



MICROSOFT ADVERTISING INSIGHTS

Mother's Day insights [US]

February 2022

Microsoft Advertising. Great relationships start here.



Key takeaways



Queries containing “mothers day” begin to spike about a week before Mother’s Day, with the highest searches occurring on Mother’s Day itself

Expose new emerging search trends and themes with Dynamic Search Ads and Broad Match.



Gift & Experiences show clear peaks right around Mother’s Day. Apparel stays steady from March to May but are still considered popular gifts to give

Plan campaign timing and spend accordingly to account for spikes the week of the holiday, regardless of category.

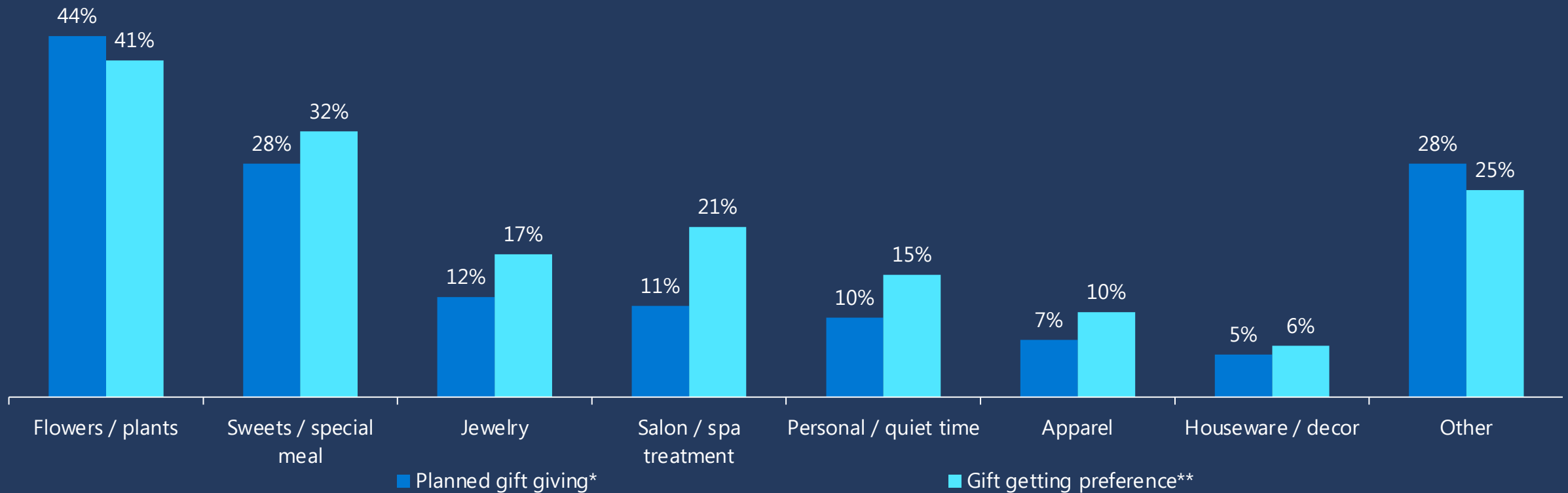


The trend toward buying locally is growing over time and half of Americans plan to shop locally this Mother’s Day

Entice nearby shoppers to “shop local” by implementing Location Targeting.

Flowers are expected to be the most popular gift for Mother's Day

Responses to “Which of the following would you most like to get/give as a gift for Mother's Day?”



