

# Mother's Day

## Reach up to 13M Mother's Day Shoppers

*Spend on Mother's Day is increasing every year as consumers shower their mums with everything from jewellery to special outings at favourite restaurants.*

*Leverage Acxiom data assets by identifying consumers wanting to celebrate Mother's Day with loved ones. Tailor the message depending on variables such as these related activities.*

### *Segments:*

*UK> Mothers Day Shopper> Jewellery*

*UK> Mothers Day Shopper> Women's apparel*

*UK> Mothers Day Shopper> Spa Break*

*UK> Mothers Day Shopper> Afternoon Tea*