

Dear MOM...

GUESS WHAT?!

Me and Dad have been on the web like crazy these past two weeks



(not playing Minecraft... I PROMISE.)

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

Flowers & Gifts	+950%	
Jewelry	+80%	
Mass Merchants	+45%	
Fashion & Luxury	+42%	

For the above categories, Mother's Day represents a very significant milestone in the year. Daily sales in May are 210% higher than April for Flowers & Gifts, and 36% higher for Mass Merchants. For Jewelry, Mother's Day is second only to Valentine's Day in Q1.

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

April 2015

May 2015



Last Tuesday I looked for a bracelet for you



And on Thursday we ordered your favorite flowers



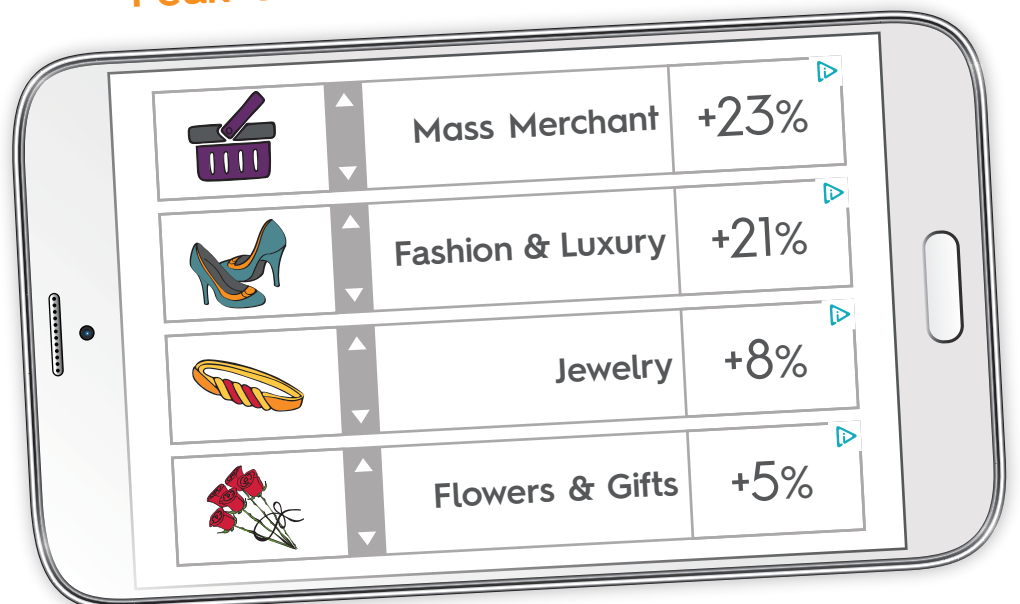
At first Dad was upset cuz we went to like a thousand websites and couldn't find anything.



Then kind of like magic we saw an ad for something totally perfect!



Peak CTRs ahead of Mother's Day



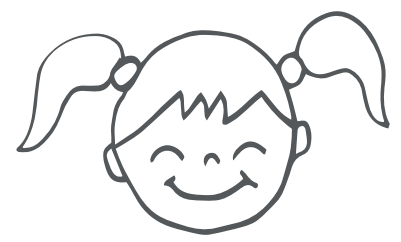
As Mother's Day approaches, in most of the above verticals, CTRs increase gradually starting the last week of April and reach their peak on the very last few days before Mother's Day.

NEARLY **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 40-45% higher on Saturdays and Sundays compared to weekdays

Sorry we've been hogging your tablet.



Maybe we could get Dad his own tablet for Father's Day (I don't think he wants a bracelet)

P.S. you are the

BEST MOM EVER

to to

Methodology

In order to build this analysis, Criteo analyzed 120 million online transactions from more than 500 US retailers over desktop, smartphones and tablets.

The findings and recommendations are based on data analyzed for Q2 2014, particularly for April - May 2014.

Notes

- Mobile includes both tablets and smartphones
- Sales refer to the no. of purchases
- Click-through Rate (CTR) = (No. of Clicks) / (No. of Impressions)