

ECOMMERCE SEARCH REPORT

Mother's Day 2024



About Analytic Index

Actionable **search, sales, and shelf** insights for all major retail ecommerce platforms.



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Reasons to partner with Analytic Index:



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HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE & AD SPEND**



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Analysis Overview

An exclusive review of Mother's Day search trends and brand performance on Amazon.com.

- Mother's Day keyword search trends
- Mother's Day price trends
- Top searched Mother's Day keywords
- Top sponsored Mother's Day keywords
- Top brands by organic share of voice
- Top brands by sponsorship activity
- Top brands by promotional activity

Disclaimer: Analytic Index has no affiliation with Amazon. All data is proprietary to the Analytic Index. This report is based on performance items that are in the top-performing sales or search items.

Report Definitions

Search Volume

The number of searches of a keyword during a specified time frame.

Organic Share of Voice

A brand's share of page 1 search results (48 item slots).

Top Sponsored Keywords

The brands with the most observed number of "Sponsored" search results across relevant keywords during a specified time frame.

Sponsorship Activity

The number of search results featuring items identified as "Sponsored" by day and keyword. For example, an item that appeared as a sponsored result in 3 keywords for 2 days and 4 keywords for 1 day would equate to $3 \times 2 + 4 \times 1 = 10$ occurrences.

