U.S. consumers spent more than \$12 billion on Father's Day gifts in 2015, with a quarter of Americans celebrating the day and the average person spending \$115.57 on gifts. MediaMath looked at Father's Day campaigns we ran from 2012 to 2015 to get a sense of trends marketers can capitalize on for their 2016 campaigns.

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MediaMath

FORECAST FOR

Timing is Everything

58.6%

of campaigns started between 11 & 20 days before Father's Day

40%

of all spend occurred between 6 & 14 days before with a spike 6 days before

of all conversions occurred between 3 & 11 days before, with a spike 6 days before

Top 3 Verticals

With the **Highest Spend:**

With the **Most Conversions:**



of all clicks on alcohol campaigns occured 2 to 3 weeks before Father's Day

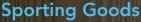
Sporting Goods



Alcohol



Consumer Goods





Consumer Goods



Home & Garden



How much smartphone impressions increased from 2014 to 2015



To learn more about how you can drive better marketing outcomes, visit MediaMath.com