



Direct Marketing to Moms—

A joint study from Mom365 and the Direct Marketing Association

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INTRODUCTION

How should direct marketers communicate to moms of babies and toddlers? Most 20-somethings - the majority of moms in the U.S. - are adept digital consumers, having grown up accessing and generating digital content to facilitate many, if not most, aspects of their lives. **That makes mom an excellent candidate for digital direct marketing. But with so many digital marketing options, how do you choose digital channels and offers that appeal most to this market, and how do traditional channels fit within the direct marketing mix?**

Parents have always sought out information on their children's growth and development and on the products that meet their kids' needs at each stage. Historically, these information needs have created opportunities for especially creative and effective marketing. **How does the digital savvy of today's mom play out as she enters the mother market and becomes a consumer of baby and juvenile products? Are there now even greater opportunities for brand communications to this unique market? Or are moms today suffering from marketing overload?**

The mother market is one especially rich in demographic and product purchasing data, allowing direct marketers to target their offers by age of baby or by past baby and juvenile product purchases. **Do mothers appreciate these fine-tuned marketing messages, or do targeted offers make moms anxious for their families' privacy? Do the channels marketers choose for these targeted direct offers affect moms' tolerance for this style of marketing?**

To answer these and other questions, the DMA and Our365 jointly fielded research to the Our365 MAMA SAYS PANEL, contacting 20,000 mothers of young children in August of 2011, inviting them to complete our questionnaire and offering them entry into a \$750 raffle. 1,708 mothers completed our questionnaire and generated the following data.

OVERVIEW

Moms buy direct, most at least annually and 31% at least monthly. Just over half of moms report greater interest in buying direct since becoming mothers, primarily looking for special prices and deals, although many appreciate the ease, immediacy and ability to locate problem-solving products that direct marketing offers. In big numbers, moms are electing into product and retailer emails (83%), rewards programs that use email (77%) and daily deals such as Groupon or Living Social (61%).

However, moms want control. At the top of their direct offer dislike list are unrequested emails, and texts, apps and web ads on their cells. To describe their appetite for digital direct offers, 59% chose the statement, "I wish I could pick and choose who contacts me. Some of the offers are great, but I have to slog through so many emails to find the ones that interest me."

Additionally, a substantial minority (28%) describe their appetite for digital direct offers as, "Enough already. I feel like I'm being sold something every time I get on the internet."

When asked about privacy, 64% of moms either "appreciate that offers are fine-tuned to me and my purchasing" (29%) or accept some loss of privacy as "a fact of life on the internet" (35%). Furthermore, among moms with a now greater interest in direct marketing, more than half attribute their increased interest to "offers customized to our family" – offers that plainly employ demographic and/or product purchasing data. Responding in verbatim comments to a question about which brands' communications they like, many moms cite emails and coupons that provide child-developmental information, and offer coupons based on their baby's age or their own recent household purchases.

However, again, there's a significant minority (27%) who report that "I do not like that companies track my purchasing and then use it to sell me more stuff. It crosses a line." Plainly to create and maintain good will among all current and potential customers, direct marketers need to offer moms simple ways to opt out of contact and limit use of their personal data.

Moms' top pet peeves for the direct offers they receive both through email and through Facebook are identical offers delivered again and again, and the same company/sender contacting them too frequently. Among the verbatim comments were complaints about offers that required too many clicks to navigate, too much time to load or too much private information to receive the offer.

Although 84% of moms use Facebook and 72% like brands on Facebook, Facebook, more than email, generated negative verbatim comments about the inappropriateness of its direct offers. "I go to Facebook to socialize, not to shop. When I want to shop, I will go looking for what I want by googling it or having it delivered to my actual email. The ads and everything are getting out of control on Facebook ... overkill," suggesting that moms' tolerance for direct offers through Facebook is not as great as their tolerance for direct through email. However, recommendations seen on Facebook do carry weight among moms, with 40% of Facebook using moms reporting they've purchase a product based on recommendations they've seen on Facebook.