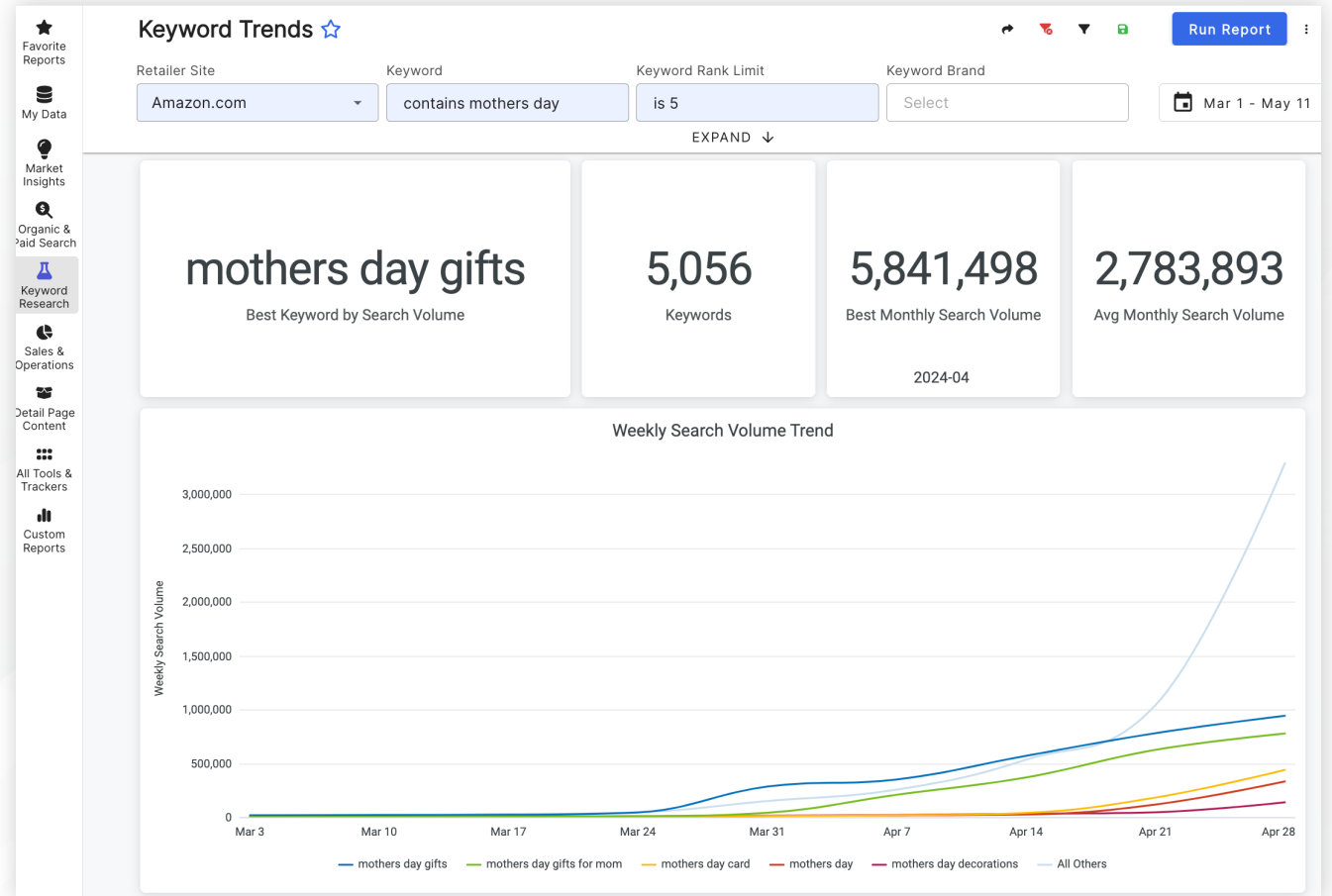
Promotional Activity

The number of search results featuring items on promotion by day and keyword. For example, an item that appeared on promotion in 3 keywords for 2 days and 4 keywords for 1 day would equate to $3 \times 2 + 4 \times 1 = 10$ occurrences.

Timing for Mother's Day Searches



Keywords related to gifting started picking up momentum in late March, with a steady increase in the month leading up to the holiday; decorations keywords increase just before the event.



Pricing across Top Mother's Day Keywords

Price Spotlights

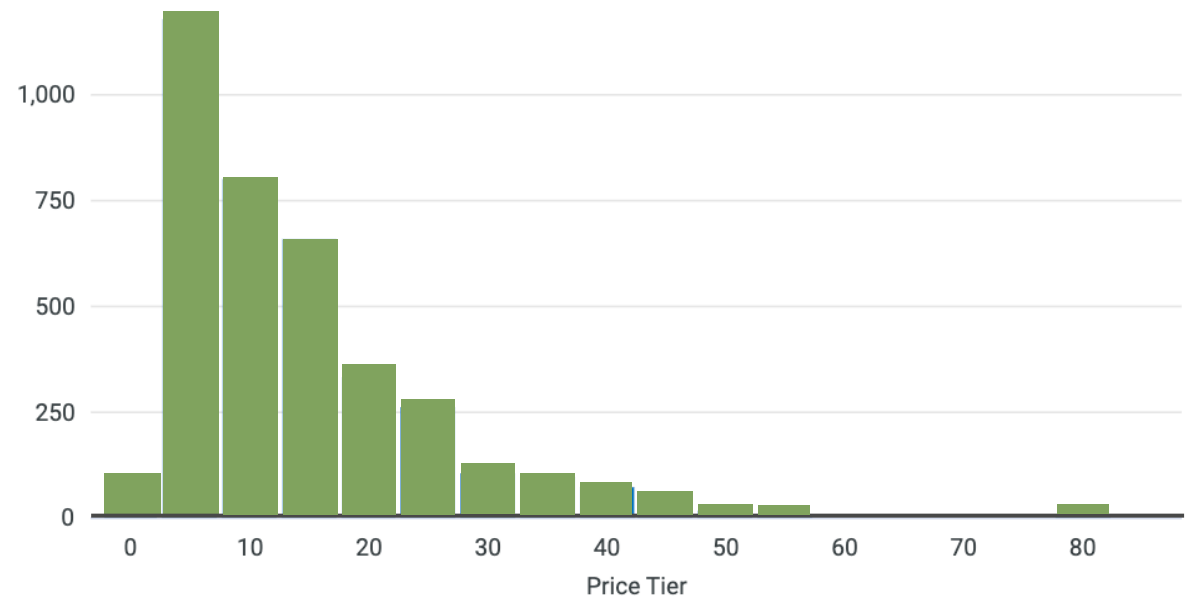
(Average Item Price by Keyword)

- Mother's day gift for wife: \$45.33
- Mother's day gift for daughter : \$27.93
- Mother's day gift for mom: \$25.23



The most common price range for Mother's Day items was \$5 to \$25, although prices varied widely depending on the keyword.