“Mothers Day” queries consistently spike about a week before the holiday

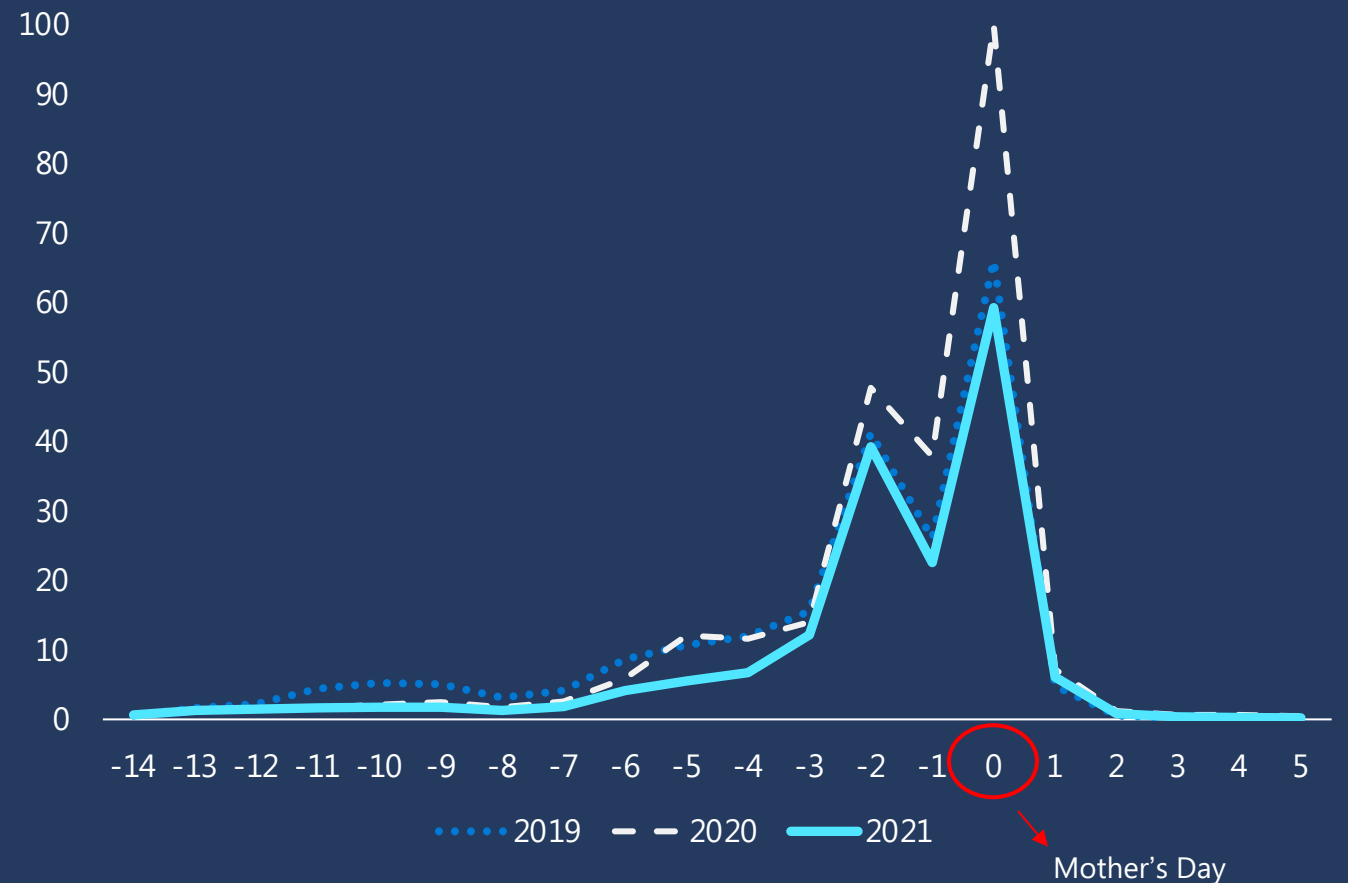
Year-over-year [YoY] search volume for queries containing “mothers day” from two weeks before the holiday

Top queries containing “mothers day” the last 3 years

mothers day gifts
mothers day images
mothers day cards handmade
mothers day gift box
happy mothers day gif
printable mothers day cards
mothers day rings
mothers day shirts
diy mothers day gift ideas