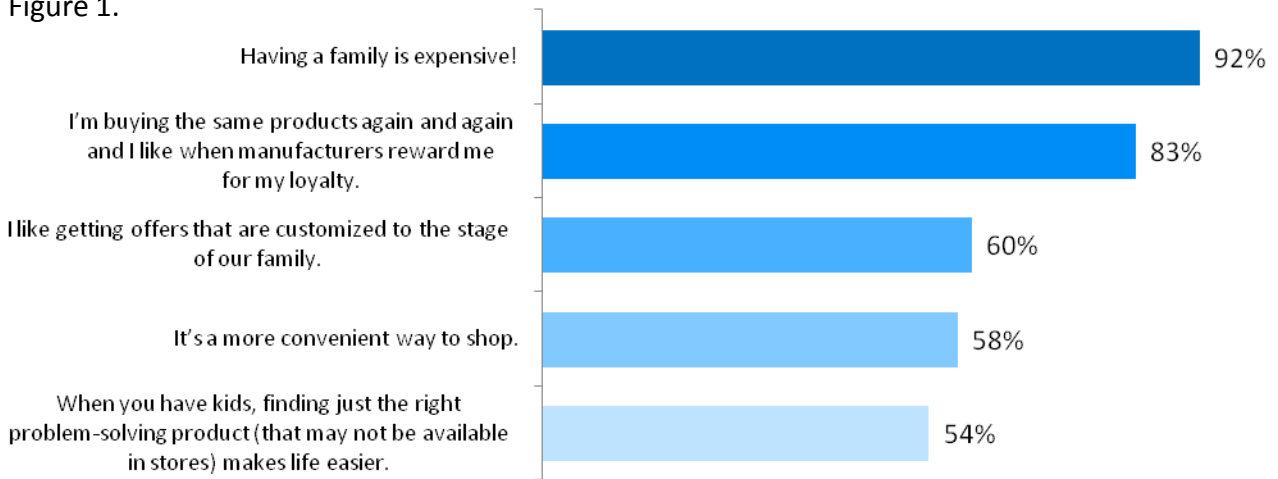
FINDINGS

USE OF DIRECT MARKETING

Substantial numbers of respondents are already digital direct marketing purchasers, with 64% purchasing direct in the last year and 31% purchasing direct at least once a month. More than half of moms surveyed indicate a greater interest in direct since becoming mothers, with the expense of a family and benefits of rewards/coupons programs best explaining the increased appeal to moms. Although more than half of moms cite the ease and immediacy of direct shopping, 78% indicate that “special prices and deals” are an “extremely important” feature of direct offers. Further amplifying the importance of price, nearly 4 to 1 moms choose “what’s in a direct offer” (42%) as more important than “who sent it” (11%).

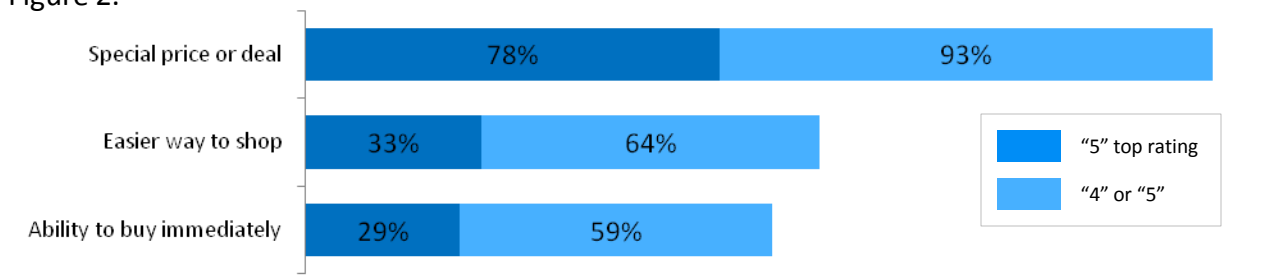
- 64% of the mothers who responded to our questionnaire made direct purchases in the past year, with 6% purchasing direct “usually once a week or more often”, an additional 25% buying direct “about once a month or so”, and 34% making a direct purchase “typically several times a year”.
- 51% of moms of young children are more interested in direct offers since becoming moms. Why a greater interest in direct offers once a mom? (see Figure 1.)

Figure 1.



- When asked to rate the importance of various features of direct offers on a 5-point scale from 1 being not at all important to 5 being extremely important, moms cite special prices or deals and easier, faster shopping as biggest must-haves for direct offers. (see Figure 2.)

Figure 2.

