

Ad insights for

Mother's Day

We know that advertising looks to spark a response and nothing does that more than the topic of moms. And with nearly 2 billion moms around the world, and the big day just around the corner, we thought we'd take a look at some of the digital advertising trends around **Mother's Day**. Here's what happens in industries around the world in the two weeks lead up to Mother's Day when compared to the following two weeks:

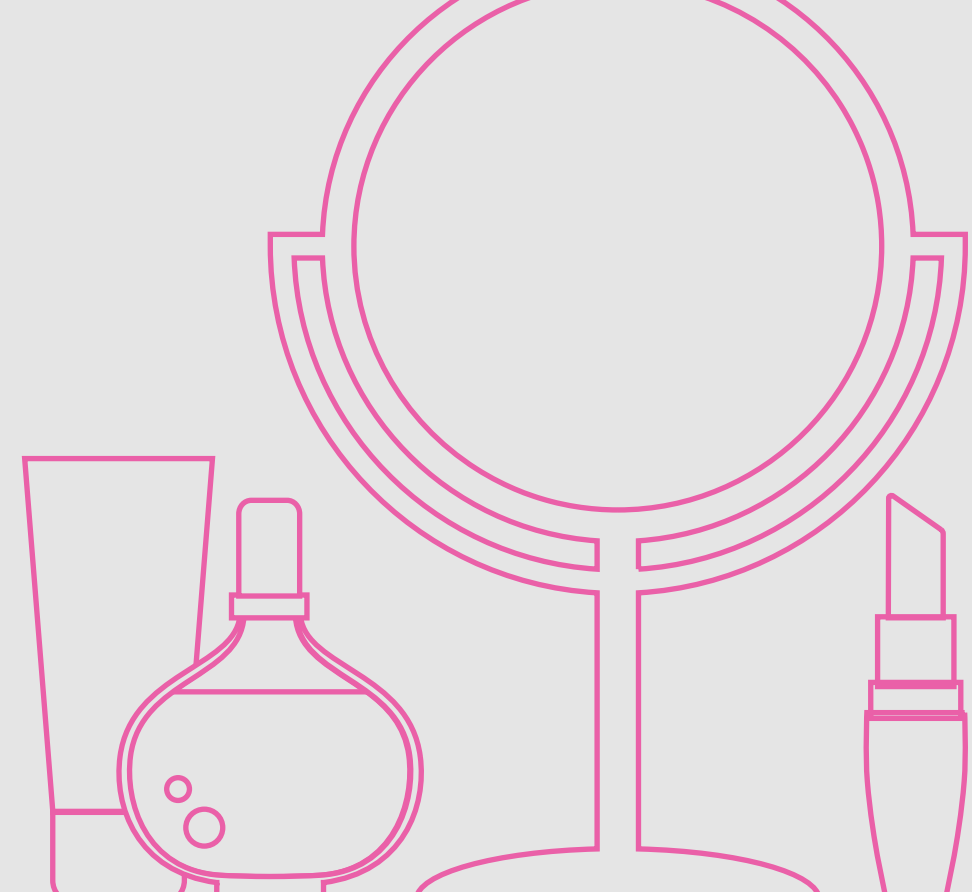
BEAUTY

76%

increase in beauty ad conversions and a

62% increase

in revenue across the US



