



WOMEN'S MARKETING

The E-Comm Mom: How Moms Shop Digital, Mobile & Amazon



Women's Marketing

We connect women with the brands they love!

Marketing, media, and insight-based communications strategies that help dynamic businesses expand and succeed



Moms are Women First



1974

In 1974, it was difficult for a married woman to get a credit card in her own name

In 2018, women will account for

\$7 trillion

in spending and influence
85% of all consumer purchases

2018

2028

Throughout the next decade, women are expected to control

two-thirds

of the country's overall consumer wealth



The Modern Mom



Single

11.5 million single moms

Millennial

Represent 82% of all births

Working

62% work outside the home

Diverse

44% minority, millennials are most diverse generation

“Stay-at-Home”

29% of mothers stay home

Gen X

31% of all discretionary spending

Moms with one child

Doubled since the 1970s

Moms with multiples

Rate of twin births has risen by 76% since 1980!

Future Trend: A New Generation of Moms

Welcome Gen Z!

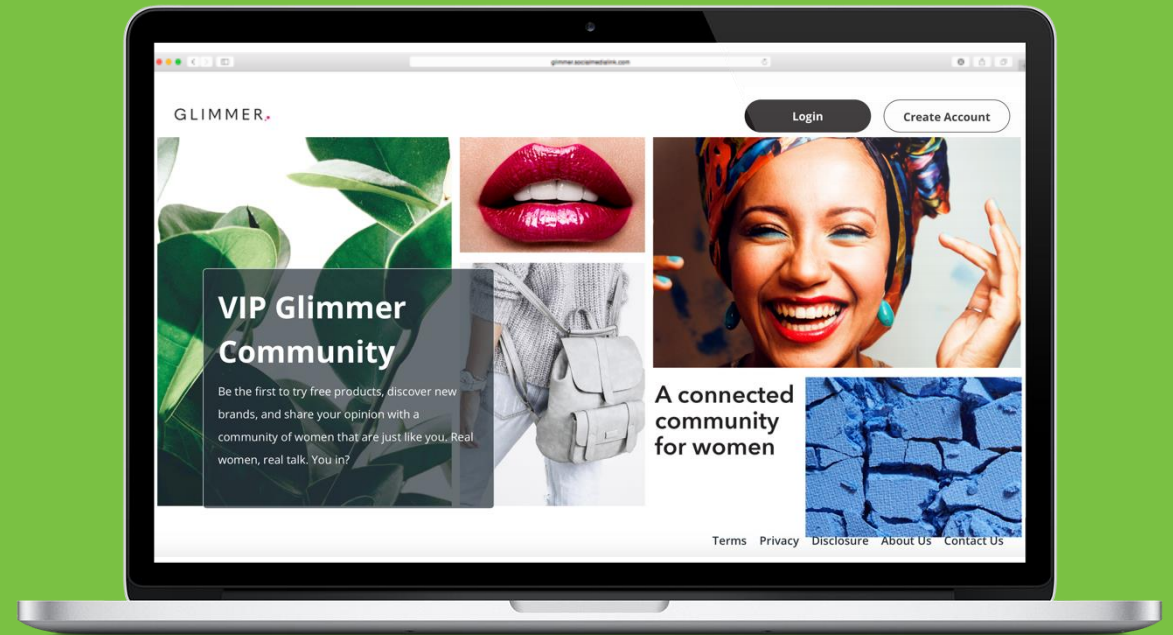
Gen Z is entering parenthood, with the oldest of that generation being about 22

They are prioritizing family, happiness + health above all



- *We asked 1,706 moms across the U.S. to share their thoughts on motherhood*
- **Glimmer is our growing social insights community**

glimmer.socialmedialink.com



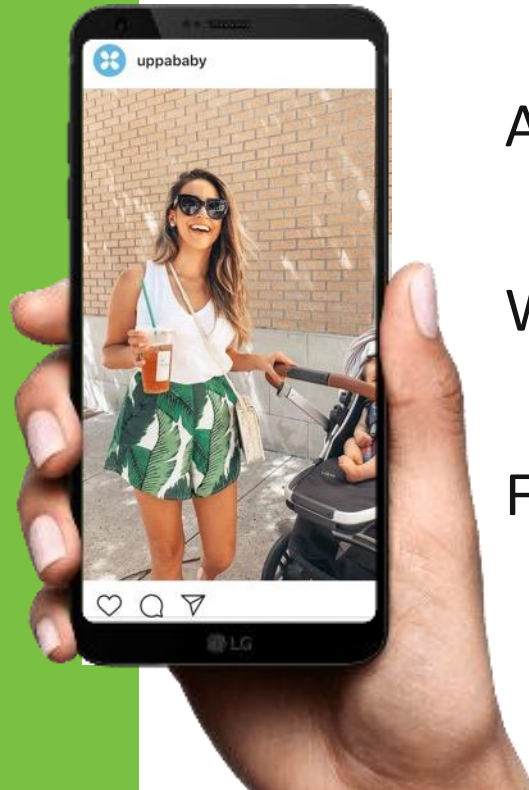
GLIMMER 

Product Discovery

We asked: *where are you most likely to discover brands?*



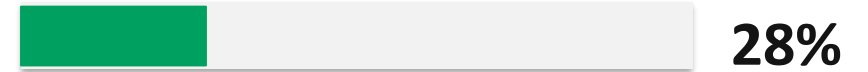
Moms answered:



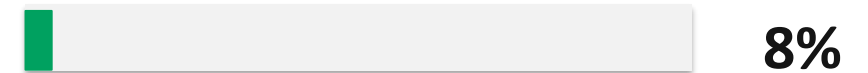
Social Media



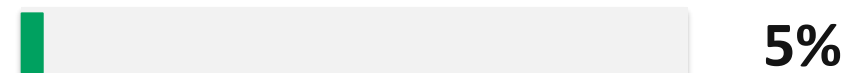
Amazon



Websites



Friends & Family



Who She Trusts: Baby No.1



We asked: *when you were expecting your first child, how did you learn about new baby products?*



Moms answered:

2017 Rank:



Source: Glimmer Community Survey 2018

Who She Trusts: Baby No.2

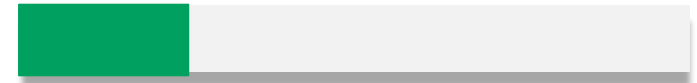


We asked: *when you were expecting your second child, how did you learn about new baby products?*



Moms answered:

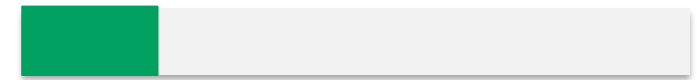
Social Media



2017 Rank:

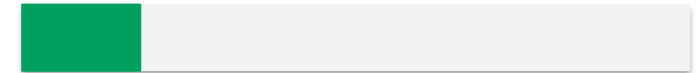
#4

Internet Search



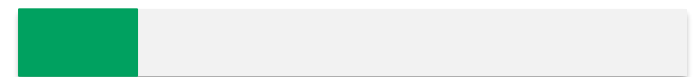
#2

Family Members



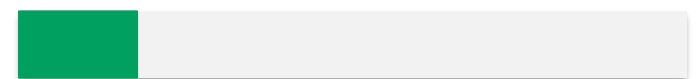
#1

Mom Groups



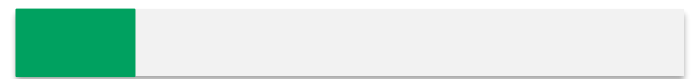
#5

Close Friends



#3

Magazines



#6

Source: Glimmer Community Survey 2018

Where Moms Shop!

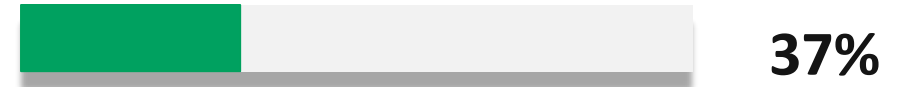


We asked: *generally speaking, where do you go first when shopping?*



Moms answered:

Amazon.com

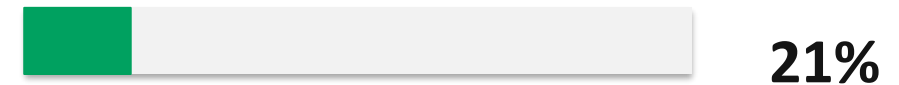


Physical Store



12% from 2017

Search Engine



Brand Website



6% from 2017

Source: Glimmer Community Survey 2018

The E-Comm Mom



Why Moms Shop Online

We asked: *which of the following are reasons you shop online?*



Moms answered:

2017 Rank:

Variety of Products



#1

It's Easy!



#2

Product Discovery



#5

One-Stop-Shop



#4

Speed of Delivery



#3

Product Reviews



Lack of Time

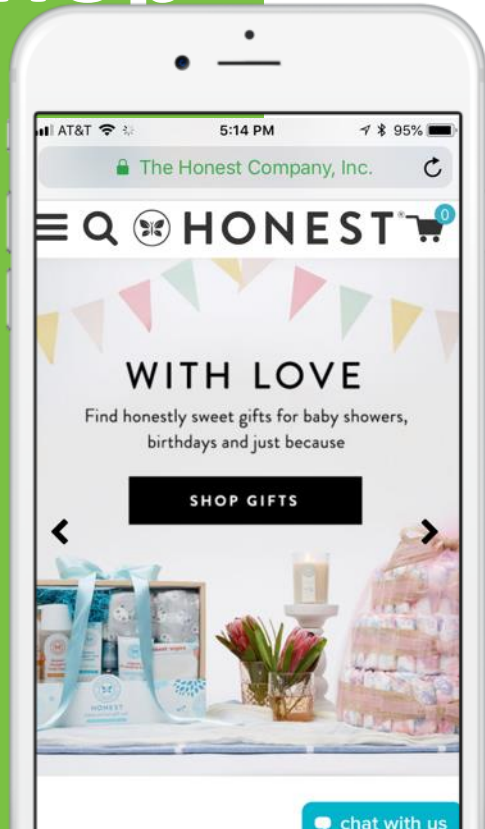


Convenience is Queen

Bring it to me!