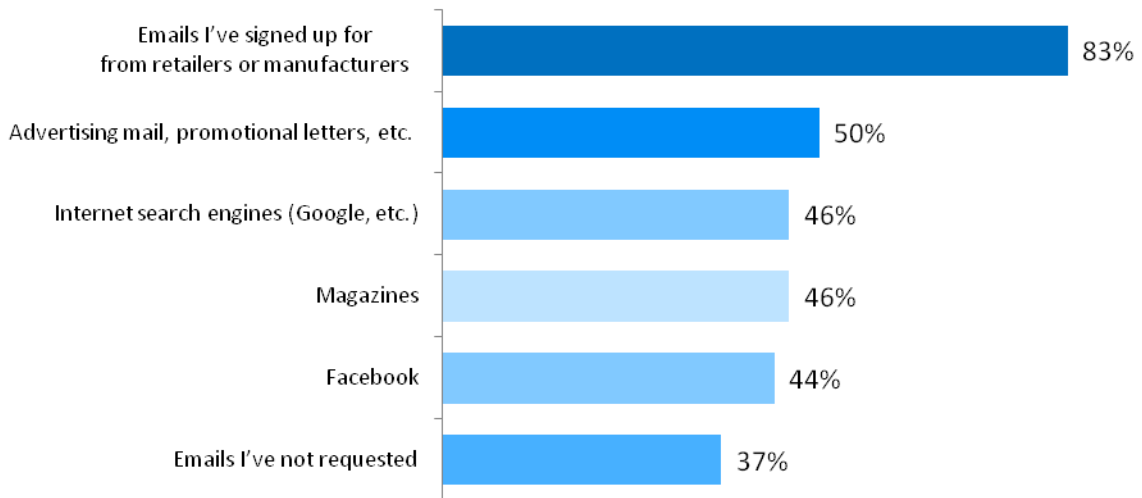


DIRECT OFFERS BY CHANNEL – TRADITIONAL AND DIGITAL

In the last 7 days, 83% of moms have received manufacturer and retailer emails they have requested, and 37% have received emails they have not requested. Topping moms' list of channels they "dislike a lot" for direct offers are "emails I've not requested" 58%, followed in dislike by "text messages on my cell" 38%, and "apps and web ads on my cell" 28%. Direct offer channels mothers describe as "like a lot" are led by "emails I've signed up for" 28% and catalogs 11%.

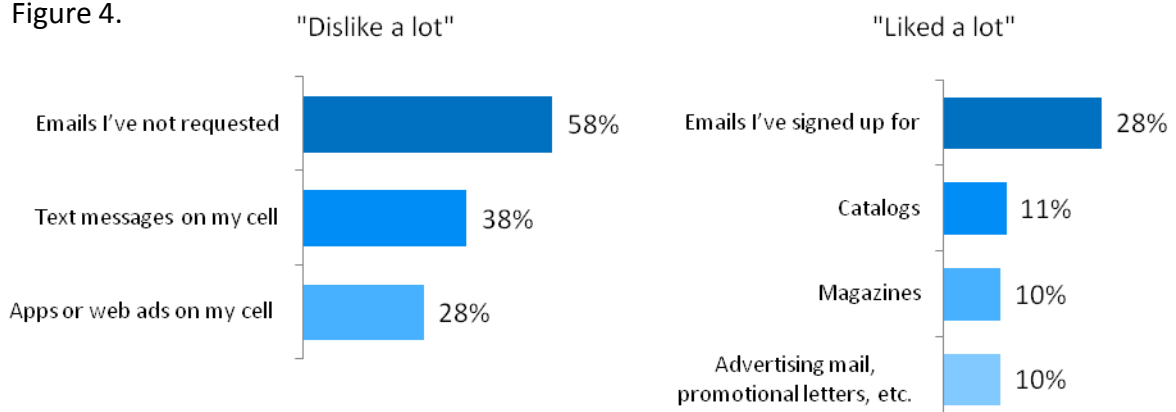
Moms surveyed reported reading or viewing direct offers through many channels over the past 7 days with emails moms have signed up for leading the list. Among the top sources of direct offers read and viewed by moms are: (see Figure 3.)

Figure 3.



- When asked how much they like receiving direct offers through different channels or sources, the most disliked and liked among moms are as follows: (see Figure 4.)

Figure 4.



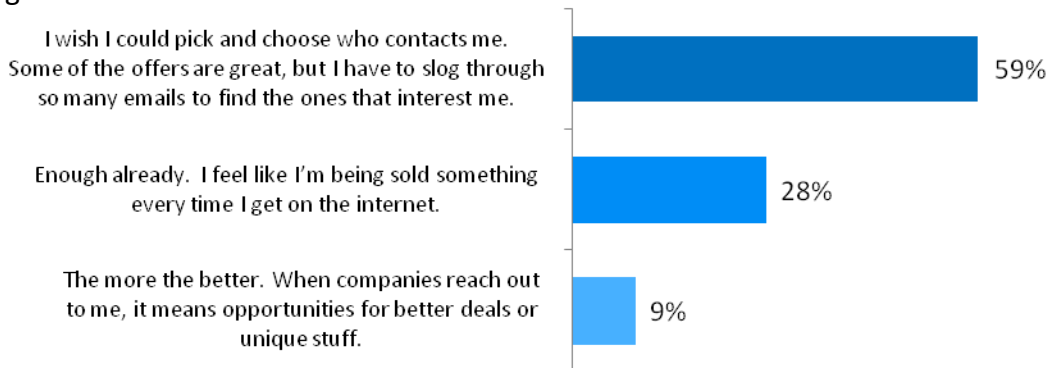
DIRECT OFFERS RECEIVED DIGITALLY

95% of moms seek out digital direct offers, signing up for product and retailer information/coupon emails (83%) and reward program emails (77%).

