MOM KNOWS BEST

MARKETING INSIGHTS FOR THE BEST MOTHER'S DAY GIFT

According to a recent study[1], it was estimated that on average consumers spent **$163** on moms last year. Finding the right Mother's Day gift can be a tricky task but having access to accurate consumer preferences and data can make finding that special something for mothers a whole lot easier.

THESE ARE SOME OF THE MOST POPULAR
MOTHER'S DAY GIFTS FROM 2014[1]:

81% Greeting Cards

66% Flowers

43% Gift Cards

33% Apparel and Accessories

Other popular items include books, CDs, housewares, gardening tools, jewelry and special outings.

THESE ARE A FEW OF
MOM'S FAVORITE THINGS

According to Neustar's PlatformOne™, these are a few of mom's favorite things:

67% Like to dine out

20% Shop at Bed Bath & Beyond®

42% Like to garden

37% Read e-books

23% Drink champagne

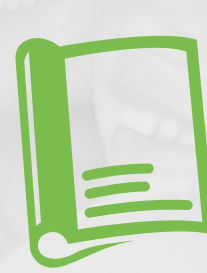## THINK OUTSIDE THE GIFT BOX

Using Neustar's non-intuitive insights, marketers (and consumers!) can think outside the box when it comes to gift ideas for mom. Neustar found that moms also enjoy:

5% Bowling any chance they get

33% Gambling in a casino

16% Reading National Geographic Magazine™

26% Listening to country music

18% Painting, drawing or sculpting

14% Buying new gadgets or appliances

The typical gifts are nice, but sending mom to a painting class or giving her a yearly subscription for National Geographic Magazine™, may be just what she's always wanted.

KNOW YOUR AUDIENCE TO
SERVE BETTER ADS

1. **Employ your offline data** to target customers on digital channels

2. **Deliver a consistent message** across every customer touch point

3. **Increase your campaign reach** without sacrificing relevance

4. **Target accurately**, relying on continuously verified customer data

METHODOLOGY

Neustar links verified offline data, including wireless data, to an identity foundation based on 220 million adults and 120 million U.S. households. It further augments customer identities with more than 15,000 offline and online predictive attributes and continuously corroborates its identity data with billions of anonymized consumer transactions daily.

These attributes are derived from primary and secondary research sources that help describe customers in terms of household and lifestyle factors including demographics, purchase behaviors, lifestyle patterns, financial profiles and media consumption. Neustar does all of this with privacy-by-design at the core, allowing marketers to verify customer data with complete confidence.

SOURCES

1. National Retail Federation: https://nrf.com/media/press-releases/families-look-shower-mom-gift-cards-brunch-apparel-items-this-mothers-day

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