



MediaMath

FORECAST FOR FATHER'S DAY

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.



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

25%

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

Top 3 Verticals

With the Highest Spend:



Sporting Goods



Alcohol



Consumer Goods

With the Most Conversions:



Sporting Goods



Consumer Goods



Home & Garden

30%

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

4x

How much smartphone impressions increased from 2014 to 2015



Strength in Numbers

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