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. Considering 55% of the UK increased their online shopping activity in 2020, gifts, cards and treats will be purchased digitally for socially distanced delivery.

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.

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

### Sources:
2. eMarketer, 2021.

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Audience profiles sourced from premium Branded Data Partners:

eyeota  affinity answers  dlq PDV  EQUINITI DATA

experian  GfK  mastercard  sharethis

Demand Side Platforms

adform  Adobe
AppNexus  AMOBEE  avocet  CONVERSAT

Google Marketing Platform  OneView  MediaMath  Outbrain  Taboola  theTradeDesk

TREMOR VIDEO  verizon media  zeta

Data Management Platforms

Adobe  LOTAME
Oracle Marketing Cloud  Permutive  salesforce audience studio

Social Networking Platforms (available on request)

Facebook  Instagram  Pinterest  LinkedIn  Twitter

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.