

RESEARCH BRIEF: The Era of the Digital Mom

In the past, Digital Moms were a small segment that could only be reached through highly targeted sites. As their usage habits have evolved and digital communication channels have flourished, a new chapter of reaching Moms online has developed.

Due to Moms' thirst for instantaneous information relating to the family's daily needs and their innate social characteristics to rely on peers and offer opinions, the web has become the ultimate playground for them. This ripe target has a high propensity for entertaining themselves, researching topics for their family, getting involved with discussions and interacting with their kids online.

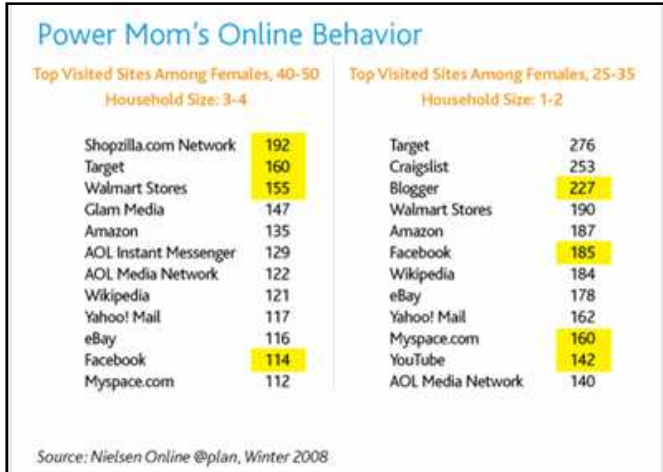
Key eMarketer Numbers — Moms Online	
36.1 million	US adult female Internet users with children* in 2013, up from 34.3 million in 2009
40.6%	US adult female Internet users with children* as a percent of total US adult female Internet users in 2009
93.7 million	US adult female Internet users in 2013, up from 84.4 million in 2009
52.0%	US adult female Internet users as a percent of total US adult Internet users in 2009

Source: eMarketer, May 2009

Buying Power

Known as the CEOs of their household, Moms hold the largest share of power and control when it comes to purchasing anything and everything for their families.

According to the Marketing to Moms coalition, Moms control 85% of the household spending and are worth over \$2 trillion dollars to US brands.



This coined segment, "digital moms", is marketer's dream. Buying power and usage statistics are undeniable. So what can brands do to leverage this audience?

Participating in digital advertising campaigns that understand Moms' browser behavior allows advertisers to make an impression on these power users while they engage in their everyday activities.

Online Usage Habits

Moms are utilizing the internet multiple times a day, but they are using it in different ways than your average user. Their unique online habits are extremely important to understand when building a successful campaign targeted to this audience.

Searcher Moms: A Search Behavior and Usage Study

Respondents are heavy Internet users – 89% are online twice a day or more.

On average, how often do you usually go online?
(Total Respondents – N=991)

< once a week	0%
Once a week	0%
Several times a week	2%
Once a day	8%
2-3 times per day	28%
Many times per day	61%

double click performics

Digital channel usage (which technologies have you used in the last 3 months)

Technology	Usage Percentage	Category
Email	95%	Majority
Search Engines	74%	Majority
Social Network Sites	65%	Majority
Text Messaging (SMS)	56%	Majority
Instant Messaging	55%	Majority
Gaming (online or console)	52%	Majority
News Sites	51%	Majority
Online Video	36%	Mainstream
Online Consumer Reviews	33%	Mainstream
Blogs	29%	Mainstream
DVR / TiVo	29%	Mainstream
RSS Feeds	21%	Niche/Developing
Audio or Video Podcast	11%	Niche/Developing
Mobile Web Browsing	10%	Niche/Developing

The chart above, from the report "Digital Moms" by Cafemom and Razorfish, displays that Mom activities online can be divided into three categories of channel usage. Email and SEM lead the vehicles with Social Networks and Text Messaging steadily climbing to the top. Online Video, Blogs and Online Gaming have become much more prevalent in the way Moms are using the online world to entertain themselves, gather information, and stay connected each other.

New media, including Video, Mobile and Social Media, have experienced immense growth in usage by the Mom audience.

Video

Engaging Moms with video (i.e. YouTube, Content Sites or a Video Ad Network) has demonstrated high impact with these Household CEOs.

