

Capture Mother's Day Demand with the Right Data

Reach Shoppers Who Are Browsing, Comparing & Buying Now

Flowers & Greeting Gift Buyers

Dining & Special Occasions



Best campaigns to target them with:

- Jewellery retailers
- Premium gifting brands
- Luxury accessories campaigns
- Personalised product offers

Mother's Day is one of the most important seasonal retail moments, driving demand across categories such as beauty, jewellery, flowers, gifting, dining, and special experiences.

Shoppers move quickly from inspiration to research and purchase as they look for gifts and meaningful ways to celebrate. Make sure to capture these timely signals that create strong opportunities for more precise targeting.

OnAudience helps brands, agencies, and marketers reach real in market shoppers across devices with dedicated Mother's Day audience segments built for scalable and effective seasonal campaigns.

Reach Your Audience Based on Real Mother's Day Behaviors ↘

Mother's Day Shoppers

Who they are:

Users actively engaging with Mother's Day content, celebration ideas, and seasonal shopping inspiration.

Best campaigns to target them with:

- Broad seasonal gifting campaigns
- Retail marketplaces
- Department stores
- Brand awareness for Mother's Day offers
- Cross category promotional campaigns



Mother's Day Gift Idea Seekers



Who they are:

Consumers searching for Mother's Day present ideas, gift inspiration, and recommendations across product categories.

Best campaigns to target them with:

- Gift shops and ecommerce brands
- Personalised gift providers
- Fashion and accessories brands
- Beauty and wellness brands
- Consumer electronics with gift appeal

Mother's Day Jewellery Shoppers

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Who they are:

High intent shoppers exploring necklaces, rings, bracelets, and personalised jewellery gifts for Mother's Day.

Best campaigns to target them with:

- Jewellery retailers
- Premium gifting brands
- Luxury accessories campaigns
- Personalised product offers
- Department stores and marketplaces



Beauty & Spa Gift Buyers



Who they are:

Users interested in skincare, beauty sets, self care products, and spa inspired gifts for Mother's Day.

Best campaigns to target them with:

- Beauty and cosmetics brands
- Skincare companies
- Wellness and spa businesses
- Premium self care bundles
- Subscription beauty offers

Flowers & Greeting Gift Buyers

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Who they are:

Shoppers showing strong Mother's Day intent through interest in flowers, greeting cards, gift boxes, and classic seasonal gifting options.

Best campaigns to target them with:

- Florists
- Greeting card brands
- Gift box companies
- Confectionery and premium food brands
- Same day delivery offers



Dining & Special Outing Planners



Who they are:

Users researching brunch, dining, family outings, and experience based celebrations for Mother's Day.

Best campaigns to target them with:

- Restaurants and cafés
- Hospitality brands
- Leisure and entertainment venues
- Travel and experience providers
- Booking and reservation platforms

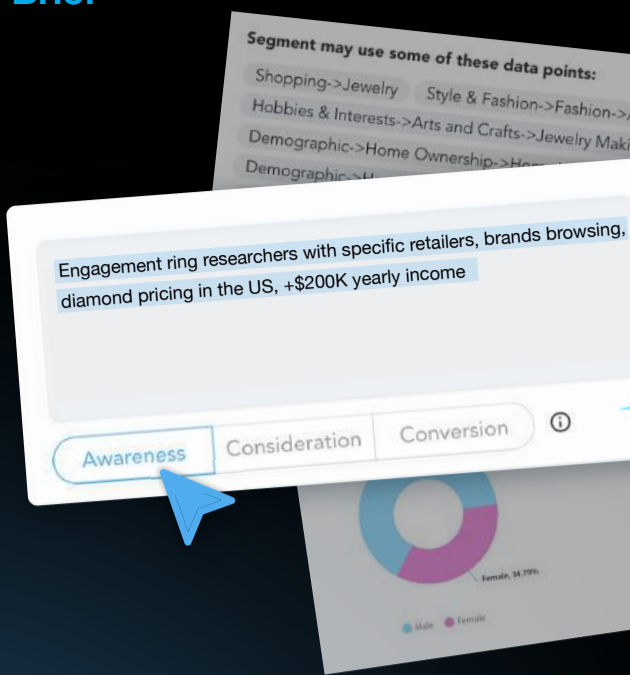
Need something more specific?

Build Custom Mother's Day Audiences from a Brief

Create tailored combinations that match real campaign needs, for example:

- Premium Mother's Day jewellery shoppers; high household income
- Beauty and skincare buyers searching for self care gifts for Mother's Day
- Flower and gift box shoppers with recent seasonal browsing activity
- Users researching Mother's Day brunch and dining experiences in major cities
- Fashion and accessories shoppers looking for personalised Mother's Day gifts

Use **AI Audiences** to turn a short brief into an activation ready segment in seconds.



Build with AI Audiences

[Try it now](#)


Reach Mother's Day Shoppers Across Devices

Engage high intent audiences seamlessly across:





Activate where decisions are actually happening.

5 Reasons Agencies, Advertisers and Brands Choose OnAudience



Scale that performs
 Built on data from **25B+** devices, powering **3,900** high-intent audience segments with global reach.

Quality you can trust
 Full control from raw signals to activation ensures recency and consistency.

Privacy-compliant by design
 processed in line with GDPR & CCPA for safe, scalable targeting.



Global coverage
 Activate campaigns across **200+ markets** with one consistent data partner.



Proprietary in-house tech
 faster processing and more efficient audiences built on OnAudience's own stack.

Turn Mother's Day Intent Into Measurable Performance

+25B
devices

+50B
profiles

+3,900
segments

Connect with Mother's Day shoppers who are ready to buy using data driven audiences built for cross device activation and measurable campaign results.

[Talk to our Data Expert](#)