Pricing Distribution



Top Searched Keywords

(that contain "mothers day")

2.8M

Search Volume

Mothers day gifts

2.2M

Search Volume

Mothers day gifts
for mom

723K

Search Volume

Mothers day card

523K

Search Volume

Mothers day

250K

Search Volume

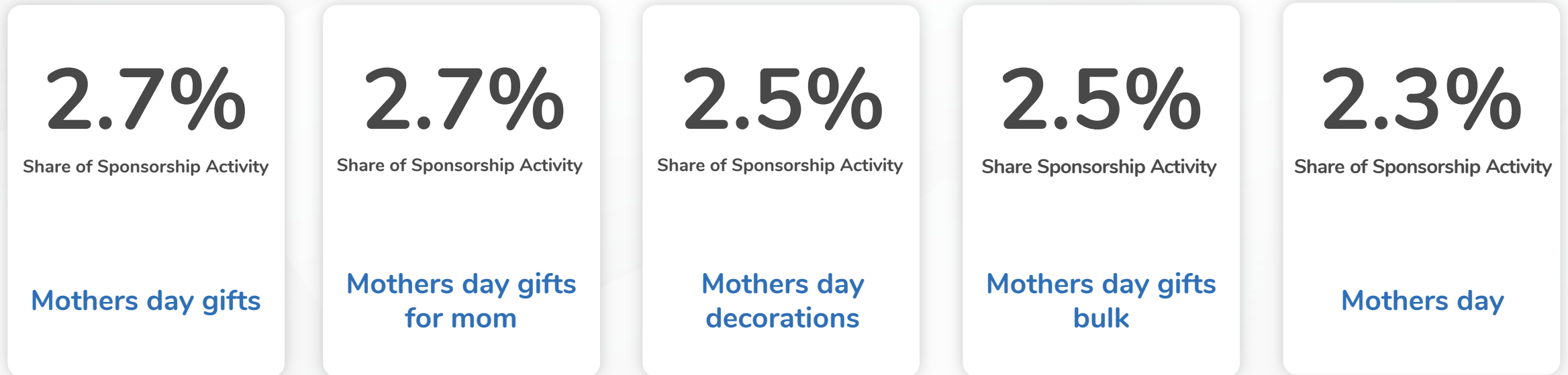
Mothers day
decorations



Giftling and decoration keywords led the pack in search volume this year.

Top Sponsored Keywords

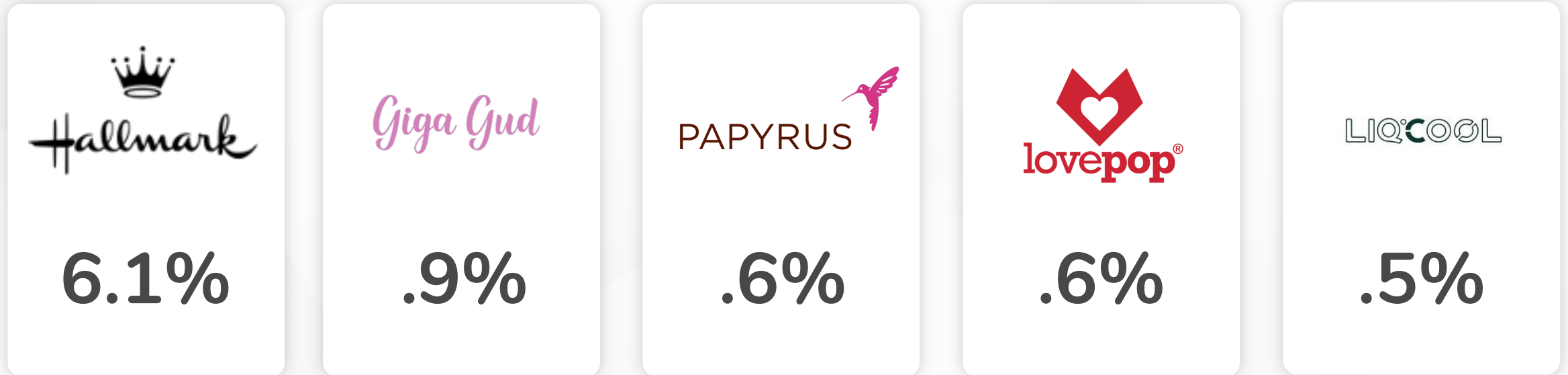
(by activity level)



The top-sponsored keywords correlate with top gifting keywords but relational keywords (for him/her/mom) weren't targeted as much as more generic terms