*we found a **26%** increase in the use of curbside pickup and subscription services since 2016, indicating that moms are willing to pay more – and change their shopping habits – for convenience.*

Where Moms Shop Online

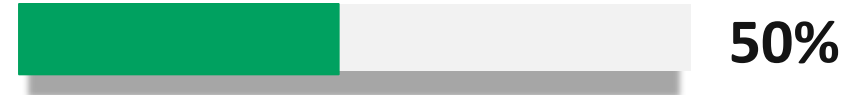


We asked: *where do you go first when shopping online?*

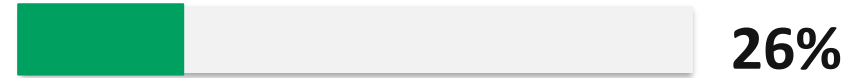


Moms answered:

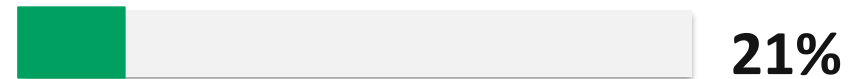
Amazon.com



Search Engine



Brand Website



Source: Glimmer Community Survey 2018

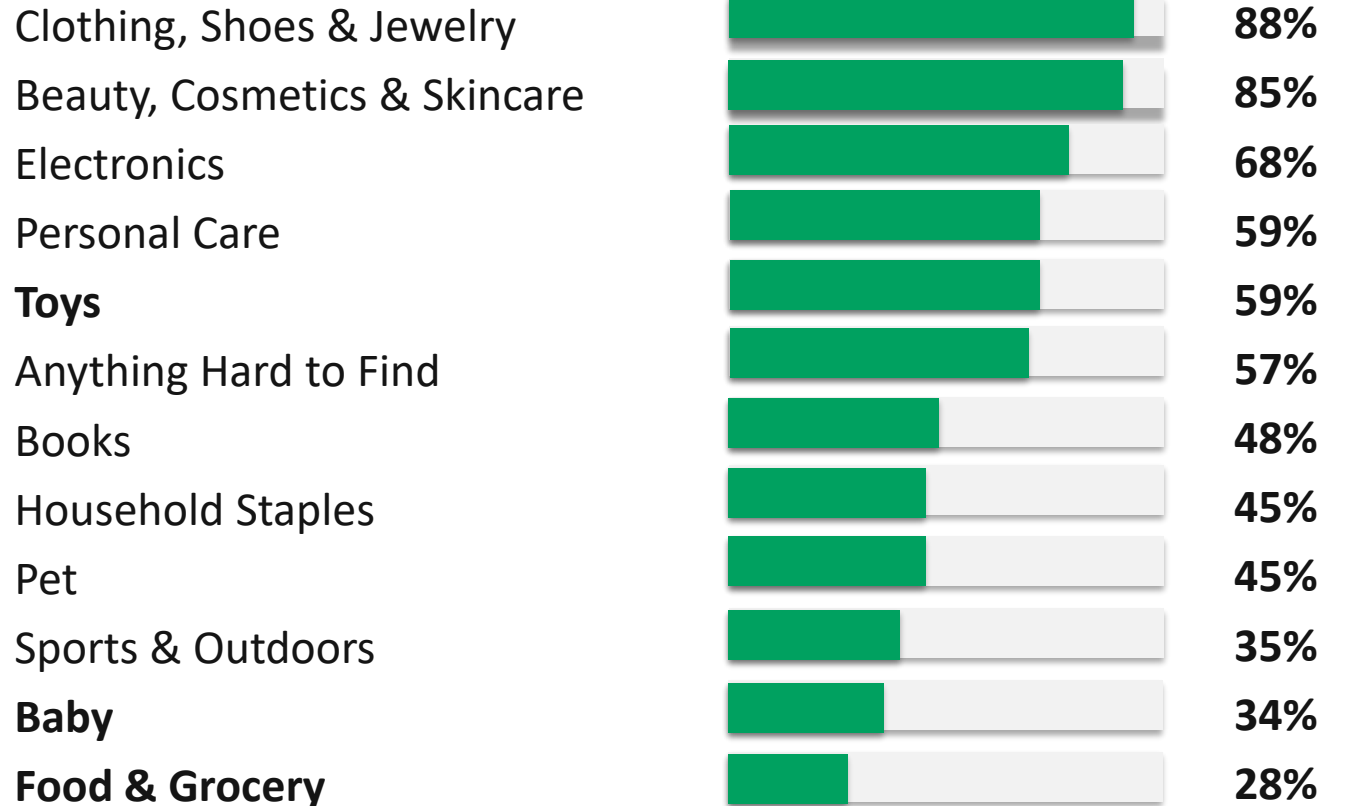
What Moms Buy Online



We asked: *what types of products do you purchase online?*



Moms answered:



What's Changed?