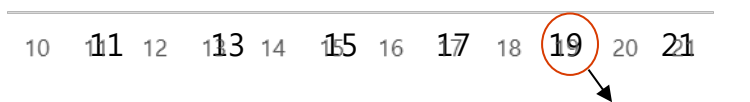
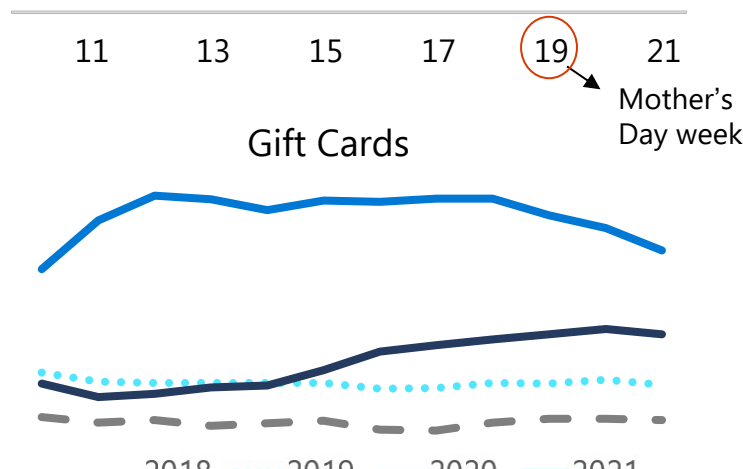
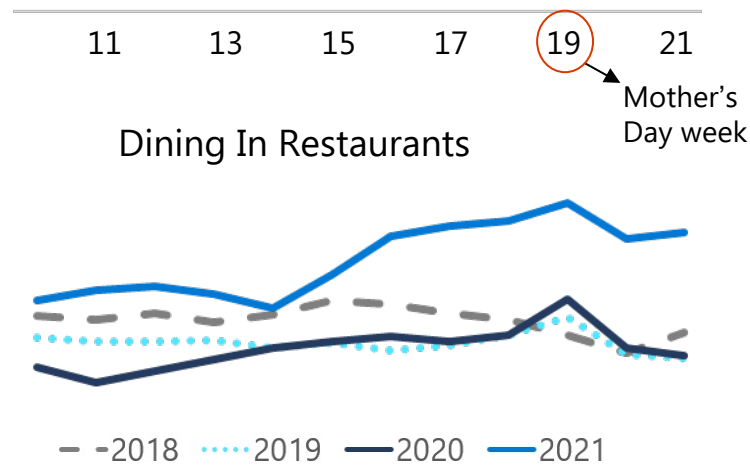
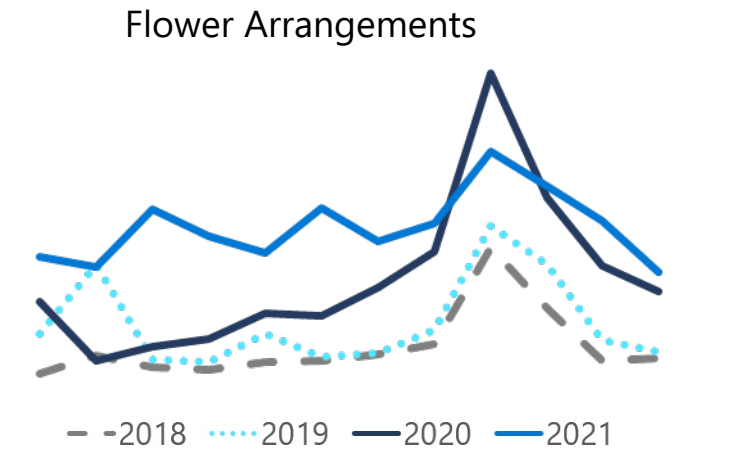
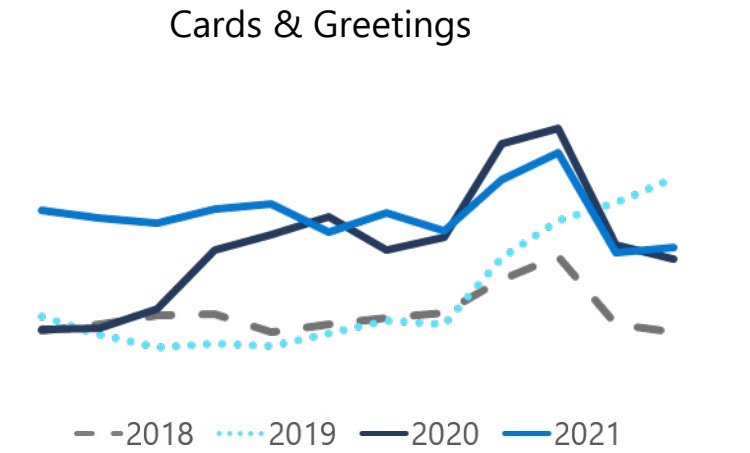
Pro Tip: Expose new emerging search trends and themes with Dynamic Search Ads and Broad match. Try ad customizers in order to save time and serve more relevant ads.

