

// DATA SCIENCE DEEP DIVES

MOTHER'S DAY

LEVERAGING LAST YEAR'S DATA AND INSIGHTS TO DRIVE THIS YEAR'S PROGRAMMATIC STRATEGY

// Key Takeaways For Buyers And Sellers

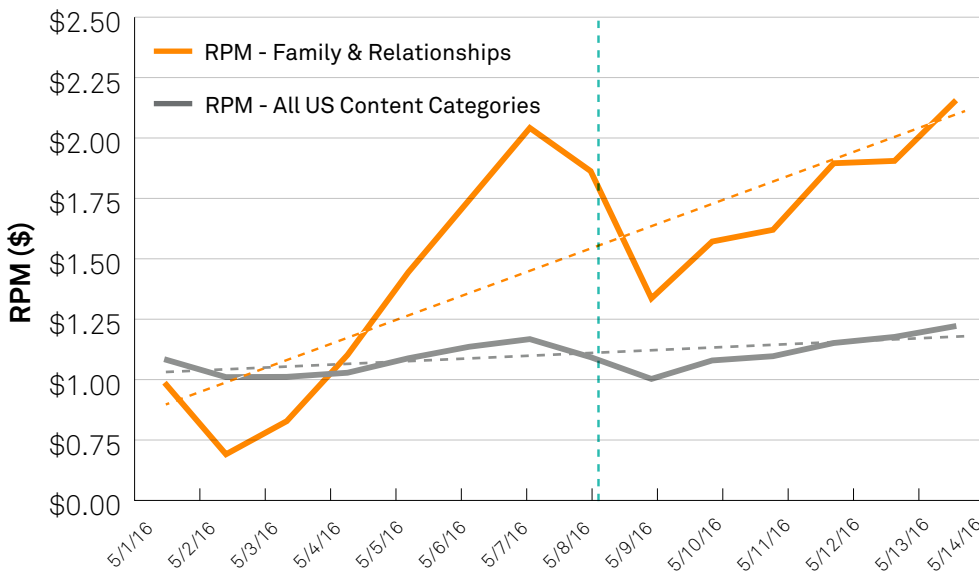
- Because RPMs remained consistent platform-wide around Mother's Day, advertisers generally should not worry about paying premiums during the holiday period.
- However, some inventory does become more expensive in the periods surrounding Mother's Day, specifically sites related to "Family & Relationships."
- Publishers with these kinds of sites may find it advantageous to raise their floors around these time periods.
- Advertisers should consider targeting "Beauty & Personal Care" sites around Mother's Day owing to their high engagement metrics.

As in the case of March Madness, there was a general increase in RPMs across all creatives during Q2, which calls into question the significance of Mother's Day in terms

of overall impact. That being said, there was a relatively significant uptick in the price of creatives displayed on "Family & Relationships"-oriented sites.

RPMs for the "Family & Relationships" Content Category vs. All Content Categories

(based on 2016 US platform data)

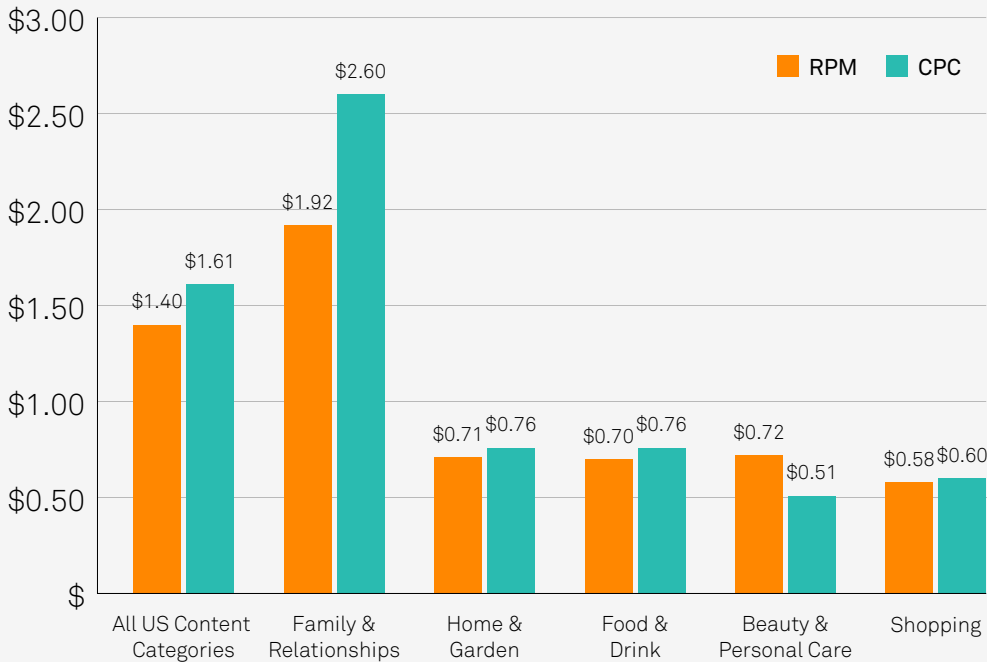


// The day before Mother's Day in the U.S., "Family & Relationships" sites reached an average of \$2.29 RPM, while the national average stood at \$1.45 – a remarkable 58-percent difference. Thus, publishers with content in the "Family & Relationships" category shouldn't be surprised when they find their wallets a bit fuller on Mother's Day. On the holiday itself, these sites commanded RPMs of \$1.92 – 37 percent more than the overall average. As such, sites with related content may want to set up soft floors, knowing that higher demand tends to drive up prices on these sites.



Mother's Day RPMs and CPCs by Content Category

(based on 2016 US platform data)



// Conversely, advertisers might do well to be wary of targeting these sites. Instead, they may want to focus on “Beauty & Personal Care” websites. Their CPCs and CPMs remained low throughout the month of May, and never broke the \$1 CPC/CPM threshold in the week leading up to Mother’s Day. “Beauty & Personal Care” sites also generated an above-average amount of engagement in early May. From the 1st of May to Mother’s Day, these sites produced a 0.16% CTR, which is twice an advertiser’s often-cited benchmark CTR goal. Whether this is attributable to Mother’s Day is questionable, given that performance didn’t drop after the holiday. Nonetheless, this doesn’t discount the fact that this inventory is valuable and relatively cheap to buy.

>> **About the Data Science Deep Dives:** The AppNexus Data Science team explored the most interesting and surprising trends around major events from Q4 2015 to Q3 2016 on AppNexus’s platform to help inform programmatic buying and selling strategies. We took a deeper dive into the content categories and brands most relevant to the events to inform a more nuanced approach to programmatic.

