



# EXPERIAN AUDIENCES GUIDE

## Mother's Day Audiences



# Mother's Day **Audiences**

As the flowers bloom and spring fills the air, focus shifts to another cherished retail moment - Mother's Day.

It's a time when consumers go above and beyond to celebrate the women who've shaped their lives, from mums and grandmas to mother figures and mentors. Whether through indulgent gifts, heartfelt gestures, or quality time, Mother's Day offers an exciting opportunity for brands to connect with a diverse and motivated audience.

From spa days and dining experiences to personalised gifts and pampering products, consumers are searching for ways to make this Mother's Day special. For marketers and agencies, the challenge is to deliver campaigns that resonate deeply, inspiring meaningful connections while driving measurable results.

In this guide, we've curated audience recommendations to help you engage consumers planning their Mother's Day celebrations. Whether your focus is gifting, dining, leisure, or experiences, our insights will ensure your campaigns connect across key channels.



# Which audiences does Experian recommend for **Mother's Day**?

Here are a few of our syndicated audiences that we recommend considering as part of your media planning.

## Spend insight audiences

Identify high or frequent spenders in Mother's Day-related categories, including beauty, dining, and travel. These consumers are likely to splurge on gifts and experiences to show their appreciation.

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- Intent (Purchase) - Retail - Jewellery and Watches
- Intent (Purchase) - Retail - Cards & Gifts
- Intent (Purchase) - Health & Beauty – Perfume
- Intent (Purchase) - Health & Beauty - Cosmetics
- Intent (Purchase) - Food and Drink - Restaurant - High Budget
- Intent (Purchase) - Travel - Hotels Premium / Airlines Premium
- Intent (In-market) - Health and Beauty - Premium Partner - Beauty and Skincare - Premium cosmetics products
- Intent (In-market) - Health and Beauty - Premium Partner - Beauty and Skincare - Cosmetics products

For richer insights, our analytics consultants can help segment further, highlighting key spend patterns in premium or budget categories.





## Interest-based audiences

Modelled audiences designed to help brands connect with consumers whose interests align with their products or services. Our taxonomy includes audiences focused on popular Mother's Day activities, such as family outings, and fine dining.

