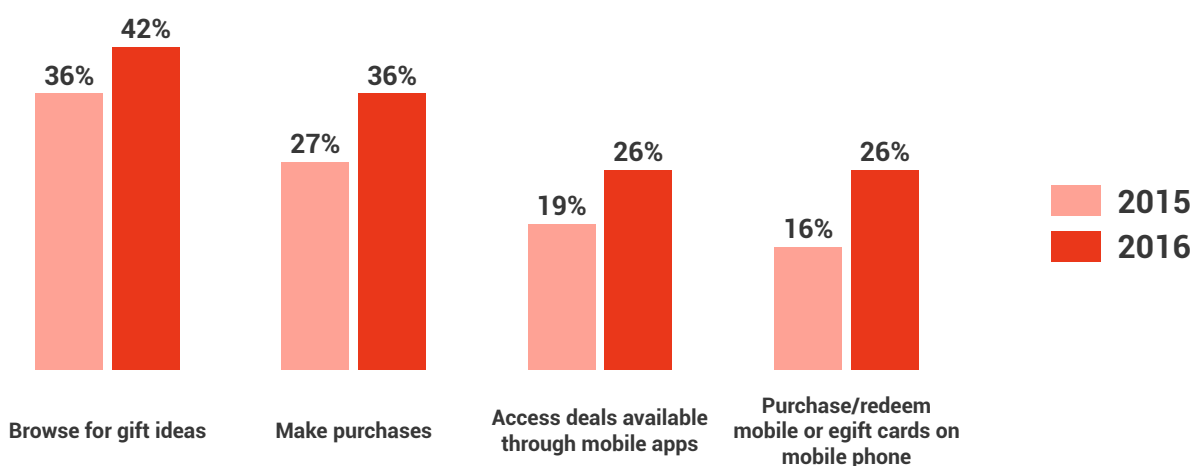


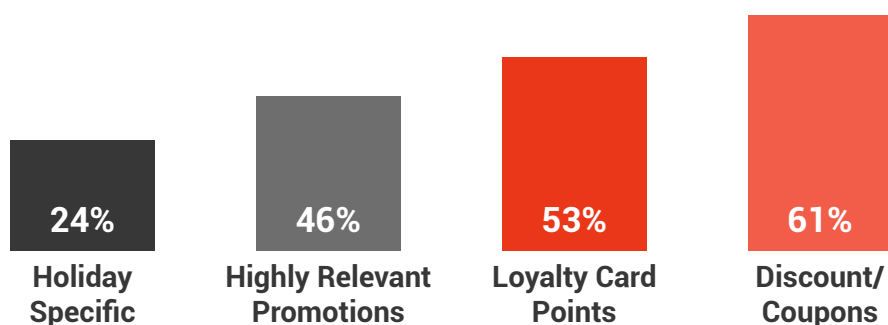
# Mobile Insights & Tips For MOTHER'S DAY

## Ways Users Planned to Use Mobile Devices When Holiday Shopping <sup>1</sup>



Customize the call-to-action in your creative to facilitate these activities.

## Promotions/Offers Users Would Be Willing to Share Personal Information and Shopping Preferences for <sup>2</sup>



Drive your audience to special promotions through coupons and QR codes. Simple call-to-action creatives drive engagement and improve campaign performance.

To book your mobile Mother's Day campaign, contact:  
info@addictivemobility.com | addictivemobility.com



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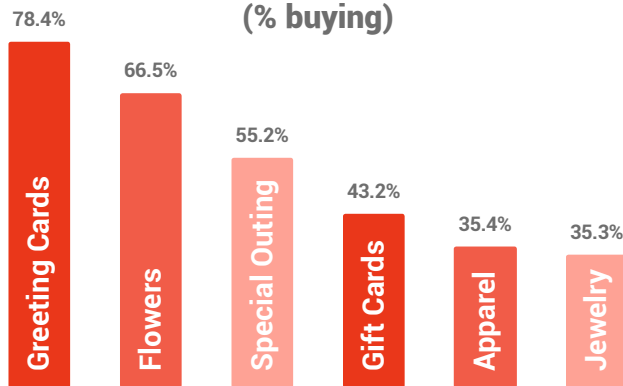


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## Products that Consumers Plan to Purchase<sup>3</sup>

(% buying)



Don't see your product on this list? Make your product relevant by contextualizing your product to Mother's Day in the creative and offering gift cards.

## Shopper Insights

Searches increase **3x** the week before Mother's Day, and **4x** two days before.<sup>4</sup>



Heavy-up your campaign during peak times.

Women spent **18% more than men** on Mother's Day gifts in 2016.<sup>5</sup>  
Women account for **67% of total searches** for gifts.<sup>4</sup>



Apply Demographic Targeting and allocate a larger percentage of the campaign to target women to drive conversion rates.

## Where Consumers Plan to Purchase Mother's Day Gifts<sup>3</sup>



Department Store



Online Shopping



Specialty Store  
(Flowers, Jewelry, etc.)



Local or Small Business



Use Geo-Location Targeting and Retargeting to target users who have visited POIs relevant to Mother's Day shopping in general or relevant to your specific product.

**27M** Device Reach  
**175,000+** Points of Interest

**225+** Shopping Centres  
**2,670+** Jewellery Stores  
**2,650+** Colleges & Universities  
and **more**

Additive Mobility is dedicated to empowering brands to reach their mobile audience.

1. American Express, Spending & Saving Tracker, November 2016.

2. Accenture, Holiday Shopping 2016 Canada Results, November 2016.

3. National Retail Federation (NRF), 2016 Mother's Day Consumer Spending Survey, April 2016.

4. Netimperative, Mother's Day: 60% of searches via mobiles, March 2016.

5. MediaPost, Women Have Deeper Pockets Than Men On Mother's Day, May 2016.

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