

Give your Mother's Day campaign special treatment



Mother's Day brunch is back! In addition to mimosas and fancy pancakes, mothers are typically pampered with a multitude of gifts, flowers, cards, and special outings. With the average spend on moms, wives, grandmothers, and other maternal figures increasing every year, you can count on this celebration being bigger than ever.

Create an effective, data-driven strategy for your Mother's Day campaign by combining NRF past purchase trends with helpful targeting tips by Oracle Advertising



Breakfast at Tiffany's

Jewelry and special outings continue to lead the pack in terms of money spent on mom, bringing in more than \$7.8 and \$5.6 billion respectively last year. Find the consumers more likely to spring for earrings over roses with Oracle's purchase-based audiences, as the best predictor of future behavior is past behavior.



Who spoils mom the most?

While overall household spend was up to \$274 last year, 35–44-year-old consumers gravitated toward higher-priced items such as jewelry and electronics, spending an average of \$382 per household. When targeting these spendy millennials, you may also want to test a campaign specifically targeted toward men, as 43% look to retailers for shopping inspiration. Target these consumers accurately with Oracle's Demographic segments layered with Mother's Day shoppers to increase your ROI.



Bet on tradition

While 47% of consumers want to find a unique gift for mom, most purchase within traditional gift categories such as cards, flowers, special outings, gift cards, clothing, electronics, or jewelry. To position your product as the "it" item of the season, utilize contextual targeting to surround relevant Mother's Day articles such as gift guides or feel-good blogs!



How did we do?

Have you ever ended a campaign wondering what truly drove success and where refinements could have been made? With most Mother's Day shoppers purchasing gifts online, it's time to carve out your budget and test into platform-independent measurement, such as Oracle Moat Analytics. Our attention metrics can reveal how consumers are engaging with your ads, down to the creative and across channels and devices, for a comprehensive view of performance.

[Let Oracle Advertising help you to activate your Mother's day campaign today](#)



Oracle Audiences

Find your intended audience nearly anywhere they engage online with the precision and reach you've come to expect from Oracle Audiences. Check out audience samples for your Mother's Day campaigns below:

Traditional Mother's Day

- Mother's Day
- Flowers
- Gift card buyers
- In-market for gifts and parties

Special Outings

- Fine dining
- Ice cream and frozen yogurt
- Restaurant dining frequent spenders
- Weekend getaway high spenders
- Online vacation rental high spenders

Consumer Electronics

- High-income tech shoppers
- In-market mobile phones
- Voice assistants and displays
- Wearable devices

Personal Service

- Spa mavens
- Spa gift card buyers
- Salon and spa high spenders
- Wellness spenders

Beauty, Clothing, and Accessories

- Cosmetics
- D2C beauty buyers
- Fine jewelry
- Fragrance buyers
- Handbags, bags, and wallets
- High fashion and luxury brands
- Heavy beauty and cosmetics gift card buyers
- Heavy clothing and apparel gift card buyers
- Watches
- Women's shoes
- Thrift and vintage clothing

Home and Garden

- Arts and crafts buyers
- Heavy home décor gift card buyers
- Home décor buyers
- Home entertaining
- Gardening and landscaping

Custom Audiences and Context Segments

Reach out to your account manager today to learn about customizable audience targeting, and our bespoke contextual and brand safety segments.

Contextual Targeting

Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant consumers at the right moment. See contextual targeting sample segments for your Mother's Day campaigns below:

Syndicated Targeting

- Mother's Day
- Arts and crafts
- Bars and restaurants
- Beauty
- Dining out
- Family travel
- Women's jewelry
- Women's handbags and wallets

Predicts Targeting

- Mother's Day
- Cutting-edge tech enthusiasts
- Foodies
- Girls' weekend
- Millennial moms
- Movies and entertainment
- Spa wellness trips

Content Affinity Targeting

- Fine jewelry buyers
- Gift and flower buyers
- Households with trendy moms
- Luxury buyers
- New parents

Connected TV Strategy

Demographic targeting will only get you so far. Make sure to utilize a more narrowed audience tactic or test into CTV contextual targeting, which has a [300% higher brand recall](#) compared with users delivered ads based on demographic data alone.

Targeting those who brunch at home with mom? Utilize our purchase-based CPG audiences

- Kid-driven families
- Home cooking and grilling
- Desserts and baking
- Holiday food buyers
- New product enthusiasts
- Organic foods
- In-market for grocery delivery
- Premium brand buyers

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Reach your customers and prospects everywhere



Consumers are more digitally connected through smartphones, laptops, gaming consoles, and TVs than ever before. They also seamlessly bounce across many devices, media formats, and platforms throughout a typical day, while expecting a consistent customer experience. Utilize Oracle Audiences to develop a cohesive audience strategy that is portable across platforms and allows you to find your intended audience wherever they engage.



Addressable TV

Segment TV viewers by adding Oracle audience targeting to households through Video On Demand (VOD) or linear TV via cable, satellite, and set-top boxes. Leverage partnerships with Dish or Sling to avoid wasted media spend and increase ad relevancy for engaged TV viewers.



Commerce Platforms

Don't just rely on making the shopping list; engage relevant consumers who are actively shopping in the moment through some of the largest ecommerce platforms such as Amazon and Wal-Mart.



Connected TV (CTV)

Explore connected TV with a fully immersive ad experience of sight, sound, and motion. Audiences by Oracle can help you deliver ads to valued customers and prospects on more than 10 endemic and programmatic CTV platforms, including Hulu, Amazon Fire TV, Sling, and Roku.



Demand-Side Platforms (DSPs)

Expand your reach into the open internet by utilizing a demand-side platform to activate the depth and breadth of data found in Audiences by Oracle, available across all major DSPs, including Google, The Trade Desk, Xandr, AppNexus, and more.



Social Platforms

Capture the attention of a highly engaged and logged-in user base across social platforms such as Facebook, Pinterest, Snapchat, and Twitter. Oracle Audiences, particularly those built from purchase data and other offline signals, complement native behavioral targeting signals available on these platforms.



Streaming Audio

Engage your target audience, whether they're rocking out to their favorite music or actively learning through podcasts on platforms such as Spotify.

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