MOTHER'S DAY
PAID SOCIAL
SNAPSHOT

TRENDS IN MEASUREMENT, AD COSTS, AND SHOPPER BEHAVIOR
HEADING INTO THE HOLIDAY
MOTHER’S DAY IS JUST AROUND THE CORNER.

Which means the team at StitcherAds is closely monitoring the trends around this year’s big event. For good reason, according to the NRF, 83% of consumers plan to celebrate Mother’s Day this year. Even more compelling for retailer – shoppers plan to spend $220.48 on average, $16 more than they planned to spend last year and the highest in the survey’s history. We’ve put together a quick snapshot of the trends we’re seeing this year. Read on to learn more.

1. INCREASING CONVERSION RATES

Analyzing performance in 2021 and 2022, we do see an increase in paid social conversion rates 1-2 weeks prior to Mother’s Day. This year we expect to see conversion rates increase by approximately 33% starting around the week of April 25th.

2. GROWING CPMs

Meta CPMs are approximately on-par in April YoY, but we do expect advertisers to experience a 23% increase in cost per 1,000 impressions due to increased budgets and spend leading up to Mother’s Day.
3. CLIMBING CPCs

Similar to CPMs, Meta cost per click is on par YoY, but we expect a 27% increase in cost per click.

![COST PER CLICK TRENDS](image)

ABOUT STITCHERADS

Recently acquired by Kargo, StitcherAds is a leading paid social advertising platform empowering advertisers and agencies to scale full-funnel performance marketing campaigns on Facebook, Instagram, Snapchat, Pinterest, and TikTok. Since its conception, some of the world’s largest retail, eCommerce, and grocery brands, leverage StitcherAds technology, and expertise to deploy data-driven automation to increase the revenue impact of their ad spend. We work on a hybrid service model, onboarding clients from fully managed service to self-serve to ensure long-term success with their softwa