards (why not buy a new vase when gifting those blooms to your loved one?).



Mother's Day week generates 10x as many sales as a typical week — and double that of Valentine's Day.

Source: UrbanStems

We also mined our own first-party MNTN Performance TV data and assessed Mother'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 Mother's Day? Let's cover the foundations, from selecting the right audience (or those you haven't heard of), selecting your campaign goals, creative and messaging, and much more.

AUDIENCE STRATEGIES

MNTN Performance TV provides access to over 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** Start by using [MNTN Matched](#), our proprietary system that uses multiple data sources and AI to build high-performance TV audiences that are unique to your brand. Complement your MNTN Matched audience by activating a second prospecting campaign that specifically hones in on Mother's Day shoppers to take advantage of spikes in holiday shopping.
- 02** Convert window shoppers and previous customers by activating a retargeting campaign. We recommend 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 re-engage loyal customers by targeting your CRM lists.
- 03** Want to see how each of your audiences are performing? Check out [Audience Segment Reporting](#) to help optimize your targeting strategy.

AUDIENCE SEGMENTATION

Sure, MNTN Matched takes the guesswork out of audience building by creating a high-performance audience specifically for your brand. That's a great core campaign. But how do you expand from there? There are thousands of audience segments available on the MNTN platform — so where do you start? Consider this your 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 **Mother's Day Shoppers:**

Like evergreen campaigns, there's also such a thing as evergreen audience segments — like this one. Layer this on with some of our additional recommendations below, and you're golden.

Search keyword: **Mother's Day**

- PlacelQ > Holidays and Seasonal > Mother's Day
- Cuebiq > Seasonal Audience > Mother's Day Shoppers
- Comscore > TV > Personas > Holidays & Events - Mother's Day Gift Givers



02 Last-minute Shoppers:

The shoppers have spoken — as we discussed in the industry trend section above, almost a third of shoppers leave their Mother’s Day shopping until two days out. Target last-minute buyers to make sure you’re not leaving any money on the table.

Search keyword: **Last Minute**

- Alliant > Interest Propensities > Holiday > Last Minute Holiday Shoppers
- Alliant > Optimized For TV > Interest Propensities > Holiday > Last Minute Holiday Shoppers
- 123Push > Consumer > Seasonal > Holiday Shopping > Last Minute Holiday Gift Shoppers

03 Different Types of Moms:

Regina’s mom in Mean Girls once said, “I’m not a regular mom, I’m a cool mom.” But is there really such a thing as a “regular” mom? Type the word “mom” in our search function and you’ll be blessed with an endless scroll to choose from.

Search keyword: **Mom**

- Experian > Lifestyle and Interests > Moms > Couponing Mothers
- Acxiom > Premium Rate > ACXM Demographic > Attitude and Behavior Propensities > Soccer Moms
- Datalogix > DLX Lifestyles > Parents and Family > Households with Moms > Households with Corporate Moms



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**, if your focus is driving engaged new users to your website.
- **ROAS/CPA** if conversions or revenue is a focus.
- **Cost Per Completed View (CPCV)** if you want to focus on reaching a larger audience and creating more brand awareness.

