

Did you know? Total retail e-commerce sales in APAC are forecast to grow more than any other region (19.2% YOY), reaching \$3,199.29 billion in 2021¹ and consumers are expected to make an extra special effort to make up for last year's missed celebrations.

This Mother's Day, **identify, reach and engage the right online consumers** by integrating audience segments into your campaigns. Speak to our audience specialists today at datadesk@eyeota.com to find out more.

Download our Mother's Day audience playbook for a complete list of attitudes, personas, and profiles to reach your best future customers.



Connect with **Mother's Day Celebrators**

Sample segments to reach this audience:

- Eyeota - Holidays and Events - Interest - GLOBAL - Mother's Day
- Experian - Retail - Mothers Day - Offers up to \$49
- RDA Research - geoTribes - Twixters: Mature Children Living at Home
- ShareThis - Seasonal - Mothers Day



Connect with **Jewelry Purchasers**

Sample segments to reach this audience:

- Eyeota - Retail - Intent - Accessories - Jewelry and Watches
- Lifesight - Retail - Location Visited - Jewellery Stores
- Roy Morgan - Purchased Online - Fashion Accessories
- X-Mode - Intent - Likely to Purchase - Luxury Fashion (Jewelry and Watches)



Connect with **Gift Buyers**

Sample segments to reach this audience:

- Experian - Digital Audiences - Retail - Mother's Day - Offers \$100+ Dollars
- Lifesight - Retail - Location Visited - Gift Stores
- ShareThis - Shopping - Gifts and Special Event Items - Cards and Greetings
- X-Mode - Intent - Likely to Purchase - Retail (Gift and Novelty)

Sources: ¹eMarketer, 2021.



Connect with **Consumers Likely to Purchase From...**

Sample segments to reach this audience:

- Eyeota - CPG and FMCG - Intent - Beauty and Cosmetics - Perfume
- Affinity Answers - Intent - Retail - Beauty & Cosmetics - Sephora
- Affinity Answers - Intent - Online Retailer - Beauty & Cosmetics - Watsons
- Lifesight - Retail - Location Visited - Cosmetics Stores
- RDA Research - Household Demand - Intent - Health & Beauty - Hairdressing



Connect with **Women's Retail Buyers**

Sample segments to reach this audience:

- Experian - Retail - Mothers Day - Offers from \$50 to \$99
- GfK - Purchasing Power - Jewelry and Watches - High
- Mastercard - Top Spending Geography - Women's Apparel
- RDA Research - Household Demand - Intent - Retail - Women's Footwear
- Roy Morgan - Purchased Online - Fashion Accessories

Bonus | Even more segments to reach Mother's Day audiences

Eyeota's proprietary analytics allows us to understand how different audience segments index highly with each other to uncover similar users across multiple data sets. For this Mother's Day, consider adding the following segments to your campaign to reach more of your desired target audience:

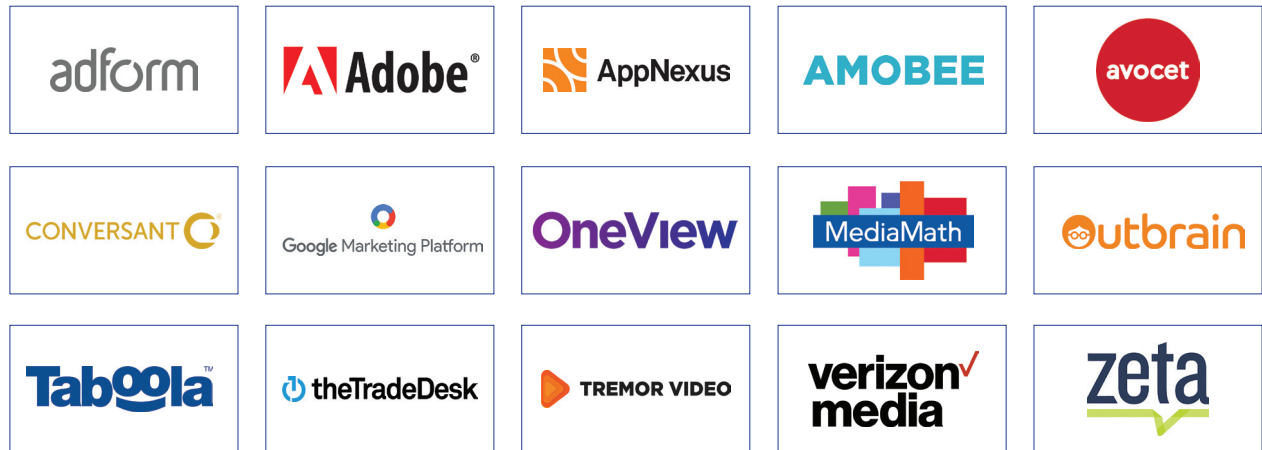
- Eyeota - Demo - Age - Inferred 25-34
- Eyeota - Lifestyle - Interest - Hobbies - Graphic and Design
- Eyeota - Lifestyle - Interest - Hobbies - Photography
- Eyeota - Home and Garden - Interest - Home Improvement
- Eyeota - Demo - Employment Status - Changed Jobs
- Eyeota - Demo - Employment Status - Job Seekers
- Eyeota - CPG and FMCG - Interest - Food
- Eyeota - Retail - Interest - Shopping
- Eyeota - Travel - Interest - Destinations - Asia
- Lifesight - Lifestyle - Interest - DIY Enthusiasts
- Lifesight - Retail - Location Visited - Appliance Stores
- RDA Research - Household Demand - Intent - Retail - Fast Food & Takeaway
- ShareThis - Intent - Shopping - Fashion - Watches
- ShareThis - Shopping - Apparel - Women's Clothing

Want more Mother's Day audience segments? Click here for our complete list of Mother's Day consumer-type segments, buyer personas and profiles.

Audience profiles sourced from premium **Branded Data Partners**



Demand Side Platforms



Data Management Platforms (available on request)



Social Networking Platforms (available on request)



Ready to activate? Contact our dedicated team at datadesk@eyeota.com to find out more.



Commitment to Data Quality

Eyeota audiences are independently audited to provide confidence and reassurance to marketers of the quality, transparency and compliance of the data they are buying.