Globally we saw a

54%

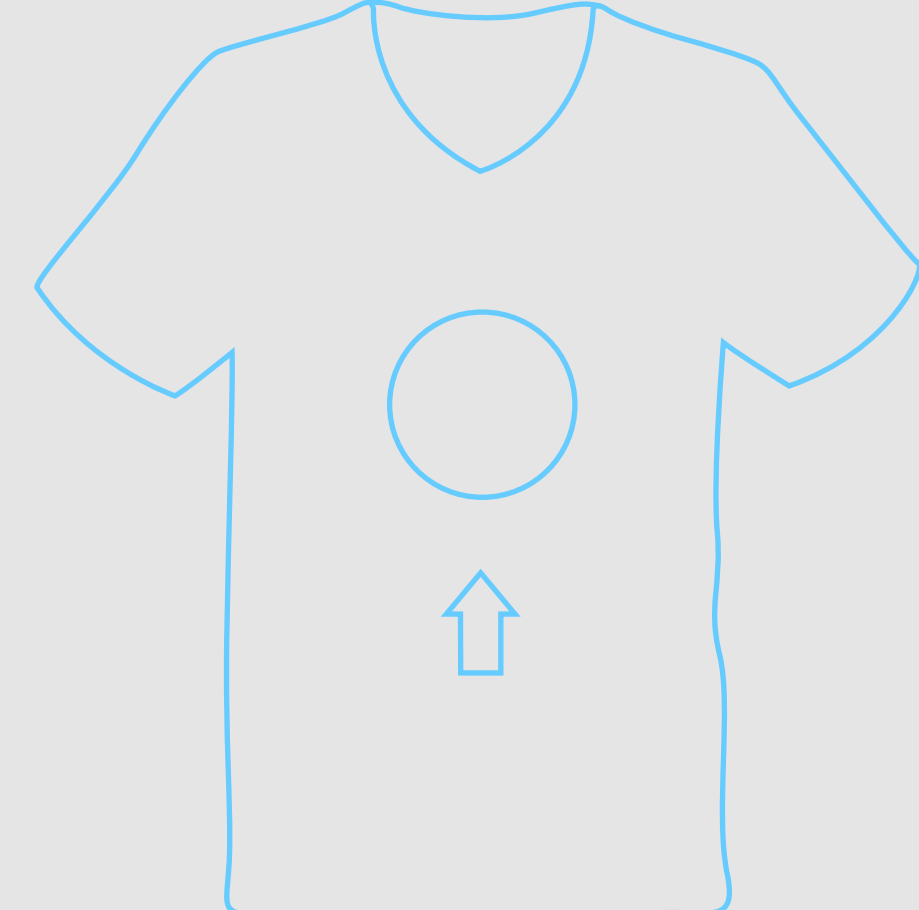
increase in beauty ad conversions

APPAREL

The UK saw a

20%

increase in CTC across apparel



Japan saw a

31%

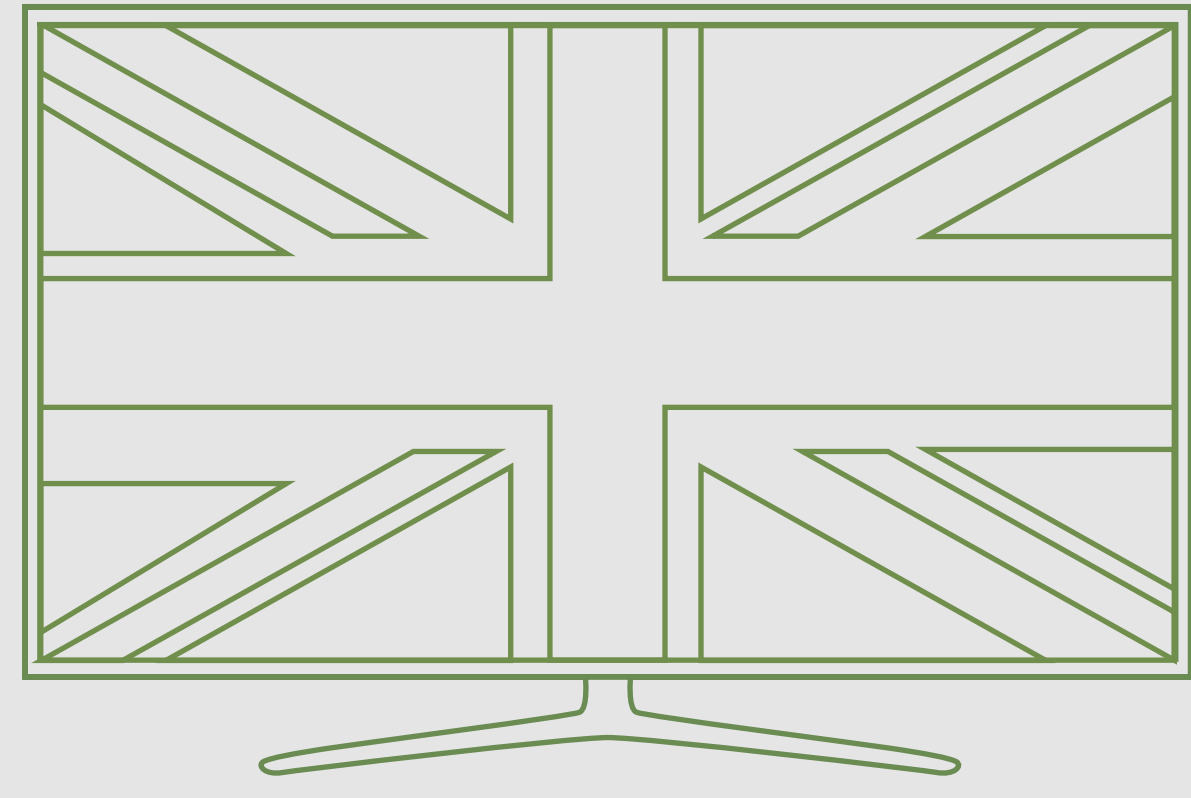
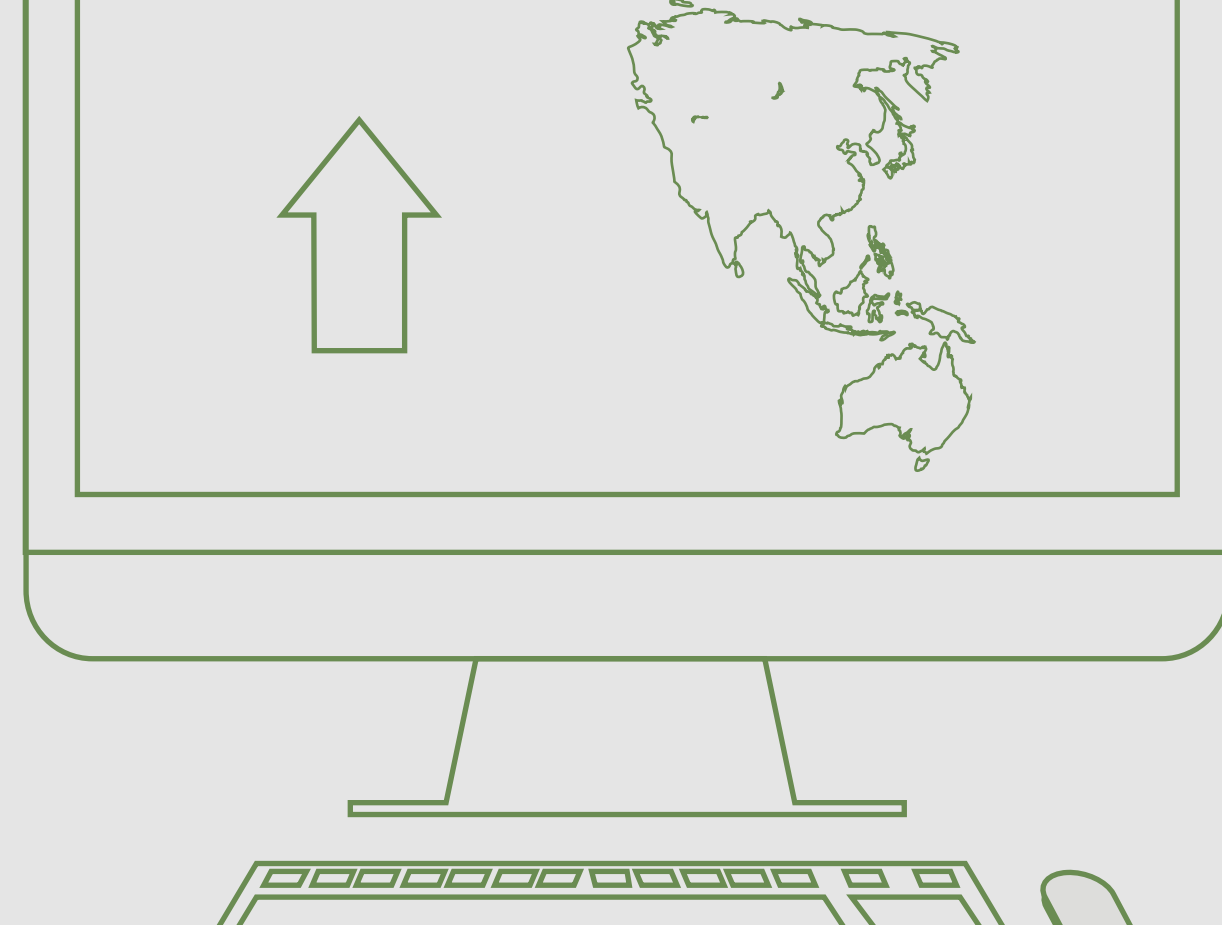
increase in CTC across apparel

