

## GUESS WHAT?!

daddy and i have been  
on the internet  
all week!!!!



not playing minecraft,  
silly, we were  
shopping for you!

The Little Book of Maths Puzzles

Categories that see noticeable sales  
increases in the week before Mother's Day

Flowers & Gifts **+454%**



Jewellery **+189%**



Fashion & Luxury **+16%**



Mass Merchants **+92%**





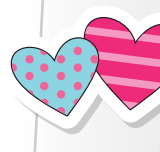


For the above categories, Mother's Day represents a very significant milestone in the year. Daily sales in March are 70% above those of January and February for Flowers & Gifts, and 19% higher for Mass Merchants. For Jewellery, Mother's Day is second only to Valentine's Day in Q1.

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Section 3 - Going Shopping

Days in which sales for each  
category peak over the two weeks  
leading up to Mother's Day

March 2015

| Mon<br>9   | Tue<br>10  | Wed<br>11 | Thu<br>12  | Fri<br>13 | Sat<br>14 | Sun<br>15  |
|--|--|-----------|--|-----------|-----------|--|
| <br>Fashion & Luxury |  |           | <br>Flowers & Gifts |           |           | Mother's Day!!<br><br> |
| Mass Merchants   |  |           |  |           |           |  |
|  | <br>Jewellery |           |  |           |           |  |

My Secret Diary 2015 - Week 11

My Secret Diary 2015 - Week 11

on tuesday i picked  
out earrings for you.



then on thursday we  
ordered lovely  
flowers!



## Peak CTRs ahead of Mother's Day

daddy was cross  
because we went  
to like a thousand  
websites and  
couldnt find a thing.

\*?☠️⚡️☆!

then we saw an ad  
for something brilliant.

≡ PHEW!!! ≡



As Mother's Day gets nearer, in most of the above verticals, CTRs increase gradually starting mid-March and reach their peak on the very last few days before Mother's Day.

MORE  
THAN  
1 in 3



Mother's Day  
purchases will be  
made on mobile\*

Mobile sales will  
be even stronger  
during weekends

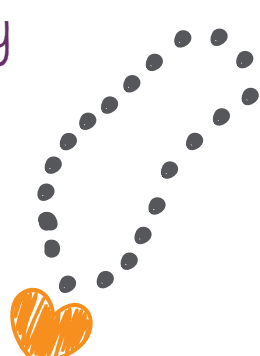
Share of purchases from mobile  
22-25%\* higher on Saturdays and  
Sundays compared to weekdays

sorry if u were  
annoyed 'cos we used  
your tablet all week.



(maybe we should get  
daddy his own for  
father's day!!!)

P.S i made a prezzy  
for you too!! daddy  
thinks you will love it  
best of all. i hope so.



P.P.S you are the

≡ BESTEST ≡

mummy in the whole wide world!!!



## Methodology

To build this analysis, Criteo analysed 5 million online transactions from more than 170 UK retailers over desktop, smartphones and tablets.

These findings are based on data analyzed for Q1 2014, particularly for March 2014, except those followed by an asterisk (\*), which are based on Q4 2014 data.

## Notes

Mobile includes both tablets and smartphones

Sales refer to the no. of purchases

Conversion Rate = (No. of Sales) / (No. of Visitors on website)