Indexed searches leading up to Mother’s Day



Gifts & Experiences peak around Mother's Day

Retail sub-category search volume by calendar week: March to May 2018 – 2022



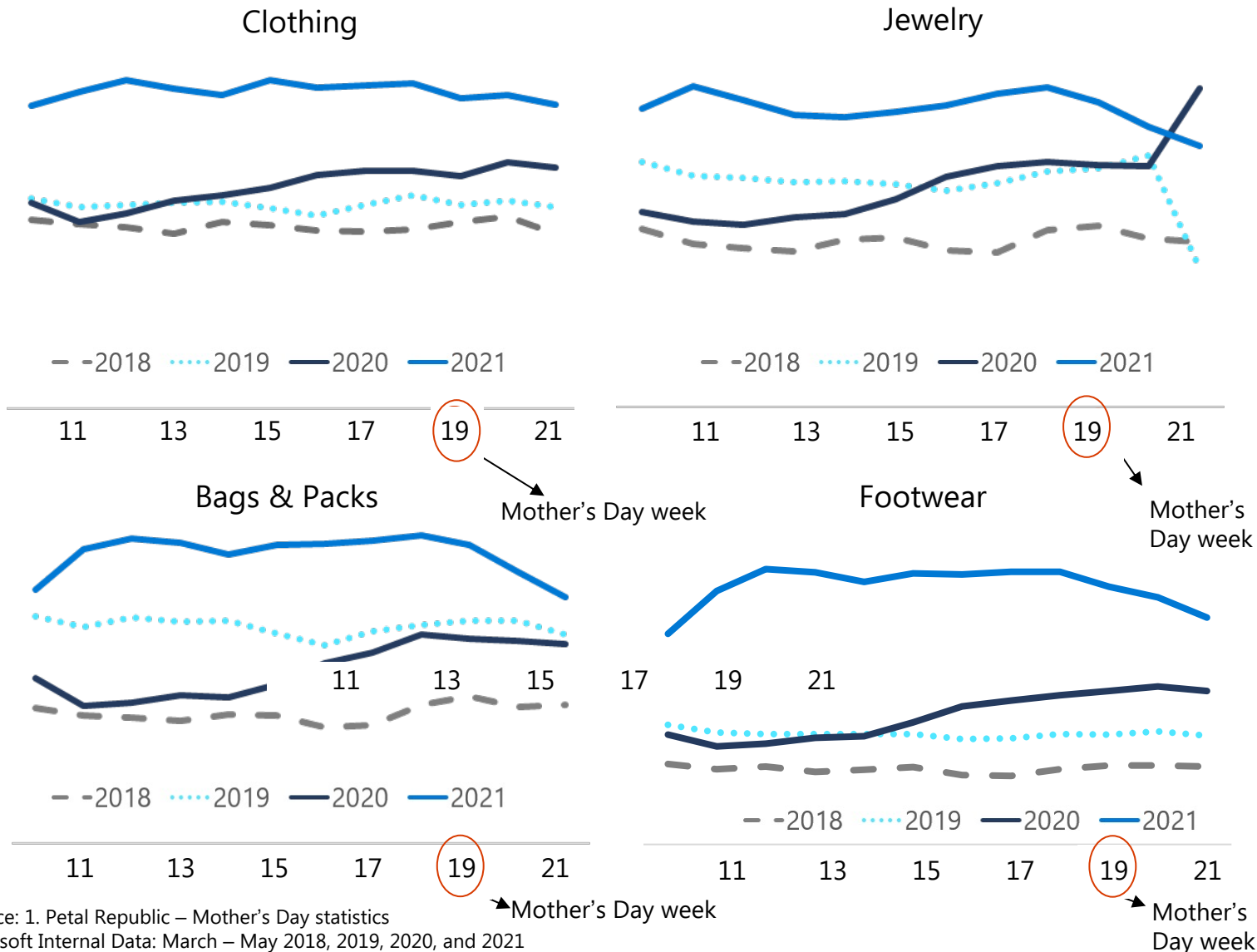
- **Flower Arrangement searches skyrocketed +57% YoY** during Mother's Day 2020, likely due to pandemic lockdowns in place and easy no-contact delivery solutions for local flower shops
- Restaurant related searches **grew 46% YoY** during Mother's Day week in 2021 and were significantly higher than the past 3 years, suggesting people are growing more excited to venture out again

