pivotree
frictionless commerce

E-commerce tips
to help your customers celebrate special mom-ents this Mother's Day

Mother's Day 2022

$245.76/person is the average amount consumers plan to spend this year on Mother's Day

84% of consumers plan to celebrate mom's special day

46% of consumers are on the hunt for unique or different gifts for their mothers
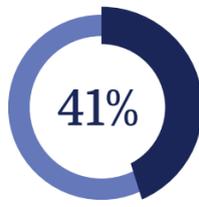
41% of shoppers prioritize finding a gift that creates a special memory

36% of consumers plan to purchase gifts online

30% of consumers plan to purchase at department stores

Sources:
https://nrf.com/topics/holiday-and-seasonal-trends/mothers-day
https://nrf.com/media-center/press-releases/mothers-day-spending-reach-record-high

Top Gifts for the Occasion

72% of shoppers plan to say it with flowers this Sunday

45% of consumers plan to buy clothing

41% of consumers are considering a jewelry purchase

22% of consumers plan to buy electronics to celebrate the day

Source:
https://nrf.com/blog/heres-how-consumers-are-celebrating-moms-mothers-day

How to Make the Most of the Increased Traffic

- Segment your products to make it easy for customers to find the gifts they want - by organizing your products by category, or in a sub-section for a particular occasion, you can help customers get to the check out faster.

- Don't disappoint your customers, ensure your operations can scale up to increased demand and fulfill orders with available and accurate inventory.

- During check-out, get the list of shipping carriers and methods that are optimized for one or the other above, or perhaps a blend.

- With delivery, it's important to take into account what your shoppers need to get their items as quickly as possible, with flexible options available for their varying lifestyles.

- The more options provided that fit the shopper's needs, the more likely the shopper is to place their order with you - whether that's shipping to their home, to a retail store, to a locker in a third party location or picking up from the store directly.

- Finally, keep in mind that not all gifts will be a hit. Ensure you have a clear return policy so loved ones can make simple returns as needed.

Download your complimentary Commerce Trends in 2022 Guide

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About Us

Pivotree designs, builds and manages complex commerce ecosystems for market-leading brands. We empower frictionless commerce experiences for our clients' customers across the entire buyer journey, from finding their item, to buying it, to getting it, all the while trusting the experience.

Pivotree also helps integrate business operations to achieve true scalability prior to and during peak seasons, such as Easter Monday, with limited disruption to ensure supply chain operations run seamlessly and meet evolving customer needs.