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.

**Device types and operating systems**

<table>
<thead>
<tr>
<th>Device type</th>
<th>Desktop</th>
<th>Mobile</th>
<th>Tablet</th>
<th>Android</th>
<th>iOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>52%</td>
<td>37%</td>
<td>11%</td>
<td>27%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Most-shared content categories for Mother's Day**

- **Skin & Nail Care** +230%
- **Photo & Image Sharing** +175%
- **Flowers** +155%
- **Face & Body Care** +155%
- **Food & Grocery Delivery** +89%

**Brands more likely to be of interest**

- **Major Retailers**
  - +150% KOMICS
  - +115% Walmart
  - +68% Nordstrom
  - +23% Sears
  - +18% Kohl's

- **TV Networks**
  - +150% HBC
  - +115% Universal
  - +23% Syfy
  - +18% Sony

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

- **Major Retailers**
  - ShareThis > Beauty & Fitness > Spas & Beauty Services
  - ShareThis > Beauty & Fitness > Face & Body Care > Perfumes & Fragrances
  - ShareThis > Food & Drink > Restaurants > Fine Dining
  - ShareThis > Home & Garden > Gardening & Landscaping
  - ShareThis > Shopping > Gifts & Special Event Items > Cards & Greetings
  - ShareThis > Shopping > Gifts & Special Event Items > Flowers

- **TV Networks**
  - ShareThis > Shopping > Gifts & Special Event Items > Gifts
  - ShareThis > Shopping > Gifts & Special Event Items > Jewelry
  - ShareThis > Shopping > Gifts & Special Event Items > Outdoor 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 your work more easy, drop a line: data@sharethis.com

Real-time interest and intent data. Global scale. At your service.

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