Pro Tip: The top three most popular Mother's Day purchases in 2021 were greetings cards, flowers, and special outings such as meals at restaurants and gift cards.¹ Plan campaign timing and spend accordingly to account for spikes the week of the holiday.

Source: 1. Petal Republic – Mother's Day statistics
Microsoft Internal Data: March – May 2018, 2019, 2020, and 2021

2021 Apparel searches significantly beat 2020

Retail sub-category search volume by calendar week: March to May 2018 – 2022



- All four apparel sub-categories have seen some sort of spike in past years around Mother's Day, but **2021 searches were higher than previous years** and remained relatively stable from March – May. Make sure your campaigns are actively running throughout all Spring shopping months.
- **Jewelry saw a +26% YoY lift** in searches the week of Mother's Day in 2021, before falling later in May

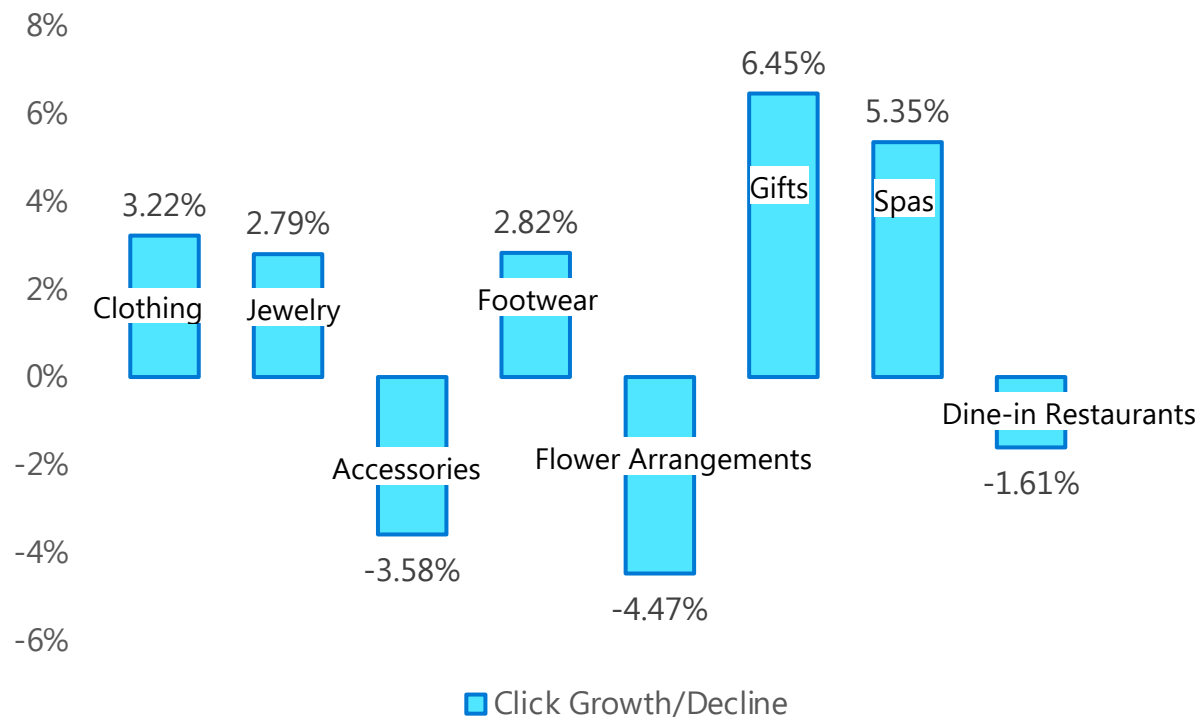
Pro Tip: The average US citizen spent \$220.48 for Mother's Day in 2021. This was \$16 more than 2020 and the number has been steadily increasing since 2018.¹ Use Merchant Promotions to display special offers on specific products or site-wide sales within Product Ads.