2017 vs. 2018

Why she searches on Amazon

More moms are
searching
*for new
products*
vs. replenishment

Instagram shopping is on the rise

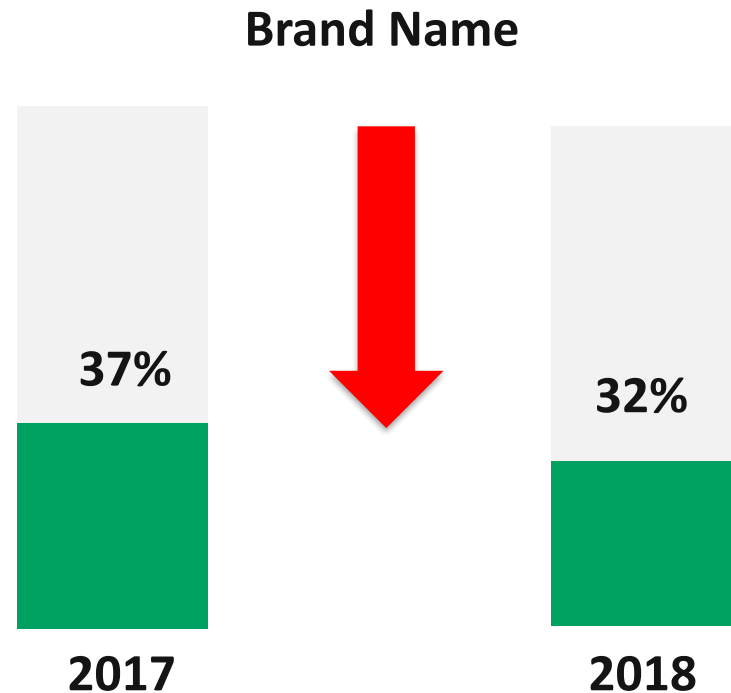
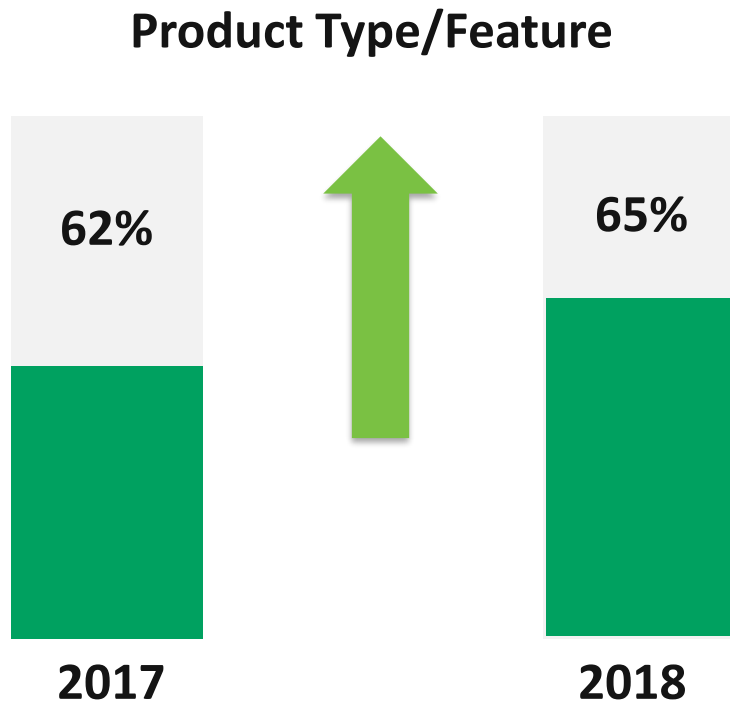
More moms are
*open to
purchasing*
on Instagram vs.
Facebook

How moms search

More moms are
searching by
*product
type/feature*
vs. brand name

Opportunity for New vs. Established Brands

We asked: *do you search by brand name or by feature/product type?*



Shopping Online is Life-Changing



I have a lot more time to do things with my family, and I don't have to go without anything due to my disabilities or because we live in a very rural area.



I have four children and it can be a challenge to shop. Especially for items I may not be able to find in-store. Online shopping is perfect for buying gifts for my children as well.



There is much more variety of products online! Online back-to-school shopping is awesome. No more hours going from store-to-store with tired kiddos.



I discover new products all the time—and even online-only exclusives!

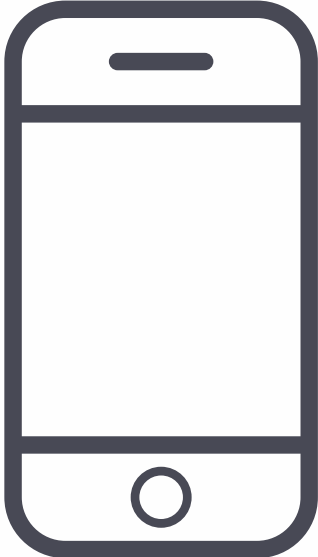


I don't have time to shop in-store so I just Google and compare prices for the product. Then I search on Amazon, and if I find the same price or cheaper, I just order from Amazon because I have Prime membership.



