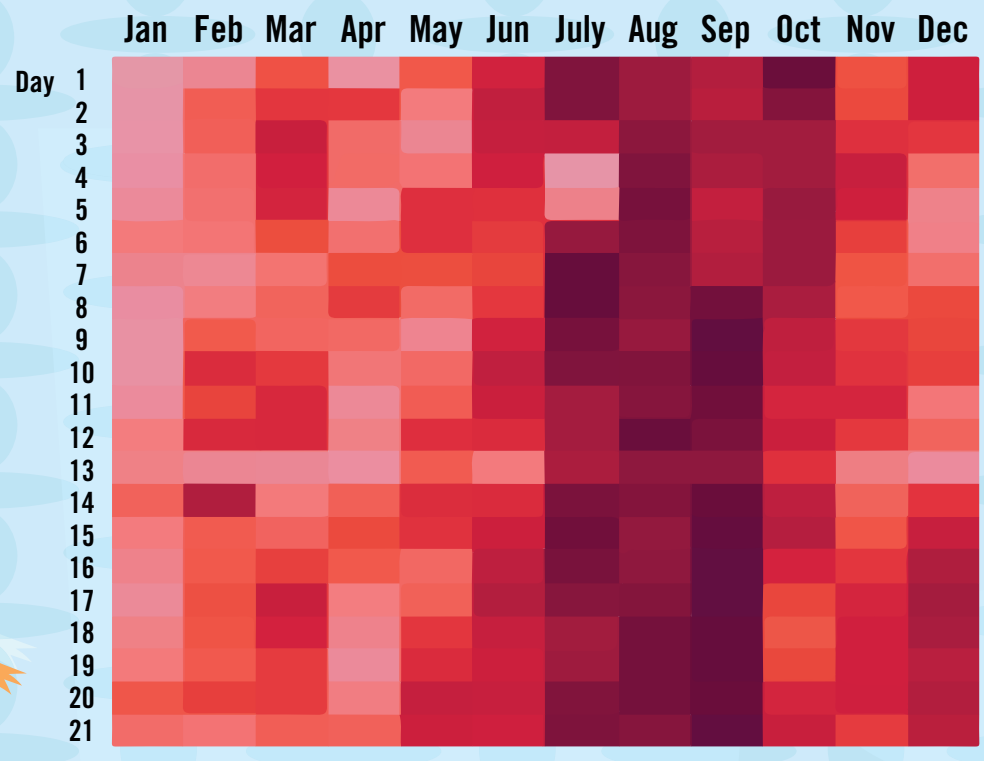
Interesting Facts About Mother's Day

When were you born? Studies show that most women become mothers during the summer months, with September being the most popular for birthdays. Interesting indeed!

Most Common Birthdays



Source: Visualnews.com

Mother's Day Shopping Trends

Mother's Day isn't just for Moms anymore!



Source: visual.ly/mothers-day-sale-trends



Top 10 Mother's Day Gift Ideas

1. Massage and Spa Treatment
2. Perfume
3. Greenery / Plants
4. Sweet Treats / Candy
5. Home Décor
6. Home Spa Treatment
7. Gift Baskets
8. Gift Card
9. Candles
10. Flowers

Source: BiggOne.com



Marketing to Women: 2012 Stats

18.3M
moms that access the web read blogs at least once a month



64% of moms
look to other mothers for their advice before they decide to purchase a product. 63% of the mothers surveyed think moms are the most credible expert when it comes to product questions

Moms make up a **$2.4** Trillion market

55% of moms who are active (daily)
social media users said they decided to purchase because of a personal review blog they read

MOMS reference brands an average of **73** times per week
compared to just 57 mentions per week among males

Sources: MediaPost She-Economy, Ms Smith, Marketing, StartUpNation, Clickz, Inc.com, Girl Power Marketing, Catalyst, Forbes.

FetchBack
The Targeted Display Company

Mother's Day is almost here! Contact FetchBack today to learn how we can help you prepare for one of the biggest gift-giving holidays of the year!

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