



Celebrating Mom

Mother's Day 2022
insights guide





To better understand how our customers plan to celebrate **Mother's Day** — including the gifts they'll purchase for the special Moms in their lives — we asked what they value most while shopping this year.

Use this customer insights guide to optimize your campaign planning and reach Walmart customers on their Mother's Day shopping journeys.

Gift-giving remains a top way to celebrate **Moms** on their special day. Here's how Walmart customers surveyed plan to celebrate this year¹:

- Small gathering - **50%**
- Giving gifts - **29%**
- Going out to a restaurant - **14%**
- Larger gathering with extended family/friends - **3%**
- Other - **2%**
- None of the above/does not plan to celebrate - **2%**



Customers plan to shop for **all kinds of Mothers** in their lives¹.



Mother's Day at Walmart

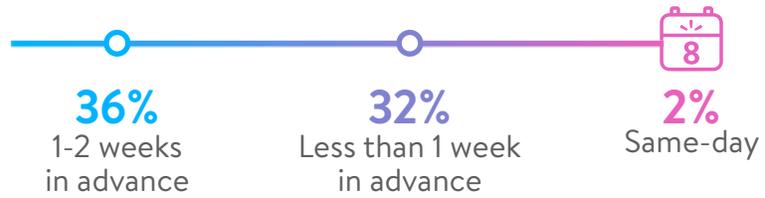
From April to May, Walmart celebrates Mom by helping families and friends make her day extra special. We're creating inspirational ways for customers to gift, pamper and celebrate — including a cross-category site experience for Mother's Day and a page dedicated to Mother's Day brunch. Promotions will appear in-store and online: Walmart radio, TV Walls, email, paid social, branded content, Display and Search, and an immersive influencer content-creation workshop.

Source: ¹Walmart Spark Panel, February 2022. Data collected through an online survey distributed to Walmart customer Spark Panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Technology.

How customers plan to prepare for Mother's Day



Nearly 2 out of 3 customers plan to shop in the final two weeks before Mother's Day¹.



While most customers will research products online, they plan to **make purchases both online and in-store.**

Tip: Use an omnichannel strategy – including Search, Display and in-store campaigns to drive impact and awareness for your brand.

Where customers plan to research and buy¹:



Search remains one of the most popular ways for customers to research online.

How customers are researching online for Mother's Day¹:

- Look at customer reviews/ratings - **58%**
- Use the search bar using keywords - **50%**
- Use the search bar to find specific products/brands - **46%**
- Browse for specific products/brands on a page(s) - **44%**
- Go directly to department/area of the site to browse - **44%**
- Use a gift finder or present finder for ideas - **16%**
- Other - **1%**



Where customers find ideas/inspiration for Mother's Day¹:

- Store sale/coupon/gift card - **56%**
- Recommendations from friends/family - **51%**
- In-store promotion or display - **49%**
- Consumer ratings/reviews - **42%**
- Search engines - **31%**
- Advertising on a retailer's website - **28%**
- Commercial - **26%**
- Advertising on social media - **25%**
- Advertising on a manufacturer's website - **17%**
- Influencer/celebrity endorsement - **6%**
- Other - **2%**
- None - **7%**

How customers plan to shop this Mother's Day



Price/value is the key factor our customers consider for Mother's Day shopping, and Walmart's Every Day Low Prices are the top reason they choose to shop with us¹.

73% of customers say price/value is a key factor

60% of customers say Walmart low prices are why they choose to shop with us

How customers plan to shop for Mom¹:

- Grocery - **51%**
- Beauty - **41%**
- Breakfast foods - **39%**
- Snack Foods - **37%**
- Beverages - **33%**
- Jewelry - **34%**
- Electronics - **19%**
- Wireless - **8%**
- Other - **7%**

More is more for Mom – most customers anticipate **spending the same amount or more** on most products for Mother's Day this year.

Customers anticipate spending the same amount or more on¹:

	MORE	SAME	LESS
 Grocery items	39%	43%	20%
 Breakfast foods	32%	33%	14%
 Beauty	29%	34%	33%
 Jewelry	28%	26%	23%
 Beverages	23%	29%	19%
 Electronics	20%	11%	16%
 Wireless	10%	4%	6%

Customers anticipate spending the same amount or less on¹:

 Snack foods	20%	33%	28%
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Gifts for Mom



From skincare gift sets to VR headsets, here's a closer look at the top products our customers plan to shop at Walmart this Mother's Day season.

BEAUTY

Top beauty products customers plan to shop this Mother's Day¹:

- Skincare - **63%**
- Gift sets - **54%**
- Fragrances/perfumes - **40%**
- Beauty tools - **35%**
- Other - **8%**

Which Walmart platforms will customers use to shop beauty products this Mother's Day¹?