It's so much easier. I can shop in bed, the bath, on the toilet even. Yay. #momwin

The Mobile Mom



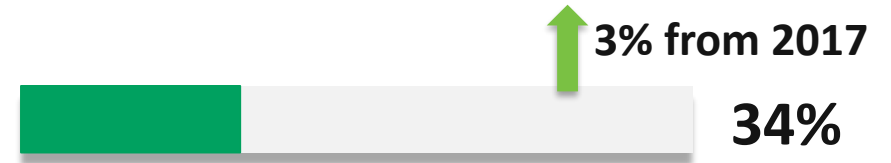
Moms are Mobile



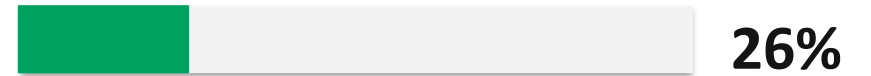
We asked: *what things can you not live without?*

Moms answered:

Mobile Phone



Naptime



Mobile is her Lifeline Outside of Motherhood

*Roughly **9/10** mothers are smartphone users and consider it their lifeline to the world beyond motherhood*

It has also become the main device through which they access social media

Primary Device Used by US Mothers to Access the Internet, 2015-2017

% of respondents

2015



2016



2017



■ Desktop/laptop ■ Mobile phone ■ Tablet

Note: among those who have internet access at home; numbers may not add up to 100% due to rounding

Source: Edison Research, "Moms and Media 2017" sponsored by Triton Digital, May 11, 2017

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www.eMarketer.com

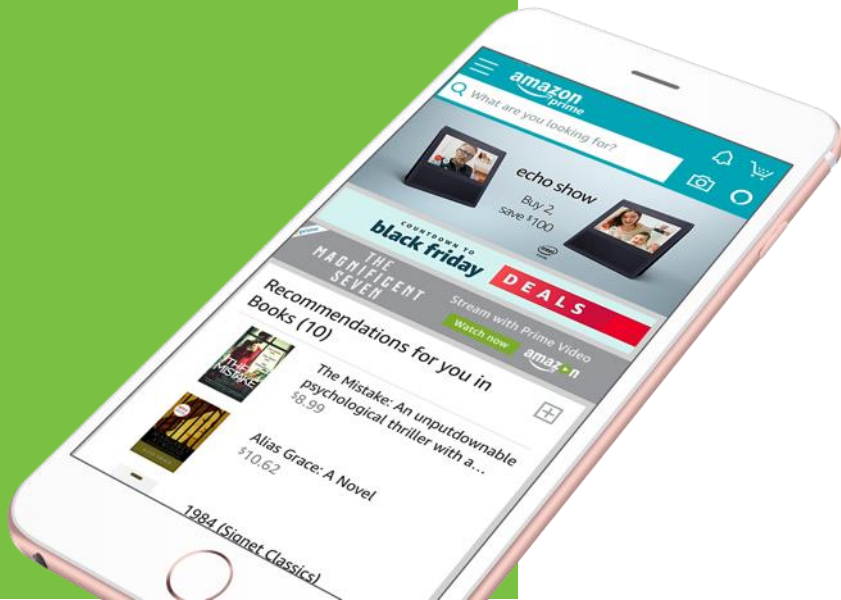
Shopping with Kids?

No Thanks!

45% of moms shop on their smartphone to avoid shopping with children—especially at grocery stores



Most Moms Shop on the Amazon App



We asked: *where/how do you place orders on Amazon?*



Moms answered:

Mobile App



2017 Rank: #1

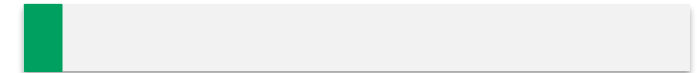
Desktop / Laptop



#2

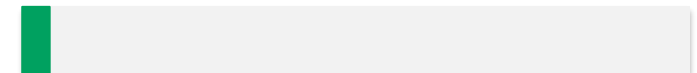
4% from 2017

Alexa



#3

All of the above



#4

Social Mobile Purchase:

We asked: *have you ever made a purchase from Facebook or Instagram?*

Facebook

49%

Said not yet, I'm open to it

33%

Have purchased before



Instagram

55%

Said not yet, I'm open to it

21%

Have purchased before

Amazon



Amazon: Mom's Best Friend

- 97% shop on Amazon
- 61% are Amazon Prime Members
- Nearly half of moms surveyed will go to Amazon.com to read reviews after an influencer recommends a product