Source: 1. Petal Republic – Mother's Day statistics
Microsoft Internal Data: March – May 2018, 2019, 2020, and 2021



Spas were the second most clicked on gift last year

YoY percentage change for Mother's Day clicks 2021 vs. 2020

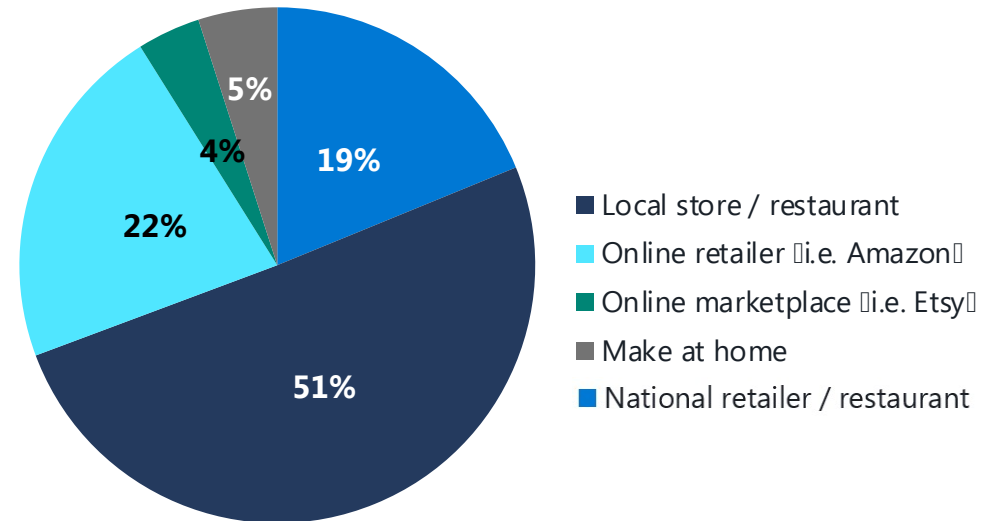


Pro Tip: Ad extensions are a big part of enhancing the visibility and relevance of your text ads to increase performance and improve your ROI. Utilize [Price Extensions](#), [Action Extensions](#), and [Filter Link Extensions](#) to maximize engagement.

Over half of Americans plan to shop at a local store or restaurant

| Query | Search Growth YTD ¹ | Click Growth YTD ¹ |
|--------------------------|--------------------------------|-------------------------------|
| “local florists near me” | +98% YoY | +86% YoY |
| “local jewelers near me” | +23% YoY | +41% YoY |
| “local flower delivery” | +149% YoY | +167% YoY |
| “shop local” | +66% YoY | 0% YoY |