Technologies Used by US Digital Moms, by Age, October 2008 (% of respondents)

	18-34	35-44	45-64
E-mail	95%	95%	96%
Social networking sites	72%	66%	49%
Search engines	72%	75%	76%
Text messaging (SMS)	64%	57%	41%
Gaming (online or console)	53%	48%	55%
Instant messaging	53%	58%	56%
News sites	43%	54%	61%
Online video	34%	38%	39%
DVR/TIVO	28%	37%	22%
Blogs	28%	29%	30%
Online consumer reviews	25%	35%	43%
RSS feeds	20%	22%	22%
Mobile Web browsing	13%	10%	5%
Audio or video podcast	8%	11%	12%

Note: in the past three months
Source: Razorfish and CafeMom, "Digital Mom" conducted by InsightExpress, February 2, 2009

www.eMarketer.com

According to EXPO's survey of 1,725 mothers, 64% had watched user-generated video of which over three-quarters said it had helped them make a purchase decision.

-BizReport.com 2/10

Mobile

Moms are always on the go; they rely on mobile devices as their point of communication and to gather information. Digital Moms have a high propensity to perform daily activities on their phones, such as checking bank statements, entertaining their kids and even taking a moment for themselves to catch up on celebrity gossip. With the mobile space constantly evolving, having the ability to reach this target audience, with more opportunity than ever before, creates the perfect playing field for advertisers to step up their game.

Daily Activities Done via Smartphone/PDA According to US Online Moms, December 2009 (% of respondents)

Coordinate family schedules and activities	69%
View/manage family pictures	38%
Research family activities, daycare options, etc.	26%
Look for recipes online	26%
Download or play games or music for your children	26%
Research family purchases	18%

Note: 36% of respondents own a smartphone
Source: BabyCenter, "21st Century Mom: Tech Mom," January 8, 2010

According to the Razorfish Digital Moms Study 2009, 28% of digital moms listed mobile web browsing as a channel of influence when asked which channels they use to learn more about or research a product.

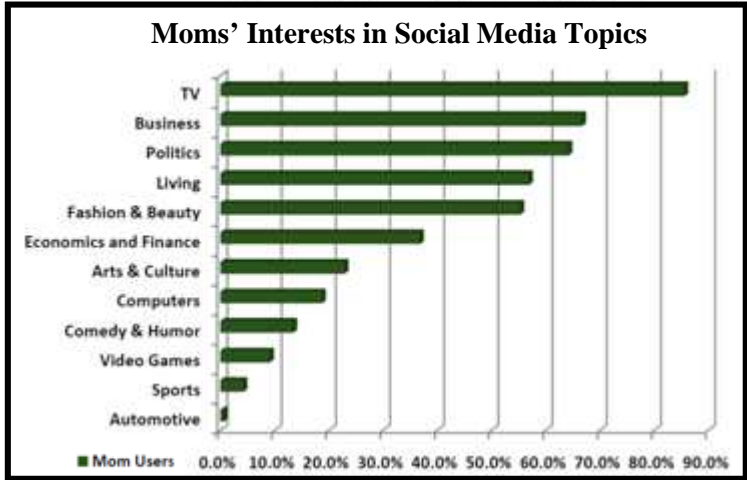
Social Media

Social Media is no longer considered a "fad". While it initiated with a younger audience, social media has been strongly adopted by an older-skewing audience, specifically moms. With communication and sharing opinions as part of their nature, Moms are the ideal candidates for marketers' Social

"Most moms are active social participants, especially those with very young children. They're at least 50% more likely than average online Americans to create social content and join existing communities online."

-Forrester, Reaching Moms Through Social Media, 2009

Yet these busy social communicators aren't attracted to inauthentic pleas for their attention. To successfully engage these women with social applications, you should tailor your strategy to the mom you want to reach, lead with relevant products and content, and let them share whatever you provide with other moms."



The chart from Lotame above demonstrates that while Moms are engaging with any kind of social media, certain topics peak their interest more than others.

MediaPost reported that:

- 67% of moms online look for help making a purchasing decision
- 78% of moms who blog review products

Media Mix and Creative

Incorporating the emerging advertising tactics mentioned in this brief is important in reaching Moms, but utilizing the appropriate media mix including other digital media channels for your specific campaign is essential.

Creative is also a key factor in campaign success. Assuring your message resonates with their daily experiences, life challenges, and tugs on their heart strings is necessary when speaking to Moms for a campaign.