

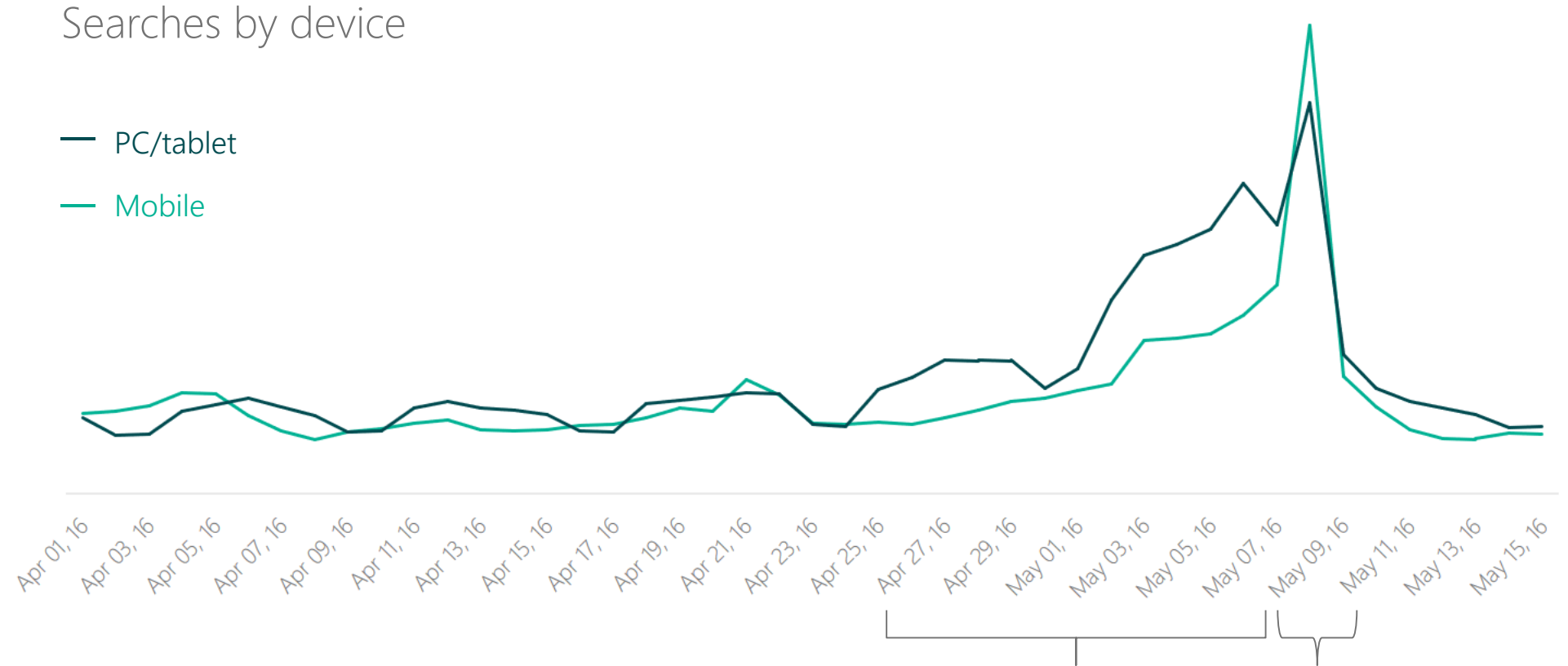


Mother's Day 2017 keyword expansion

Trending keywords 2017

It's not too late to optimize your Mother's Day keyword bids.

The majority of searches happen in the last two weeks before Mother's day, and peak the day-of.