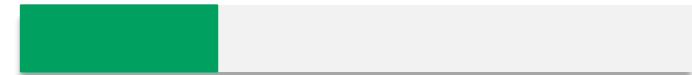
Moms are Frequent Amazon Shoppers

We asked: *how often do you shop on Amazon?*



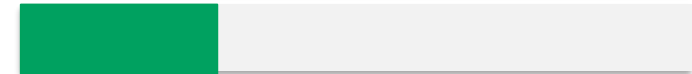
Moms answered:

Several times a week



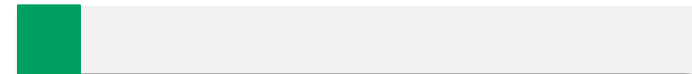
28%

2-3 times a month



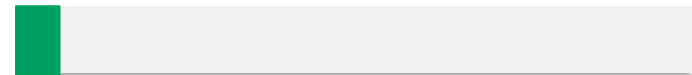
28%

Once a week



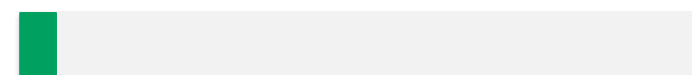
13%

Less than once a month



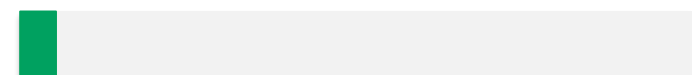
11%

Once a month



10%

Daily



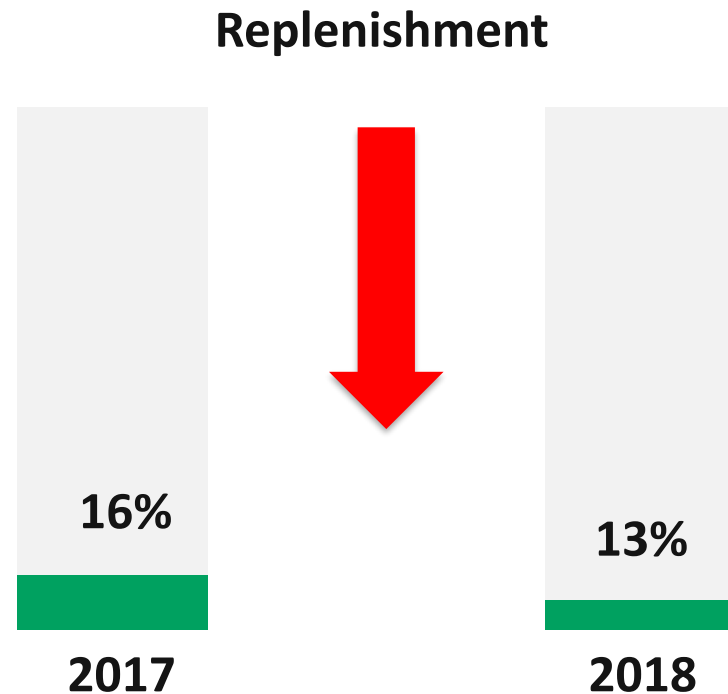
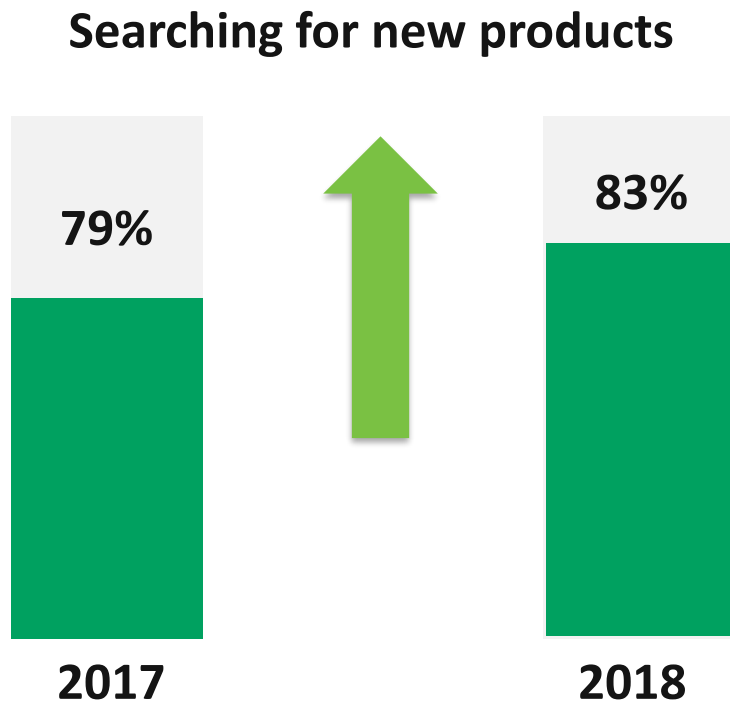
10%

Nearly half of moms plan to make their next purchase on Amazon this week!

