Retail Insights

Tips to tap into Mother’s Day interest successfully

Mother’s Day 2022

This year Mother’s Day in Australia will happen on May 8th. Like last year, clicks are expected to grow (see graph below) in the weeks preceding Mother’s Day, and they will ultimately peak in the days before Mother’s Day. Make sure to take action in time to capitalize on this growing consumer interest.

Tips

Microsoft Shopping Campaigns

Shopping Campaigns allow you to grow visibility on top of your Search campaigns.

For relevant categories up to 18% of clicks is from Shopping Campaigns.

Dynamic Search Ads

Dynamic Search Ads help you to expand your reach beyond your existing keywords.

Up to 10% of clicks can come through this ad type for relevant categories.

Indexed Daily ‘Mother’s Day’ Searches and Clicks*

Mother’s Day ’21 (9 May)

PRO TIP:

Consumers are looking for inspiration.

35% of unique Mother’s Day queries are related to gift ideas.

Highlight how you can help consumers making a choice in your ad messaging.

Source: Microsoft internal, Owned and Operated, Q4’21 performance for product data, Mother’s Day trends for period April-May 2021