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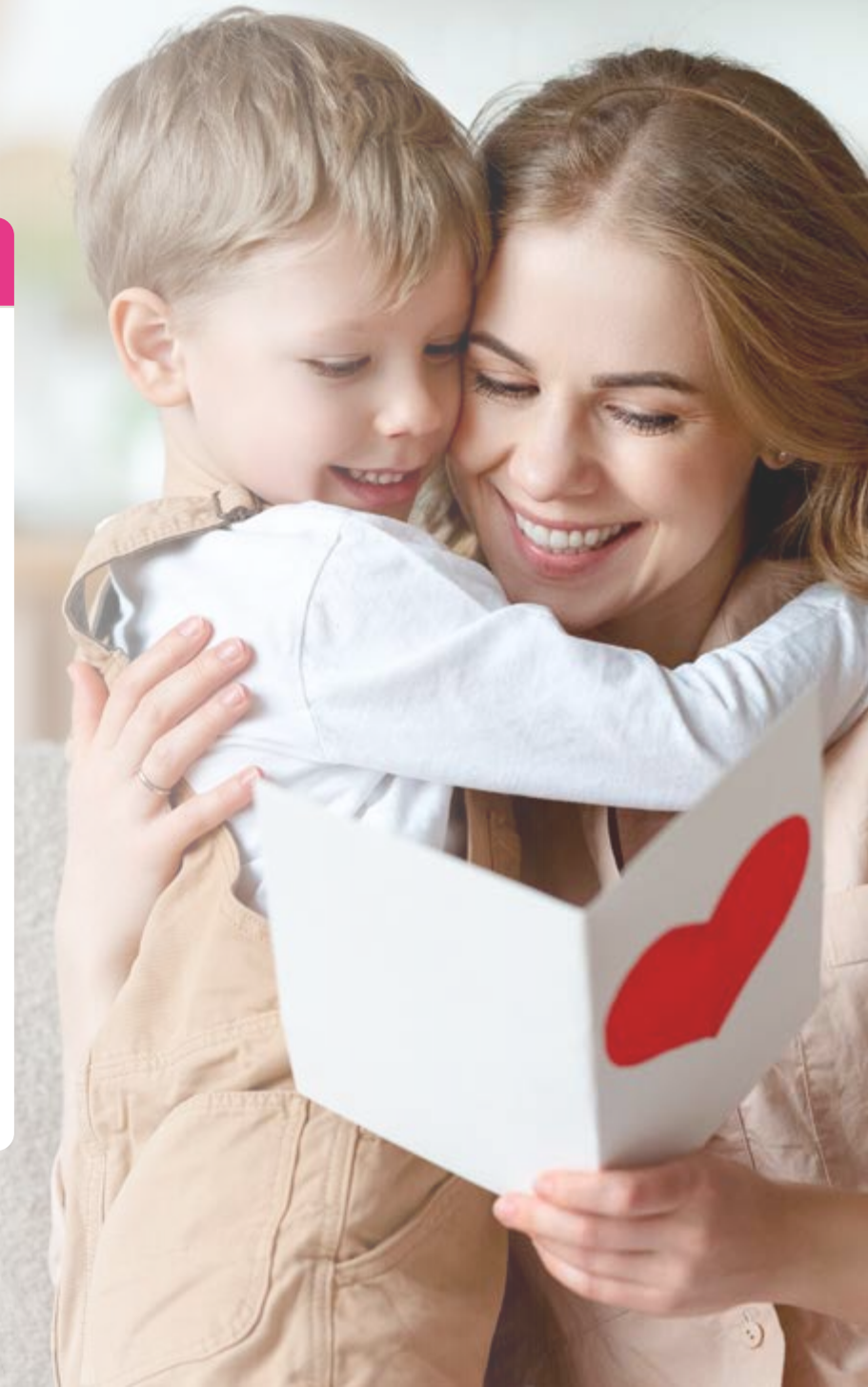
- Interest (Affinity) - Health and Beauty - Premium Partner - Fragrance - Fragrance gift products
- Interest (Affinity) - Health and Beauty - Premium Partner - Fragrance - Women's fine fragrance products
- Interest (Affinity) - Shoppers and Shopping - Shopper Type - Luxury Shoppers - Independent adults buying premium brands
- Interest (Affinity) - Shoppers and Shopping - Shopper Type - Luxury Shoppers - Affluent Families buying top brands and luxury
- Interest (Affinity) - Shoppers and Shopping - Shopper Type - Luxury Shoppers - Fine life living
- Interest (Affinity) - Shoppers and Shopping - Shopper Type - Practical shoppers - Savvy professionals with families

## Demographic-based audiences

Mother's Day campaigns often perform well with affluent households and those with higher disposable incomes, as they're more likely to invest in premium gifts and experiences. Experian offers detailed demographic audiences segmented by wealth, affluence, and family size to help you reach your target audience effectively.

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- Demographic - Personal Finance - Disposable Income - £500-£999
- Demographic - Personal Finance - Disposable Income - £1000-£1499
- Demographic - Personal Finance - Disposable Income - £1500-£1999
- Demographic - Personal Finance - Disposable Income - £2000 or more
- Demographic - Personal Finance - Disposable Income - More than £1000
- Demographic - Affluence - Mid Affluent Households
- Demographic - Affluence - Highly Affluent Households
- Demographic - Age Range - Gen X
- Demographic - Age Range - Millennial
- Demographic - Household Data - Children - Children aged 0-4, Children Aged 12-17, Children Aged 5-11



# Need further guidance?

Experian Syndicated Audiences include attribute rich consumer insights to help you target new prospects or more effectively reach your existing customers across a multitude of verticals and categories including:



Auto



Charity



Food & Drink



Entertainment  
& Leisure



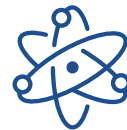
Health  
& Beauty



Retail & CPG



Travel



Tech



## How to activate Experian audiences

Our Syndicated Audiences are available off the shelf via a range of our partner platforms so you can activate the audiences across social, programmatic, OOH and CTV.

### Some of our partner platforms

Samsung SMART TV   Meta   eyeota  
A Dun & Bradstreet Company

Discover our Media Destinations

## Require a custom audience?

We can help you build and activate an Experian audience on the platform of your choice. Combine multiple off-the-shelf audiences to create a tailored selection for yourself, or work with our audience team to build a bespoke audience.

Our consultants can spin up audiences at speed, to create in-the-moment audiences that respond to a topical event – or tailor-made audiences to help with use cases such as competitor conquests or win-back campaigns.

For more information, reach out to your Experian account manager or our dedicated Audiences inbox

Connect with our audience team



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