

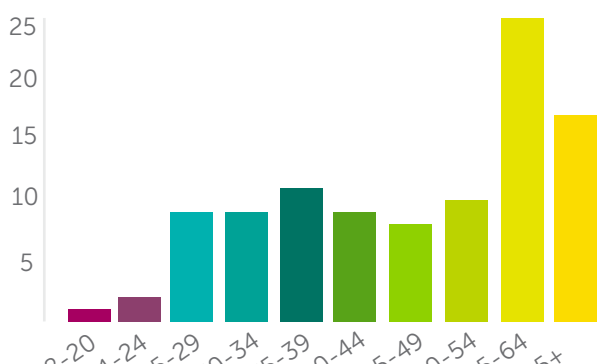
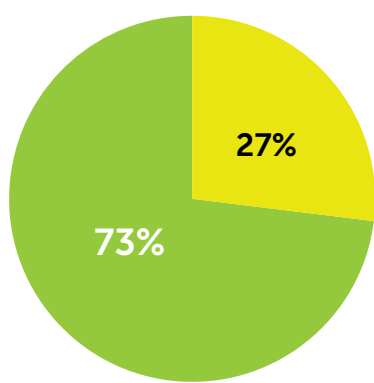
Mother's Day Shoppers

Audience Profile

Shoppers hunting for the perfect mother's day gift are thoughtful and emotional. They're active online and appreciate the opportunity to show the "mom" in their life how much they care about her. They use many different social sites and search engines to explore content, both at home and on the go. Interests in Mother's Day content and social activity peak in the weeks before that special Sunday in May.

62 M+
social signals analyzed

Audience Passion Points

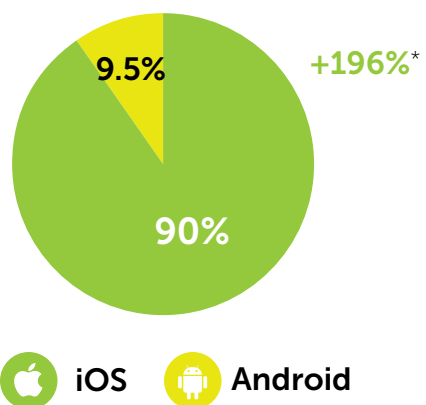
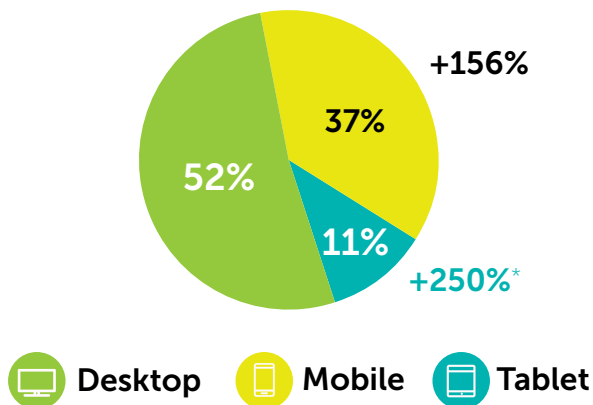


% Distribution of Age Groups

Top social channels



Device types and operating systems



*Index compared to ShareThis average audience behavior

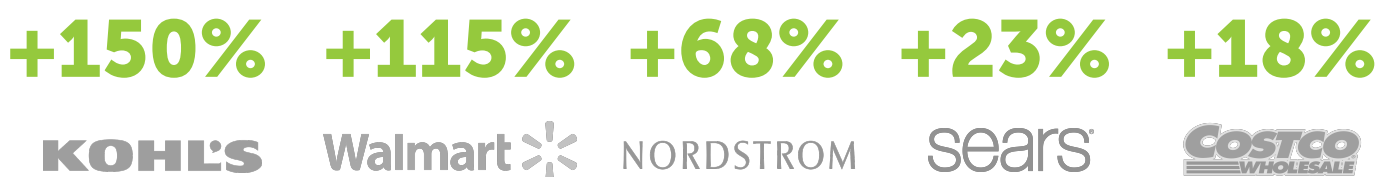
Most-shared content categories for Mother's Day



*Index compared to ShareThis average audience behavior

Brands more likely to be of interest

Major Retailers



TV Networks



*Index compared to ShareThis average audience behavior

How can you target Mother's day with ShareThis audience data?

ShareThis > Beauty & Fitness > Spas & Beauty Services	ShareThis > Shopping > Gifts & Special Event Items > Flowers
ShareThis > Beauty & Fitness > Face & Body Care > Perfumes & Fragrances	ShareThis > Shopping > Gifts & Special Event Items > Gifts
ShareThis > Food & Drink > Restaurants > Fine Dining	ShareThis > Shopping > Mass Merchants & Department Stores
ShareThis > Home & Garden > Gardening & Landscaping	ShareThis > Sports > Individual Sports > Golf
ShareThis > Shopping > Gifts & Special Event Items > Cards & Greetings	ShareThis > Sports > Team Sports

Privacy compliant

ShareThis ensures compliance through privacy, legal, and self-regulatory processes, as well as through ethical relationships and practices with our publisher network.

Audiences on demand

Our audiences are available when and where it counts for you and your brand. Select and activate your target audience across the digital marketing ecosystem.

To learn more about ShareThis Audiences and how they can make you a rock star, drop us a line: data@sharethis.com
Real-time interest and intent data. Global scale. At your service.

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