pivotree
frictionless commerce

eCommerce tips to make this **Mother's Day** a Mom-entous one for your customers

Mother's Day 2023

The average spending per person during Mother's Day in 2023 is expected to increase to $274.02 (up from $245.76 in 2022). **The total spending for the occasion is expected to hit a whopping $33.8 billion this year.**

88%
Of consumers plan to celebrate Mother's Day

52%
Plan to buy gifts for the occasion

46%
Will shop for gifts online

Sources:
https://www.numerator.com/sites/default/files/files/2023-02/Numerator%20-%202023%20Holiday%20Preview%20%281%29.pdf
https://nrf.com/topics/holiday-and-seasonal-trends/mothers-day
https://dealaid.org/data/mothers-day/

Top Gifting Categories

48%
of consumers intend on buying flowers and plants

23%
prefer to shop for apparel

20%
of consumers are looking to gift jewelry

36%
are planning to buy gift cards

21%
will opt for spa experiences or beauty products

Source:
https://www.numerator.com/sites/default/files/files/2023-02/Numerator%20-%202023%20Holiday%20Preview%20%281%29.pdf

Know the Pitfalls and Make the Most of Increased Mother's Day Traffic

76% of customers won't continue shopping from a company after just one poor experience

- Drive better customer experience organically with data. Make sure your data is accurate, up-to-date, and relevant so that when it translates into content, it gives customers everything they need to make better buying decisions.

- Make your products easy to find. Might sound ridiculously simple, but having your products well-organized and attributed goes a long way in making your products easier to find.

80% of shopping carts are abandoned

- Make the checkout process as frictionless as possible. Many customers land up abandoning carts because the checkout process is too confusing or involves too many steps.

- Be transparent with shipping and any other costs. Customers also tend to abandon carts when added costs emerge at a later stage of the checkout process. This tends to hamper trust.

52% of eCommerce websites have an omnichannel presence

- Focus on reducing friction between channels and creating seamless experiences across these channels. Whether it's product information, deals and offers, or personalization, customers should experience a "connected story" when moving from one channel to the other.

- Your data, commerce, and supply chain strategy and technology should be aligned with these channels. Ensure that these systems work together to create seamless experiences across channels.

Sources:
https://venturebeat.com/ai/report-76-of-consum-ers-would-stop-doing-business-with-a-company-after-just-one-bad-customer-experience/
https://www.oberlo.com/statistics/shopping-cart-abandonment-rate
https://www.thinkwithgoogle.com/intl/en-gb/consumer-insights/consumer-trends/omnichannel-era-age-assistance-new-frontier-retail-success/

Working with Pivotree to make Mother's Day even more special for their customers

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About Us

Pivotree designs, builds, and manages frictionless commerce experiences for brands and their customers worldwide. When customers trust they can find, buy, and get the products they want, when and how they want — we call that experience frictionless commerce. And Pivotree is leading the charge. As a global collective of talented people passionate about shaping the future of frictionless commerce, Pivotree provides end-to-end solutions and services in Commerce, Data Management, and Supply Chain for hundreds of brands globally.