Top Brands by Organic Share of Voice

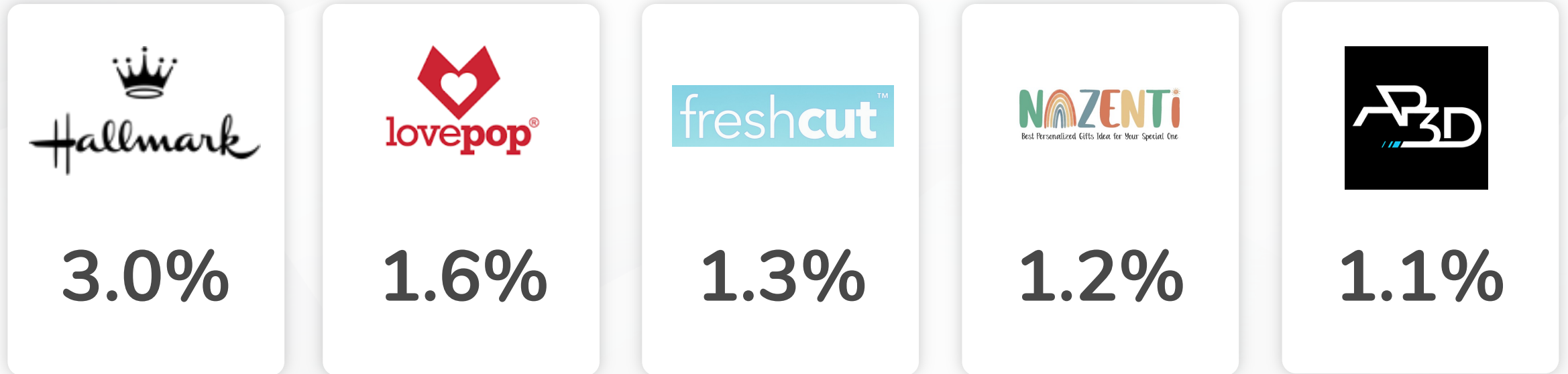
(for keywords containing “mothers day”)



Greeting cards and decorations brands were the top winners in organic search across keywords containing “mothers day” during the period, with a notable exception for durable water bottles.

Top Brands by Sponsorship Activity

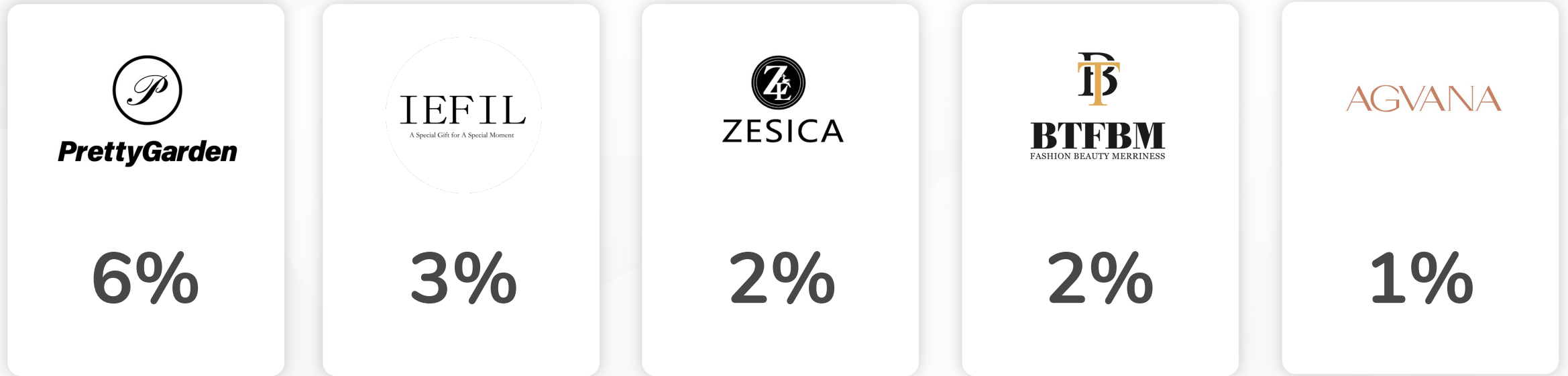
(for keywords containing "mothers day")



Greeting card and gifting brands were the top sponsors this year.

Top Brands by Promotional Activity

(For keyword searches containing "mothers day")



Apparel and Jewelry brands invested heavily in promotions.

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