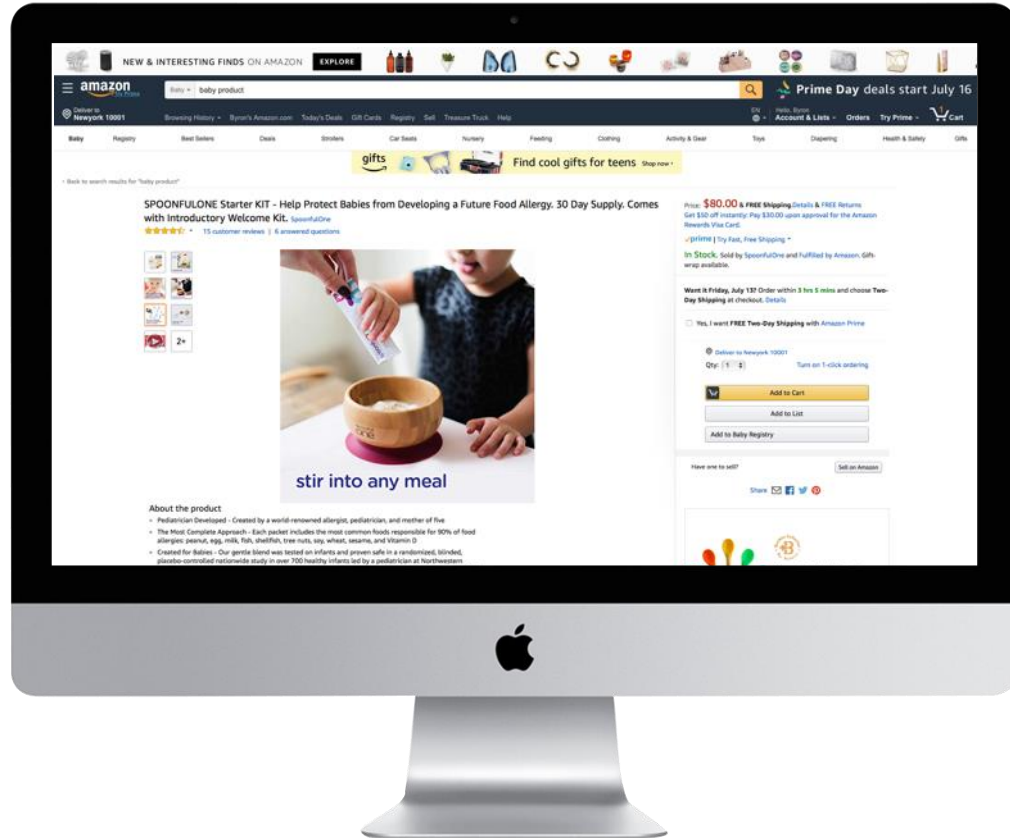


How Moms Shop Amazon

We asked: *which of the following best represents how you shop on Amazon?*



Reviews vs. Personal Recommendations



Reviews are winning!



Reviews are beating out friends!

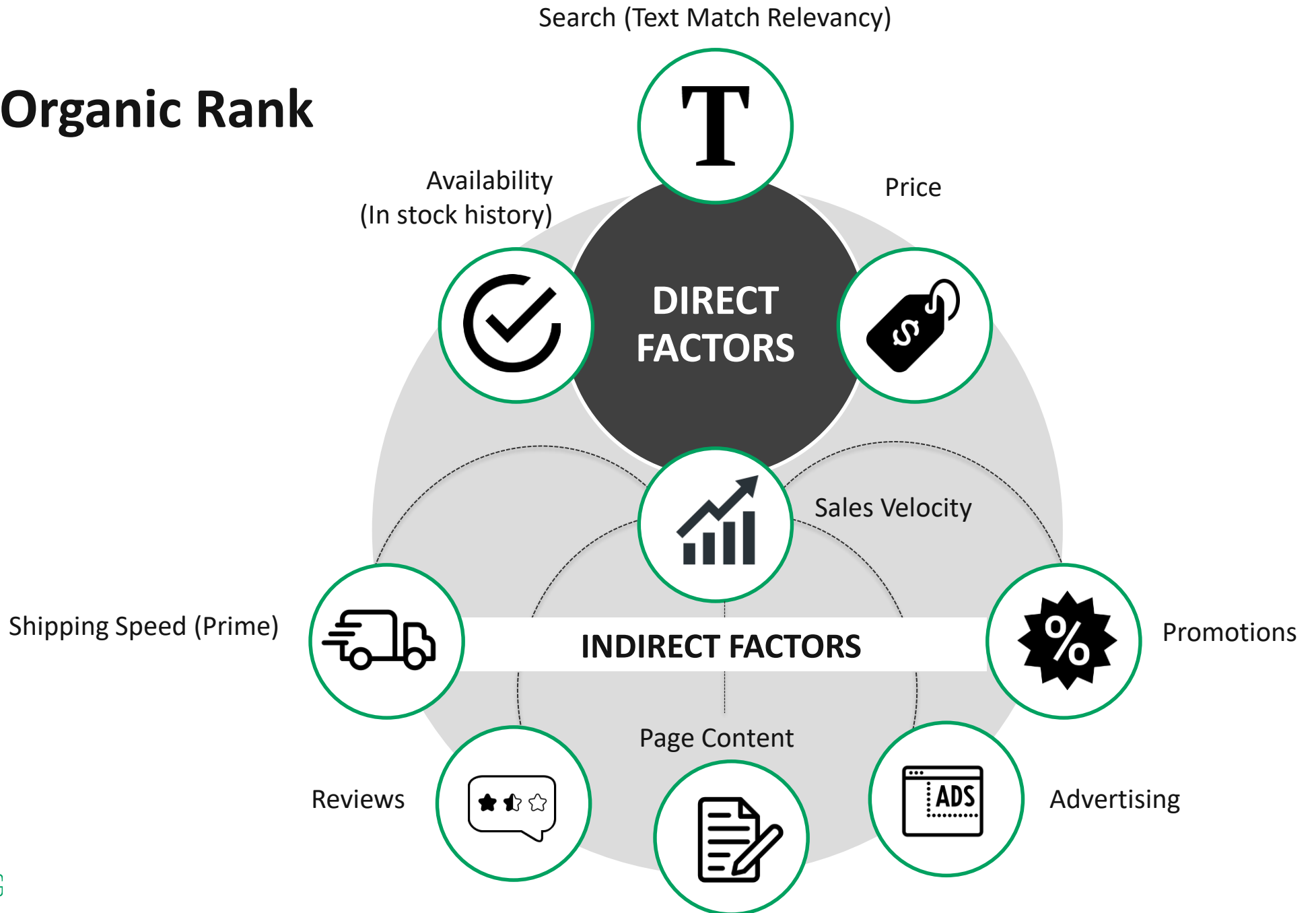
38% are very likely to purchase a new product online without recommendations from a friend or family member

