

# Eye On: Mother's Day Audiences



As many missed out on last year's celebrations, UK consumers are expected to make an extra special effort to celebrate Mother's Day in 2021<sup>1</sup>. Considering 55% of the UK increased their online shopping activity in 2020, gifts, cards and treats will be purchased digitally for socially distanced delivery.<sup>2</sup>

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](mailto:datadesk@eyeota.com) to find out more.



## Connect with **Mother's Day Spenders**

Sample segments to reach this audience:

- DLG - Seasonal - Mother's Day Present Buyers
- Experian - Seasonal - Mothers Day - Watch / Jewellery
- Mastercard - Top Spending Geography - Jewelry and Giftware Stores
- ShareThis - Shopping - Gifts and Special Event Items - Flowers



## Connect with **Buyers Interested in Mother's Day**

Sample segments to reach this audience:

- Eyeota - Holidays and Events - Interest - GLOBAL - Mother's Day
- Affinity Answers - Interest - Events - Mother's Day
- EQ Data - Special Occasions - Mothers Day
- ShareThis - Seasonal - Mothers Day



## Connect with **Family-oriented Buyers**

Sample segments to reach this audience:

- Eyeota - Lifestyle - Interest - Family
- Experian - Demographics - Elderly parent living with family
- GfK - Regional Consumer Styles - Family, Health And Security-Oriented - High
- Mastercard - Frequently Transacting Geography - Family Dining

**Want more Mother's Day audiences?** Click here to download the full list of consumer-type segments, buyer personas and profiles.

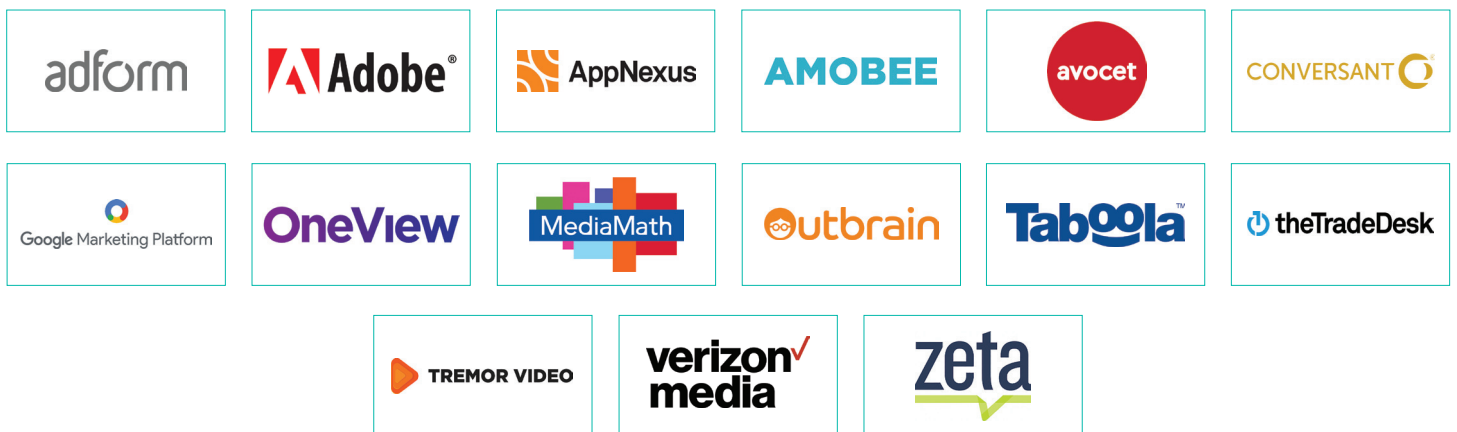
Sources: 1 Research and Markets, 2020; 2 eMarketer, 2021.

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# Audience profiles sourced from premium Branded Data Partners:



## Demand Side Platforms



## Data Management Platforms



## Social Networking Platforms (available on request)



Ready to Activate? Contact our dedicated team at [datadesk@eyeota.com](mailto: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.