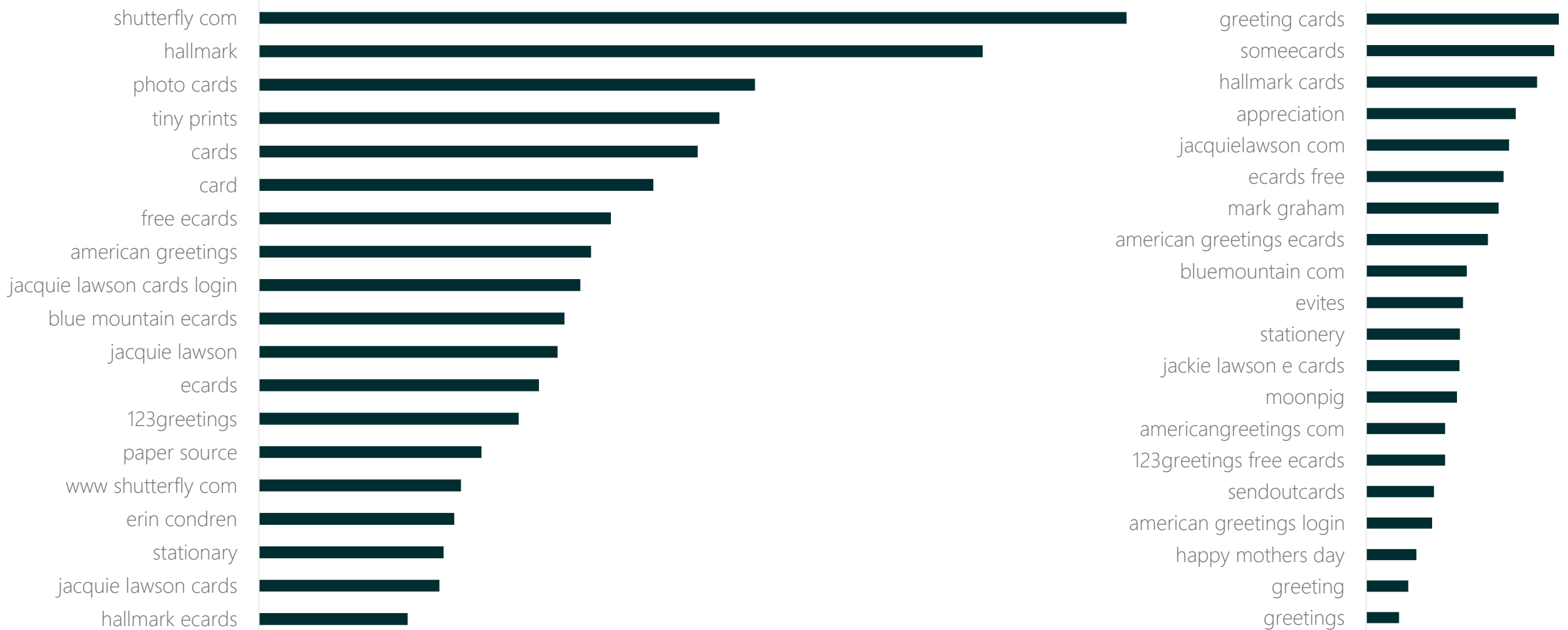
Two weeks before Mother's day is a sprint in searches with more searches happening on PC/tablet.

Mobile surpasses PC/tablet searches on Mother's Day.

Top cards & greetings searched terms

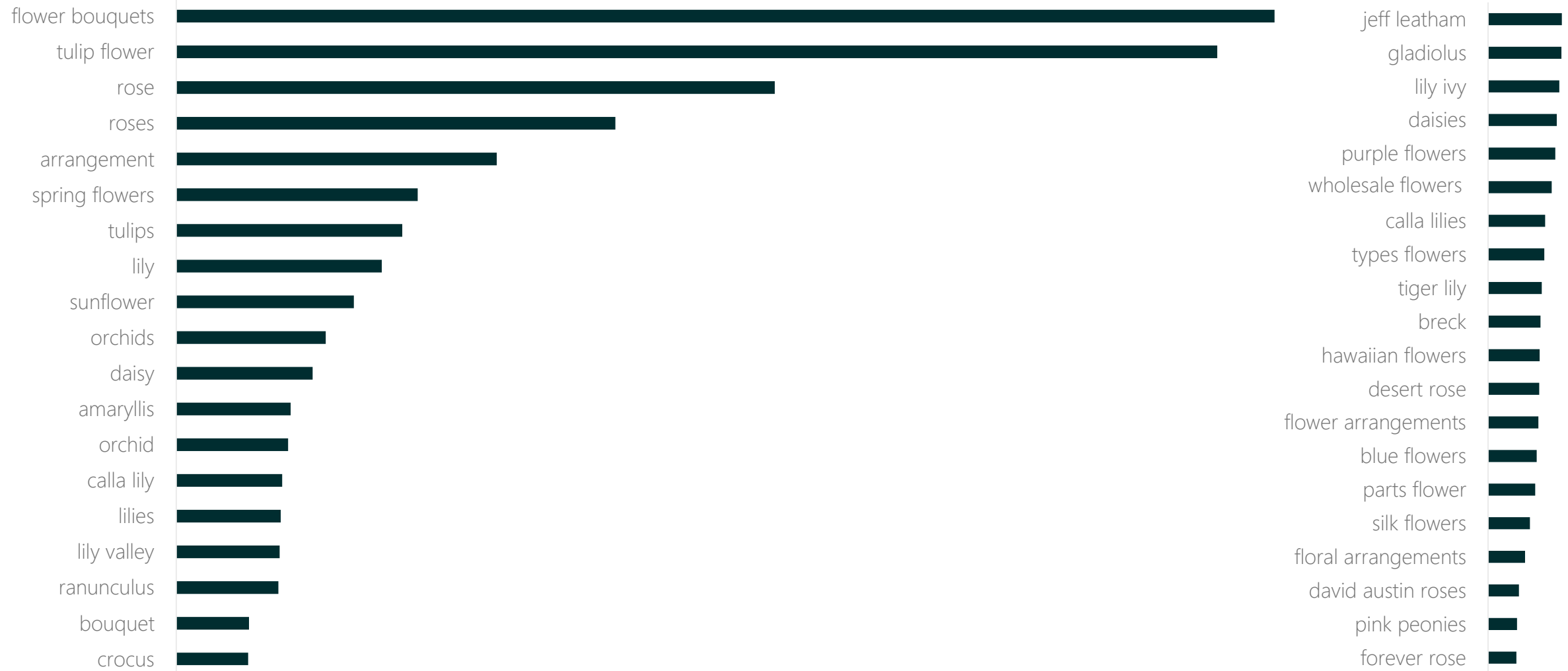
Don't forget brand-term bidding, and keywords for photo cards and e-cards.

