

# Celebrating modern moms

How do I advertise for Mother's Day?

## Celebrate modern moms this year

Craft ad copy that embraces imperfections. A top hashtag among Millennials is #momfail because they are honest about how hard it is to be a mom.<sup>1</sup>

### Mom 1.0

"I'm a mom and I'm perfect."<sup>1</sup>



### Mom 2.0

"I'm a mom with a career."<sup>1</sup>



### Mom 3.0

"I'm a mom and I'm human."<sup>1</sup>



Because Mother's Day crosses all ethnic, religious and cultural backgrounds, it's a valuable opportunity for retailers.<sup>2</sup>

## Mother's Day by the numbers

87% of Americans celebrate Mother's Day<sup>2</sup>



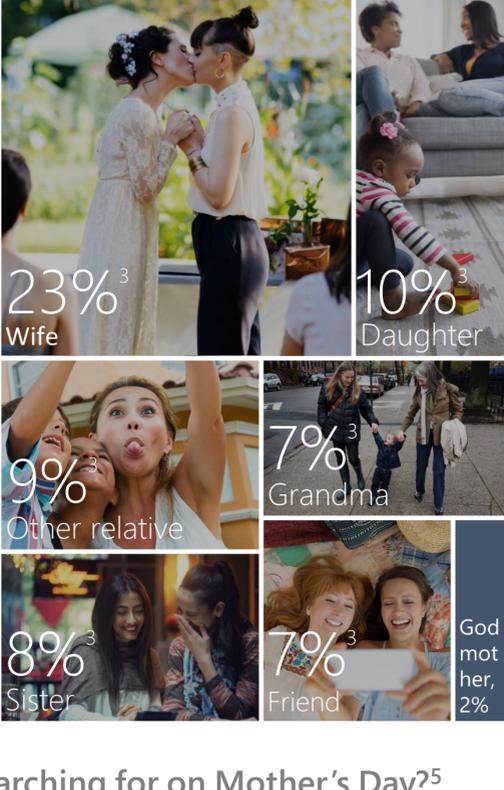
\$21.39 billion U.S. retail spending<sup>3</sup>



65% female Mother's Day searchers surpass males<sup>4</sup>



More and more, Mother's Day encompasses a broader spectrum of relationships.<sup>2</sup> Be there for all the moms in your lives.



## What's the Bing Network searching for on Mother's Day?<sup>5</sup>



34% jewelry



19% cards



17% flowers



11% garden



10% home decor



3% cooking



2% books



2% dining



1% clothing and perfume

## Flowers & cards

Flowers and cards have become the price-of-entry for the holiday.<sup>6</sup>

The Bing Network audience is 13% more likely to buy flowers compared to Google, having spent \$200-\$499 on flowers in the last 6 months.<sup>7</sup>

Roses are #1. Searchers are 204% more likely to search for roses than tulips, the #2 flower.<sup>5</sup>

In the last 3 days, searches related to eCards increased from 14% to 19%.<sup>5</sup>

2 weeks before Mother's Day, flower searches pick up.<sup>5</sup>

The Bing Network audience is 6% more likely to buy cards compared to Google, having spent \$50-\$99 on cards in the last 6 months.<sup>7</sup>

Weekdays for PC/tablet. Weekends for mobile. Use Device Targeting as well as Day & Time Targeting accordingly.<sup>5</sup>

2 days before Mother's Day, flower searches peak on PC/tablet.<sup>5</sup>

1 month before Mother's Day, jewelry searches start on mobile.<sup>8</sup>

1 week before Mother's Day, jewelry searches peak on PC/tablet.<sup>5</sup>

13% search for bracelets among jewelry searches.<sup>5</sup>

8% search for pearls among jewelry searches.<sup>9</sup>

19% search for antique jewelry among jewelry searches.<sup>5</sup>

21% search for earrings among jewelry searches.<sup>5</sup>

28% search precious metal among jewelry searches.<sup>5</sup>

85% of jewelry searches are unbranded.<sup>5</sup> Help earn searchers' trust so they choose your brand with Elite Merchant Badge Annotations that display your top review status.

Shoppers use multiple devices in their decision journey for Mother's Day. When it comes to finally buying a gift, department stores lead,<sup>3</sup> while Mother's Day online shopping is growing due to convenience.<sup>9</sup>

55% Searches by device<sup>5</sup>

45%

40% of internet users always search for visual content prior to making a purchase.<sup>10</sup>

27% shop digitally for Mother's Day<sup>3</sup>

There's never been a better time.

Bing is making computing more personal.

Bing is bigger than you think.

Start planning now. Run your campaigns for April through Mother's Day. Bing Ads is developing more advertising features everyday, including an array of Ad Extensions. Leverage the right combination of extensions to reach specific marketing objectives, such as Image Extensions for more visually captivating ads.

Cater to shoppers' needs. Meet shoppers where they're browsing by using Device Targeting. Don't forget about web visitors that leave your website. Reconnect with Remarketing in Paid Search. Finally, increase convenience for shoppers by taking them directly to product pages with Bing Shopping Campaigns.

Mother's Day is now a more inclusive holiday, so make sure you expand your audience. The Bing Network has 51M retail searchers unreached on Google, so don't miss out on this valuable audience.<sup>11</sup> Already have a Google AdWords or Shopping Campaign? Import it directly into your Bing Ads account.

Reach more shoppers this Mother's Day

[bingads.com/insights](http://bingads.com/insights)

Be there. Bing Network.

Bing

Microsoft

1. The Mom Complete, Millennial Family Five Pain Points That Will Revolutionize Your Shopper Marketing Programs, June 2016.  
2. MediaPost, Consumers Pour on Mother's Day Love for Record Spending, April 28, 2016.  
3. National Retail Federation, Monthly Consumer Survey, April 2016.  
4. Microsoft internal data, Retail search queries related to Mother's Day by age group & gender, US Bing and Yahoo sites, April & May, 2016.  
5. Microsoft internal data, search volume & queries in selected categories - all devices, April 1, 2016 - May 15, 2016.  
6. Chain Store Age, Consumers Opening Their Wallets for Mother's Day, April 2016.  
7. comScore Plan Metrix, US, April 2016, custom measure created using comScore indices and duplication. April data was used to reflect the month prior to Mother's Day.  
8. National Retail Federation, Americans to Spend More on Jewelry, Electronics and Special Outings, April 2016.  
9. Chain Store Age, First Look: Adobe says digital trends look good for Mother's Day, May 2016.  
10. PowerReviews, Snapshot for eCommerce: The role of visual content in earning consumer trust and influencing purchase behavior, September 26 2016.  
11. comScore eCharts, Digital Core Search (users), US, June 2016, industry categories based on comScore classification.