63% won't purchase a product with bad reviews

What Brands on Amazon Need to Care About



Amazon's Organic Rank Algorithm



Amazon Search VS. Traditional SEO

What are the key differentiators?

amazon
Try Prime

All ▾



Deliver to
Newyork 10001

Departments ▾

Your Amazon.com

Today's Deals

Gift Cards

Registry

Sell

EN
🌐 ▾

- Amazon Offers Pay to Win Option
- Critical Optimizations:
 - Product Title
 - Product Detail Bullets
 - Product Description

The Buy Box

What matters


- Inventory
- Having the lowest price
- Delivery method
 - (Amazon) Products sold by Amazon
 - (top priority)
 - (Yourself) Products fulfilled by Amazon
 - (Yourself) Product fulfilled by you
- High account rating + good seller rating
- Healthy seller account

\$29.99
& **FREE Shipping**. [Details](#)
Want it tomorrow, July 13? Order within **22 hrs 49 mins** and choose **One-Day Shipping** at checkout. [Details](#)

In Stock.
Sold by [AnkerDirect](#) and [Fulfilled by Amazon](#). Gift-wrap available.

Qty:

Yes, I want **FREE Two-Day Shipping** with [Amazon Prime](#)

 **Add to Cart**

1-Click ordering is not available for this item.

[Deliver to Newyork 10001](#)

[Add to List](#)

**Controlled Buy Box
(non-Amazon product)**

Buy New
\$59.84
& **FREE Shipping**. [Details](#)
Want it Monday, July 16? Order within **22 hrs 28 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

Only 1 left in stock - order soon.
Sold by [By the Book2](#) and [Fulfilled by Amazon](#).

Yes, I want **FREE Two-Day Shipping** with [Amazon Prime](#)

 **Add to Cart**

Turn on 1-Click ordering for this browser

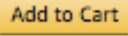
[Deliver to Newyork 10001](#)

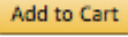
Buy Used
\$32.50

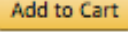
No Control- fulfilled by someone else with 40+ used and new products from various sellers.

[Add to List](#)

Other Sellers on Amazon

\$56.00 
& **FREE Shipping** on eligible orders. [Details](#)
Sold by: [DirectSales1717](#)

\$59.89 
& **FREE Shipping** on eligible orders. [Details](#)
Sold by: [Bayou Supply](#)

\$59.90 
& **FREE Shipping** on eligible orders. [Details](#)
Sold by: [Lots of Loot](#)

[Used & new \(39\) from \\$32.50 + \\$4.99 shipping](#)

Protect Your Brand

MAP: Minimum Advertiser Price

Must be strictly enforced to keep your product at the top of the buy box, or Amazon will put a lower-priced option from a different seller at the top.



Keep Sales Channels Clean

Brands distributors can sell your product to another retailer for a cheaper price. Control sales channels to ensure distributors aren't going rogue!

Review Generation



Reviews are a critical component to building trust with both new and existing customers. Best practices dictate a minimum of 15 reviews before a product gains traction



49%

of consumers list reviews as primary source that influences a purchase

91%

of consumers would not consider purchasing a product < 3 stars



Amazon's Vine platform is an opportunity to generate Amazon-approved reviews on your product pages.



Thank You

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THANK YOU



Marlea Clark
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