Responses to “Where are you most likely to get a Mother’s Day gift this year?”²

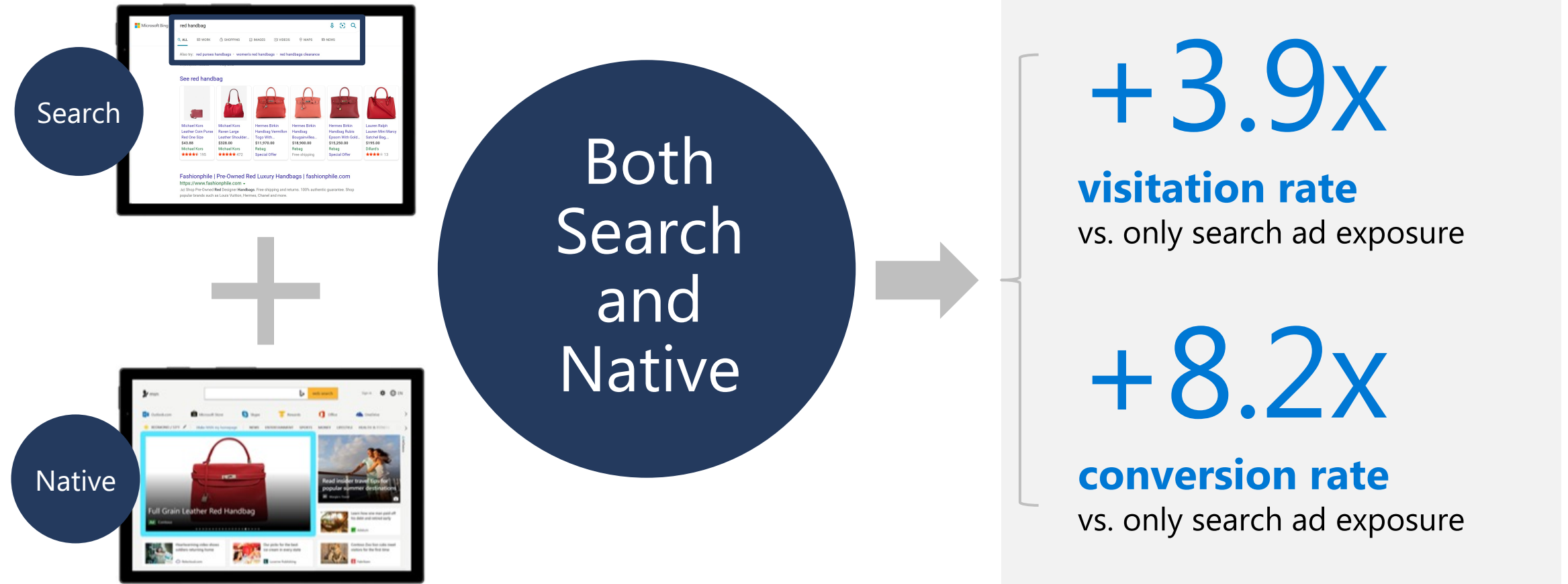


Pro Tip: Entice nearby shoppers to “shop local” by implementing [Location Targeting](#) and showcase your products and local retail store information to nearby shoppers with [Local Inventory Ads](#).

Source: 1. Microsoft Internal Data: YoY comparison between January 2020 and 2021 query trends
2. Civic Science survey – 689 responses. Responses collected on 2/9/2022

Reaching users across search and native leads to incremental lift in **site visitation** and **conversion rate**

Gifts & Occasions Ad Effectiveness Study



Source: Microsoft internal data; results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with lift studies done during peak seasonal periods [thru Sept 2021]. These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 1.8M

Maximize your spend this Mother's Day



Use [Merchant Promotions](#) to display special offers on specific products or site-wide sales within Product Ads.



Drive conversions by finding new prospects similar to your best customers with [Similar Audiences](#) and [In-market Audiences](#)



Add visual elements to help your ads shine with [Image extensions](#) and [Multimedia Ads](#)



Use [Broad match](#) and [Dynamic Search Ads](#) to expose new search trends and themes



Leverage [Microsoft Audience Network](#) to reach consumers across their buyer journey using our unique suite of targeting capabilities powered by Microsoft AI

To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights



Microsoft Advertising. Great relationships start here.