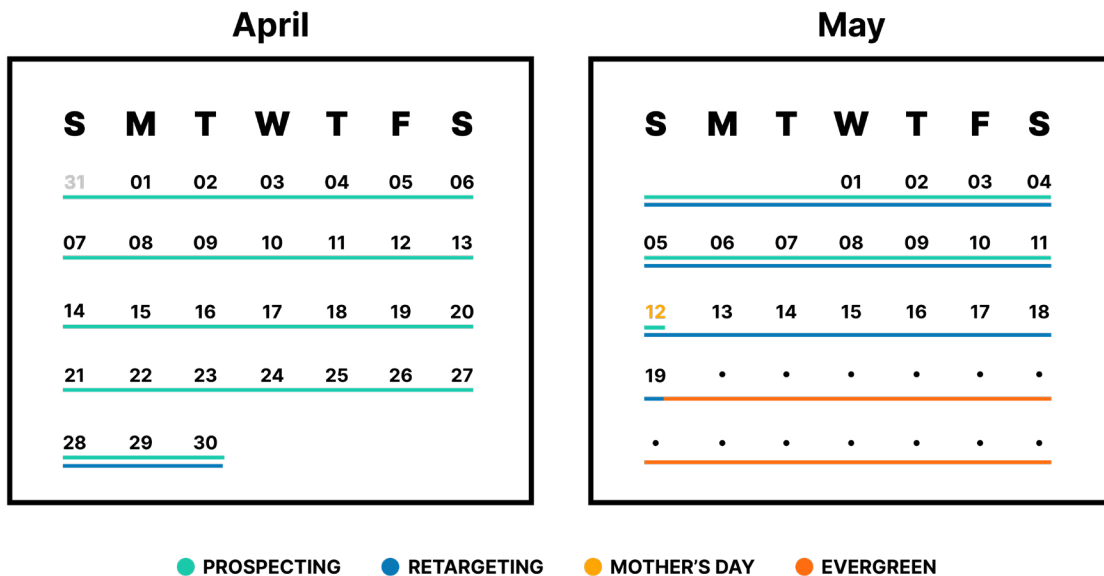
Retargeting

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 generating 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 Mother'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%. Unsurprising, given that almost 90% of American households use Connected TV, and time spent on CTV devices has nearly doubled in 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.
- 04** Maximize the video ad format with engaging music or voiceover to capture viewer attention when they are looking away from their screen.
- 05** 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
on the end card

MORE CREATIVE? NO PROBLEM.

Keeping creative consistently refreshed throughout the year is tough for many brands. Add tightening budgets and lean teams, and the creative process has all the conditions for a perfect storm.

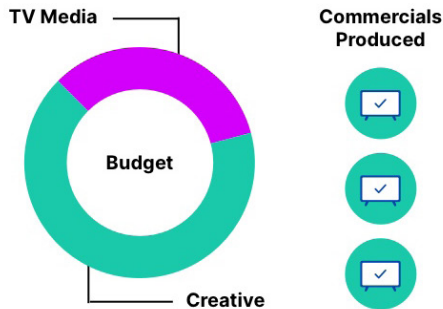
77% of creative teams cite speed as one of the biggest roadblocks in creative production

Source: Lytho

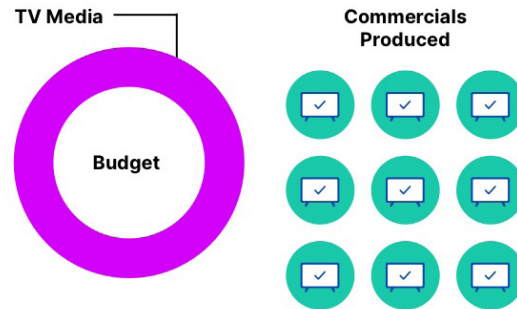
MNTN's [Creative-as-a-Subscription™](#) (CaaS) was created to meet these ongoing needs. The idea is simple: get a steady stream of fresh creative quarterly, at no additional cost beyond what you'll pay in media. You can A/B test, discover what's working and spend more budget on driving results.



Standard TV Commercial & Media.



CaaS.



Thanks to our partnership with QuickFrame, we pair CaaS™ subscribers with the right creatives from a global network of makers to support your CTV creative end-to-end from ideation through to execution.

The end result? More performance-optimized creative that 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



Whether you're a traditional Mother's Day advertiser or not, MNTN Performance TV helps you reach your advertising goals.

Brands that employ a full-funnel approach — encompassing both prospecting and retargeting best practices, while staying sharp on audience targeting and fueling ongoing creative production — will set themselves apart.

Want to learn more?

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

Sources:

[Consumers to Spend Record \\$35.7 Billion for Mother's Day, National Retail Federation](#)

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

[Insights From Mother's Day 2023, BizRate Insights](#)

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

[Online Flower Retailer Records Highest-Ever Revenue Day, Digital Commerce 360](#)

[Inflation Puts a Damper on Mother's Day Spending, But Most Moms Prefer Budget-Friendly Gifts Anyway, LendingTree](#)

[Connected TV Households 2024-2028, eMarketer](#)