 Store **29%**

 Walmart.com **34%**

 App **36%**



Top Beauty search terms for 2021²:

GIFT SETS	FRAGRANCE	SKINCARE	BEAUTY TOOLS
Shampoo and conditioner	Perfume for women	CeraVe	Nail clippers
Shampoo	Perfume	Face wash	Nail file
Mother's Day	Body spray for women	Neutrogena Face Wash	e.l.f.
Setting spray	Men's cologne	CeraVe Moisturizer	Makeup brushes
Suave Shampoo	Body spray	Cetaphil Face Wash	Nail drill
Makeup	Cologne for men	Makeup remover wipes	Nails
Bed Head	Mother's Day	CeraVe Face Wash	Tweezers
Herbal Essence Shampoo	Ariana Grande perfume	Neutrogena	Shower cap
Pantene Shampoo and Conditioner	Women's perfume	CeraVe Cleanser	Nail kit
Spongebob Makeup	Cologne	Face moisturizer	e.l.f. Cosmetics
Mother's Day gifts	bodycology	Cetaphil	Hair rollers
Pantene Shampoo	Perfume for men	Face wipes	UV nail lamp
Suave Shampoo and Conditioner	Men cologne	Olay	Manicure set
Foundation	Body Fantasies Body Spray	Neutrogena Hydro Boost	Acrylic nail kit complete
Face powder	Versace perfume women	Witch hazel	e.l.f. Makeup

¹*Bolding indicates high performing conversion rates for the data set.

Source: ¹Walmart Spark Panel, February 2022. Data collected through an online survey distributed to Walmart customer Spark Panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Technology. ²Walmart first-party data, April-May 2021.

Gifts for Mom



JEWELRY

Top jewelry products customers plan to shop this Mother's Day¹:

- Necklaces - **63%**
- Earrings - **59%**
- Bracelets - **33%**
- Rings - **15%**
- Watches - **10%**
- Other - **6%**

Which Walmart platforms will customers use to shop jewelry this Mother's Day¹?

 Store **21%**

 Walmart.com **34%**

 App **25%**

Top Jewelry search terms for 2021²:

April 17 – April 23	April 24 – April 30	May 1 – May 7	May 8 – May 15
Jewelry	Rings	Jewelry	Jewelry
Earrings	Mother's Day gifts	Mother's Day gifts	Earrings
Rings	Mother's Day	Earrings	Rings
Mother's Day gifts	Necklace	Mother's Day	Engagement rings
Nose rings	Watch	Rings	Watch
Necklace	Nose ring	Mother's Day gifts	Necklace
Engagement rings	Engagement rings	Necklace	Smart watch
Wedding ring sets	Watches for men	Watch	Watches for men
Watch	Wedding ring sets	Engagement rings	Mother's Day
Ring	Clearance	Watches for men	Clearance
Watches for men	Watches for women	Watches for women	Watches for women
Smart watch	Smart watch	Clearance	Wedding ring sets
Clearance	Watches for men	Smart watch	Nose rings
Watches for women	Smart watch	Ring	Mother's Day gifts
Jewelry box	Jewelry box	Jewelry box	Wedding bands

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Gifts for Mom

FOOD & BEVERAGE

Top Food & Beverage products customers plan to shop this Mother's Day¹:

- Ingredients to prepare breakfast/brunch, lunch, dinner - **70%**
- Sweet snacks - **53%**
- Beverages - **50%**
- Baked goods/baking supplies - **42%**
- Healthy snacks - **22%**
- Salty snacks - **22%**
- Packaged foods - **19%**
- Other - **3%**



Which Walmart platforms will customers use to shop Food & Beverage products this Mother's Day¹?

	Store	Walmart.com	App
Snack foods	31%	23%	27%
Beverages	27%	12%	21%
Breakfast foods	32%	19%	28%
Grocery items (excluding breakfast)	46%	28%	41%

Top Food & Beverage search terms for 2021²:

FOOD	GROCERY	SNACKS & BEVERAGES	DAIRY
Bread	Cereal	Chips	Milk
Milk	Coffee	Water	Cheese
Chips	Peanut butter	Bacon	Eggs
Ice cream	Tomatoes	Snacks	Yogurt
Water	Rice	Orange juice	Butter
Cereal	Sugar	Juice	Shredded cheese
Cheese	Pickles	Crackers	Cream cheese
Chicken	Ketchup	Cookies	Milk 2%
Eggs	Tortillas	Tortilla chips	Coffee creamer
Bacon	Oatmeal	Soda	Sour cream
Yogurt	Pasta	Popcorn	Mozzarella cheese
Butter	Olive oil	Bottled water	Cottage cheese
Tomatoes	Taco seasoning	Coke	Greek yogurt
Potatoes	Mayonnaise	Ice cream	Creamer
Snacks	Tuna	Apple juice	Almond milk



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Gifts for Mom



ELECTRONICS & WIRELESS

Top Electronics & Wireless products customers plan to shop this Mother's Day¹:

- Wearable technology - **49%**
- Audio products - **40%**
- Computers/computer accessories - **29%**
- Televisions - **29%**
- Cell phones - **19%**
- Other - **4%**

Which Walmart platforms will customers use to shop Food & Beverage products this Mother's Day¹?