CONSUMER ELECTRONICS

APAC saw a

70%

increase in conversions



The UK saw a

19%

increase in revenue

SPECIALITY RETAIL

The US saw a

133%

increase in VTC



Across The US, speciality retailers saw a

192%

increase in revenue

COMPARATIVE

Globally consumer electronics saw a

2.6x

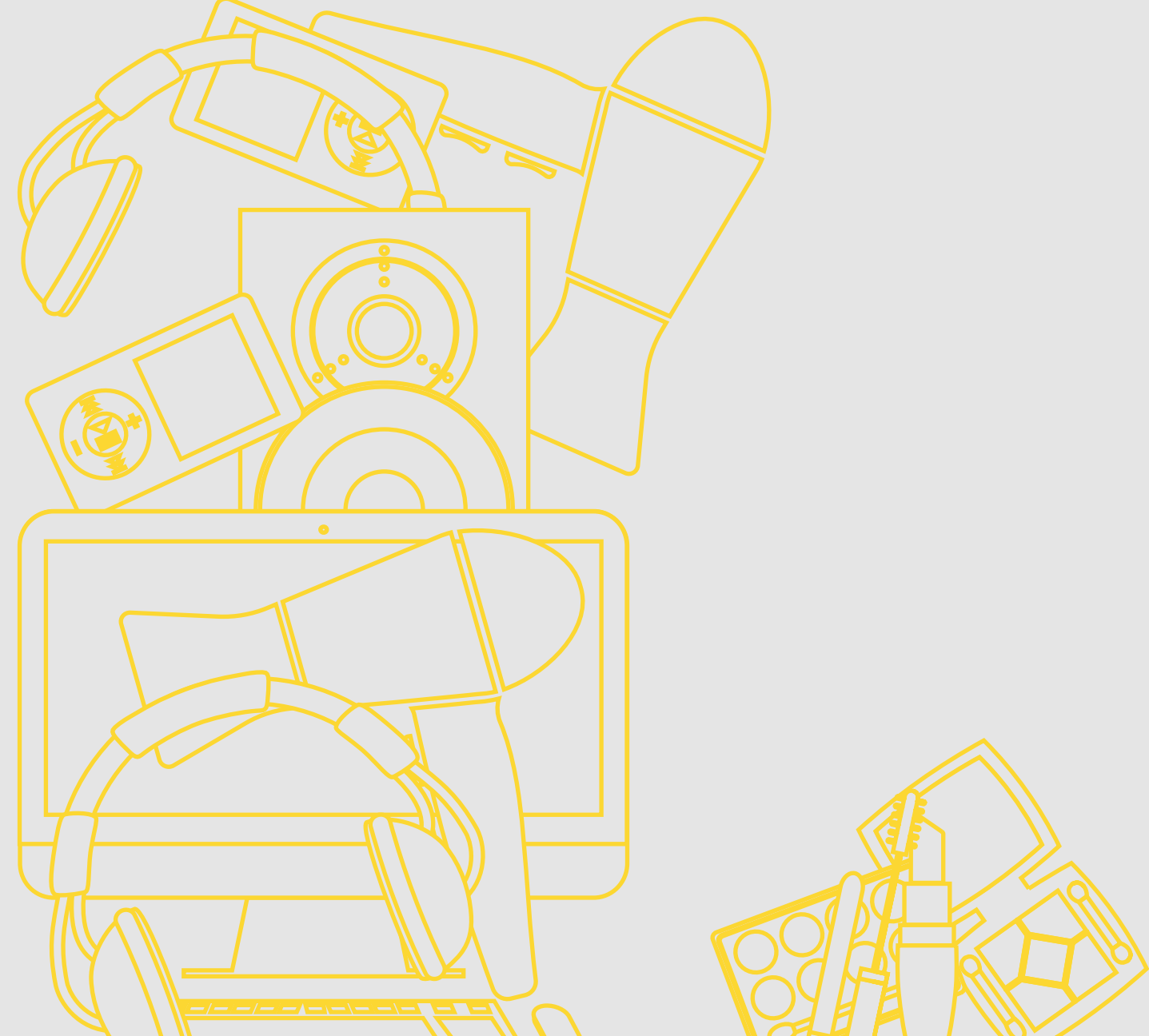
higher conversion rate than sporting goods



The UK consumer electronics industry saw a

3.8x

higher conversion rate than the beauty industry



#AdRollinsights