Shutterfly, Tiny Prints and Erin Condren are new emerging keywords for Mother's Day 2017.



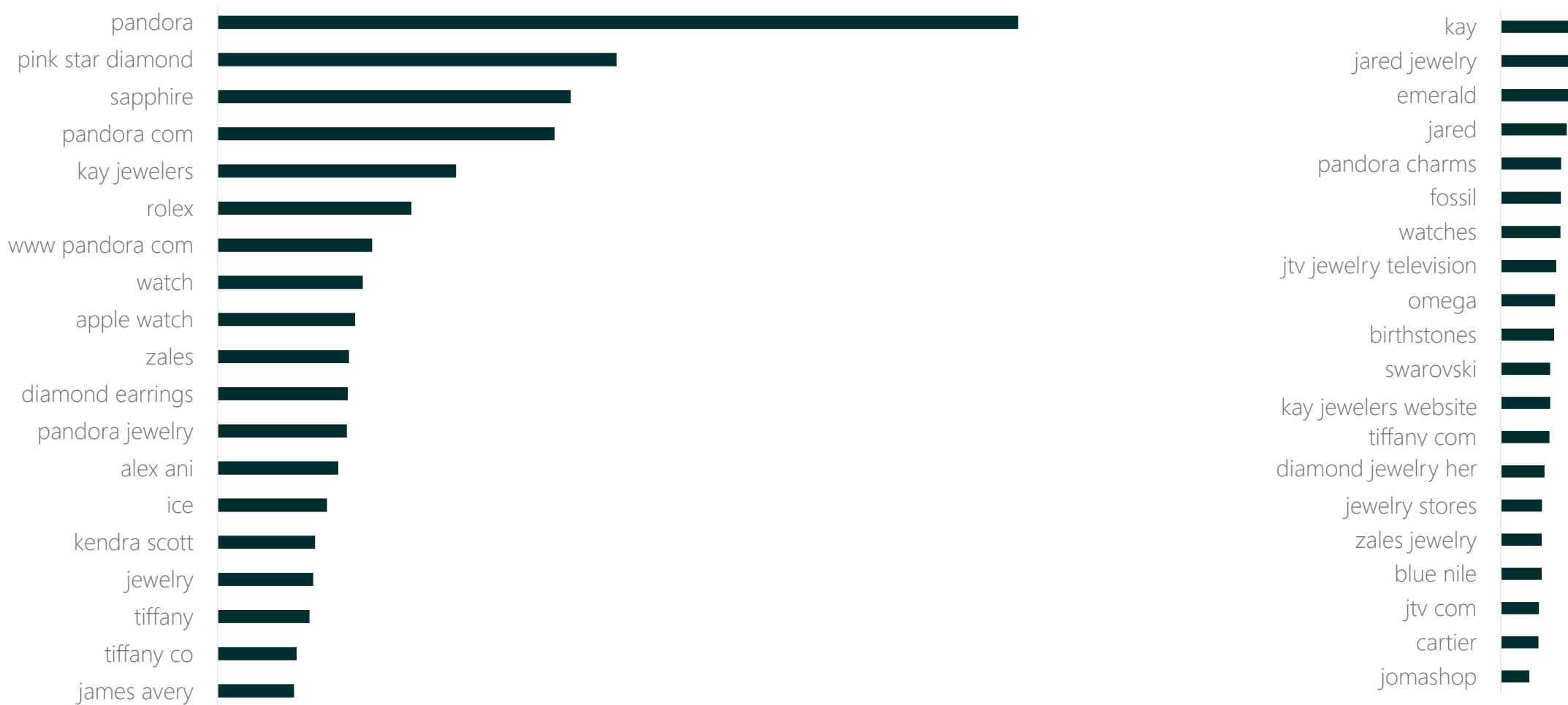
Top flowers & arrangements searched terms

Expand unbranded keywords for different types of flowers and famous florists ("Jeff Leatham," "David Austin".)



Top jewelry & watches searched terms

Bid on your competitors and your own brand terms. Closer to Mother's Day, we see branded searches rise to the top.



Connect with a search specialist who can help you get started today.



slideshare.net/bingads



instagram.com/bingads



linkedin.com/company/bing-ads



[@bingads](https://twitter.com/bingads)



facebook.com/bingads



youtube.com/bingads

Call 1-800-518-5689 or [get started with Bing Ads.](#)

Already advertising on Google AdWords?

It's quick and easy to import your Google AdWords campaigns directly into Bing Ads with just a few clicks.

[Learn how to import your campaigns.](#)



Bing Network. Be there.

