Mother's Day Retailers' Guide

Mother's day is a day of the year on which mothers are particularly honoured by their children.

It occurs on different dates across the world while it falls on March 21st in MENA. It has become a huge shopping opportunity for retailers in the past years.

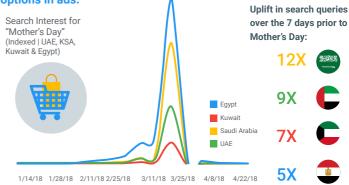


When to Promote

Interest around Mother's Day starts growing as early as the last week of February. Be present for those early searches.



Significant uplift in search interest is seen over the 7 days prior to Mother's Day across all key countries. Highlight Next Day Delivery options in ads.



What to Promote

On Google search, top queries on the Mother's Day holiday are centered around getting more information, quotes, songs, and pictures. Reflect that in your campaign's keywords.



Jewelry, perfumes, chocolate and flower arrangements are the most trending gifts. Increasingly, people are also looking for personalised gifts.

Year on year growth of key categories during Mother's Day* (Percentage | UAE, KSA, Kuwait & Egypt)

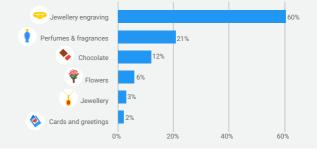
On YouTube, top videos in March 2018 include DIY gifts and gifts challenges. Use video to inspire and influence purchasing decisions.



35% of Mother's Day related
Searches were on YouTube for Mother's Day



>60% of shoppers say online video has given them ideas or inspiration for their purchase



How to Optimize your Bids



Keywords. Ensure you have keyword coverage on relevant terms your customers are searching for. Use Google Trends to monitor rising searches.



Shopping Campaign & Feed Optimisation. Check Mother's Day and gifting products have been approved and have individual product targets and bids. Ensure feed titles and descriptions are optimised. Consider custom labels in your feed for Mother's Day and gifting products. Run local Inventory Shopping Ads for last minute shoppers.



Similar Audiences. Use similar audiences to find people who share characteristics with your site visitors and show your ads to new customers.



Remarketing. If you have lists of last year's purchasers or visitors, consider using remarketing to re-engage.

Want to learn about what the world is searching with data like this? Go to www.trends.google.com/trends and explore the popularity of different search queries across regions and languages.