	Store	Walmart.com	App
Electronics	10%	19%	20%
Wireless	4%	6%	4%



Top Electronics & Wireless search terms of 2021²:

	APRIL 18	APRIL 25	MAY 2	MAY 9
Top Electronics search terms on Walmart.com	TV Laptop Smart TV Printer Roku TV Gaming PC Laptops AirPods Pro Apple New Bluetooth speaker TVs on sale	TV Laptop Smart TV Roku TV Printer Gaming PC Bluetooth speaker iPad Laptops 65-inch TV	TV Laptop Smart TV Roku TV Printer iPad Bluetooth speaker Gaming PC AirPods Pro Apple New Laptops	TV Laptop Smart TV Roku TV Printer Gaming PC Bluetooth speaker iPad 65-inch TV Laptops
Top Wireless search terms on Walmart.com	Straight Talk phones Apple Watch Series 3 GPS iPhone Apple watch iPhone 12 Pro Max case Cell phones iPhone XR unlocked iPhone 11 unlocked iPhone 11 case iPhone 8 Plus unlocked	Straight Talk phones Apple Watch Series 3 GPS iPhone Apple watch iPhone 12 Pro Max case Cell phones iPhone XR unlocked Apple Watch Series 6 4MM iPhone 11 unlocked Fitbit	Straight Talk phones Apple Watch Series 3 GPS Apple Watch iPhone Apple Watch Series 6 4MM Cell phones iPhone 12 Pro Max case iPhone XR unlocked Fitbit iPhone XR unlocked	Straight Talk phones Apple Watch Series 3 GPS iPhone iPhone 12 Pro Max case Apple Watch iPhone XR unlocked Cell phones Apple Watch Series 6 4MM iPhone 11 unlocked Fitbit

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Best practices



Display campaign fundamentals

- **Align Display campaign strategies with overall targeting tactics.** For example: To drive reach and awareness, leverage historical shopping segments; to drive conversions, leverage predictive targeting.

Search campaign fundamentals

- Be **“Always On”** by running the campaign throughout the year to maximize product visibility.
- Continuously **optimize your product pages** by including keywords that convert well within your manual campaigns.
- Be ready for last-minute shoppers by **adding bid multipliers on mobile** to capture these customers. Reference the Placement Report to identify which placements are showing stronger performance.
- Bid strategically and reference the **Item Performance Report** to bid for items driving sales.
- Identify new keywords using the **Item Keyword Report** and bid on them within your Manual campaigns.
- Regularly check the **Item Health Report** to ensure items are in stock, published and qualified to win the Buy Box.
- Use **automated rules** to trigger campaign notifications when potential threats to your campaign are identified, for example:
 - Spend dropping to \$0 DoD (this signals a campaign issue)
 - CTR decreasing 40% WoW (this signals competition)
 - ROAS decreasing 40% WoW (this signals inefficiency)

Get the most out of Mother’s Day

- **Display campaigns:**
 - Expand reach of contextual targeting tactics with macro-contextual targeting to find shoppers who are browsing similar categories.
 - Align creative activations with different seasonal moments, like making sure images have seasonal relevance.
 - Select flight dates to match seasonal beats.
- **Search targeting:** Make sure your targeting allows for the increased traffic the season brings. *Tips:*
 - If you’re only running exact match types, try phrase or broad to capture more searches during this timeframe.
 - If you’re only running manual, try enabling auto during this timeframe.
 - Try enabling items that don’t typically sell during this timeframe.
 - If you’ve paused under-performing but high-volume keywords, resume them during this timeframe – they’re more likely to convert during this peak season.
- **Layer seasonal SKUs and top-performing SKUs into always-on campaigns** to account for holiday traffic spikes.
- **Consider higher daily budgets**, like increasing by 10-15% during peak periods, to keep your ads available all day long to capture the highest volume of customers shopping onsite for Mother’s Day.
- **Bid competitively** with a higher-than-average budget to support the increase in click activity. *Tip:* Use the new **Suggested CPC feature** for competitive bidding guidance.
- **Use “Suggested Keywords”** to optimize keyword term selections. Expand your reach – if your item qualifies – by adding relevant keywords you would normally use in campaigns plus top-trending keywords for Mother’s Day categories.

Guidance for advertisers using Walmart Platform Partners

- Include top-selling, promotional or high AUR items in your **Manual ad groups**. Bid higher on keywords to show your best products first and move inventory quicker in this highly visible and strong-performing placement.
- Some Walmart Platform Partners have item audit features to ensure quality is 100% for peak moments. **Test your campaign structure** to ensure you’re set up for success before the season’s peak period.
- Some Walmart Platform Partners have automated alerts and actions – **use automated rules and actions** to optimize your bids at scale, such as automated alerts to stay on top of significant changes in your performance.
- **Schedule your optimizations with your Walmart Platform Partner’s automated tools.** Some Walmart Platform Partners can identify ranking and use ranking metrics to identify product page optimizations to help dominate the search engine results page.