

Did you know? Due to the pandemic, 66% of consumers planned to celebrate the occasion virtually last year¹, leading to an increase in online gift shopping. This year, retail ecommerce sales in the US are expected to grow 13.7% reaching \$908.73 billion² 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
- 33Across - Seasonal - Mother's Day Shoppers
- Acxiom - Retail - Seasonal - Mother's Day Activity - Weekend vacation
- Plunge Digital - Seasonal - Special Events - Mother's Day
- Stirista - Seasonal - Holiday - Mothers Day



Connect with **Jewelry Purchasers**

Sample segments to reach this audience:

- Eyeota - Retail - Intent - Accessories - Jewelry and Watches
- Acxiom - Retail - Accessories - Likely Accessory Purchase - Jewelry Set
- Experian - Consumer Financial Insights - Consumer Spend Jewelry - \$100-\$999
- Wiland Ultimate - Intent to Buy - Diamond Jewelry
- X-Mode - Intent - Likely to Purchase - Luxury Fashion (Jewelry and Watches)



Connect with **Gift Buyers**

Sample segments to reach this audience:

- Epsilon - Transactional - Specialty Retail - Gift Stores - Flower Buyers
- Epsilon - Transactional - Specialty Retail - Gift Stores - Spend - Heavy Spenders
- IRI - Intent - Heavy Purchaser - Gift Box Chocolates
- Wiland Ultimate - Intent to Buy - Home Kitchen and Gifts Mid to Upscale
- X-Mode - Intent - Likely to Purchase - Retail (Gift and Novelty)

Sources: ¹NRF, 2020; ²eMarketer, 2021.



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

Sample segments to reach this audience:

- Alliant - Brand Propensities - Health / Beauty and Cosmetics - AVON Buyer Propensity
- Alliant - Brand Propensities - Health / Beauty and Cosmetics - FragranceNet.com Buyer Propensity
- Alliant - Brand Propensities - Health / Beauty and Cosmetics - Sephora Buyer Propensity
- SMS-INC - Shopping - Brand Intent - Beauty and Cosmetics - Burt's Bees
- SMS-INC - Shopping - Brand Intent - Beauty and Cosmetics - Olay



Connect with **Women's Retail Buyers**

Sample segments to reach this audience:

- Eyeota - Retail - Intent - Clothing - Women's
- Equifax - Retail PreciseTarget - Clothing, Shoes and Accessories - Women's Gifts for Mom Apparel and Moderate Spending Power
- Wiland Ultimate - Intent to Buy - Womens Plus Size Apparel
- Wiland Ultimate - Intent to Buy - Womens Lingerie - PwrBy Amex_UAA0202
- X-Mode - Intent - Likely to Purchase - Fashion (Womens' Clothing)

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:

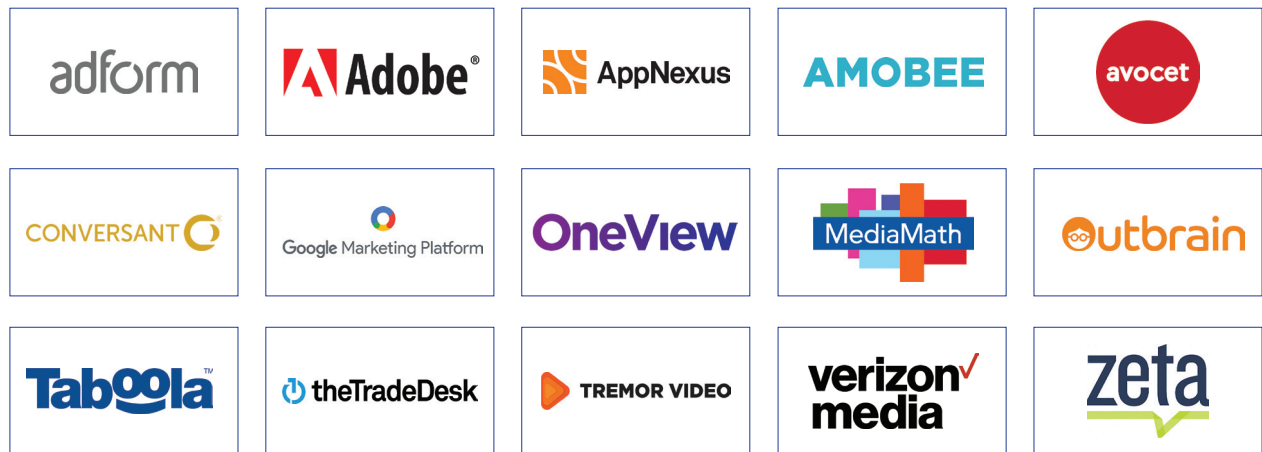
- Eyeota - Demo - Age - Inferred 25-34
- Eyeota - CPG and FMCG - Interest - Food
- Eyeota - CPG and FMCG - Interest - Beauty and Cosmetics
- Eyeota - CPG and FMCG - Interest - Personal Care
- Eyeota - Retail - Interest - Shopping
- Alliant - Kids - Babies / Newborns: Age 0-11 month
- Acxiom - CPG - Beauty - Likely Home Hair Coloring Product Type - Frost, Tip, Streak Kit
- Acxiom - CPG - Body and Skin Care - Likely Facial Moisturizer Type - Lotion
- Acxiom - CPG - Beauty - Likely Eye Liner Brand - Clinique Eye Liner
- Acxiom - Retail - Accessories - Likely Brand - Vera Bradley
- Acxiom - CPG - Beauty - Likely Home Hair Coloring Product Type - Frost, Tip, Streak Kit
- Acxiom - Retail - Accessories - Likely Shopping Channel - Department Store
- Alliant - Brand Propensities - Health / Beauty and Cosmetics - Lancome Buyer Propensity
- Alliant - Brand Propensities - Apparel - Fossil Buyer Propensity
- Epsilon - Purchase Behaviors - Coupon Users
- Experian - Purchase Predictors - Online - Home Decor
- Experian - Financial - Analytics IQ - Discretionary Spend - Apparel: \$1,459-\$2,817
- Plunge Digital - Interest - Brand Affinity - Large Retail Store Visitor - Walmart

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.