

Beyond the Bouquet

YOUR TARGETING FORMULA FOR MOTHER'S DAY 2026



There is a science to first-party data targeting

The formula is simple:

Target intent, not demographics

The Mother's Day Collective

Start with a verified base of home, retail and gift buyers.

Use these first-party data audiences to deliver immediate scale with real purchase intent.



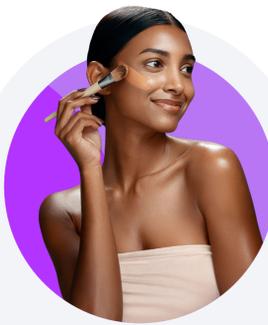
Deep dive into relevant personas

Which vertical do you want to reach?

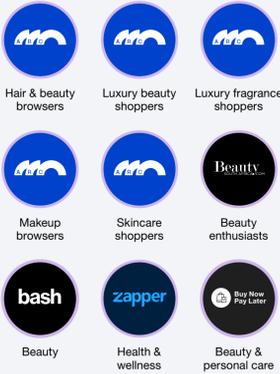
Align your targeting to what you're actually selling.

We've built three specific persona collections to make it easier:

The Beauty Lovers



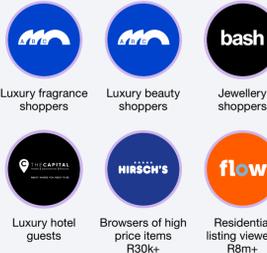
Verified cosmetics, fragrance, spa and beauty spenders



The Luxe Ladies



High-net-worth signals, jewellery buyers and premium fashionistas



The Experience Seekers



The planners booking flights, hotels, and dining experiences



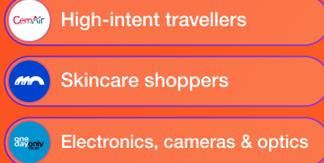
THE POWER MOVE

Combine signals to amplify your reach

The Beauty Lovers



the Luxe Ladies



The Experience Seekers



The most powerful targeting approach is **booking multiple audiences** or **layering across verticals** to capture the "multi-signal" shopper.

Special Offer:

Book 3+ Mother's Day audiences through the Marketplace and unlock an **exclusive audience rate** from now until May 20th.



PLAN EARLY. LAYER SMARTER. WIN THE MOMENT.
Mother's Day Audiences are now live in the Flow Audience Marketplace

Book now