Having control over who contacts them is essential for most moms. 59% describe their appetite for digital direct offers with the statement “I wish I could pick and choose who contacts me. Some of the offers are great, but I have to slog through so many emails to find the ones that interest me.” Notably, 28% chose the statement, “Enough already. I feel like I’m being sold something every time I get on the internet,” suggesting that to assure the good will of all potential customers, marketers must provide opt-out contact options and honor them.

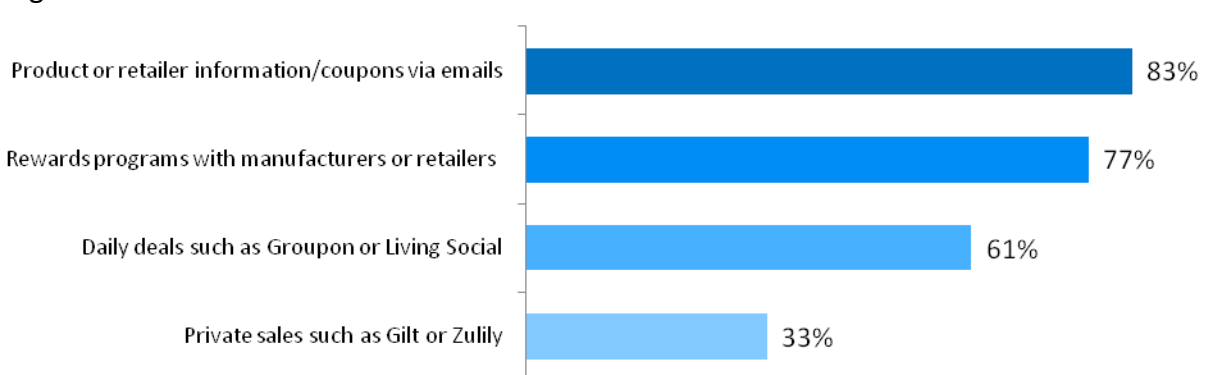
When asked which best describes their overall appetite for digital direct offers, moms responded as follows: (see Figure 5.)

Figure 5.



- The great majority of moms report seeking out direct offers online, signing up for each of the following and confirming what moms told us in the previous question (Q. 1): Mothers want to pick and choose who contacts them. (see Figure 6.)

Figure 6.

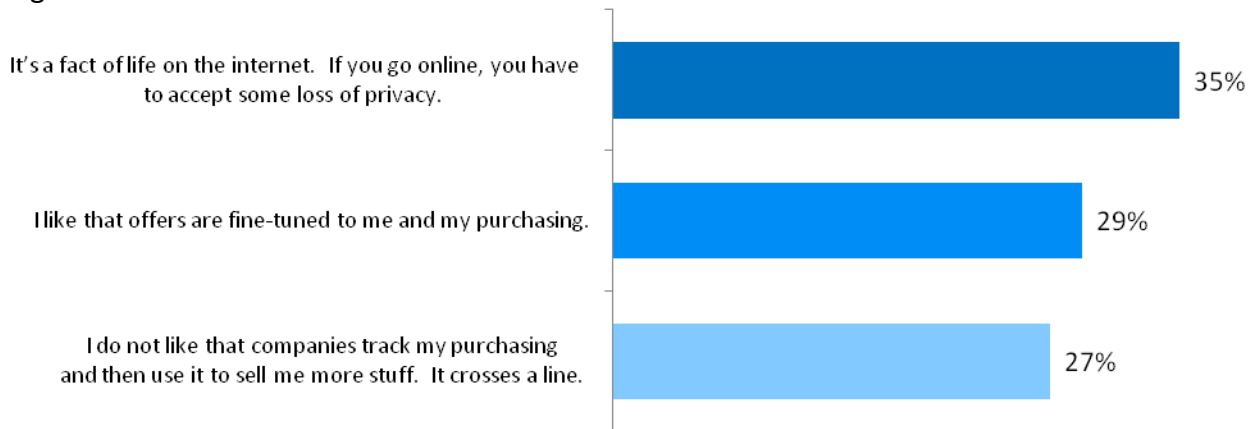


DIRECT DIGITAL OFFERS BASED ON PREVIOUS PURCHASES

Many moms (35%) accept some loss of privacy as a “fact of life on the internet,” and some (29%) embrace the fine-tuned offers that the sharing of demographic and purchase information can yield. However, just as a substantial 28% of moms reported feeling flooded with email offers in the previous section of our survey, 27% of moms in this section complained that “I do not like that companies track my purchasing and then use it to sell me more stuff. It crosses a line,” reinforcing the need for marketers to provide easy-to-find options for consumers requesting greater privacy.

We asked mothers specifically about companies contacting them with offers that appeared based on their previous purchases, asking moms to choose which statement best matched their feelings, with moms selecting a variety of responses. (See Figure 7.)

Figure 7.



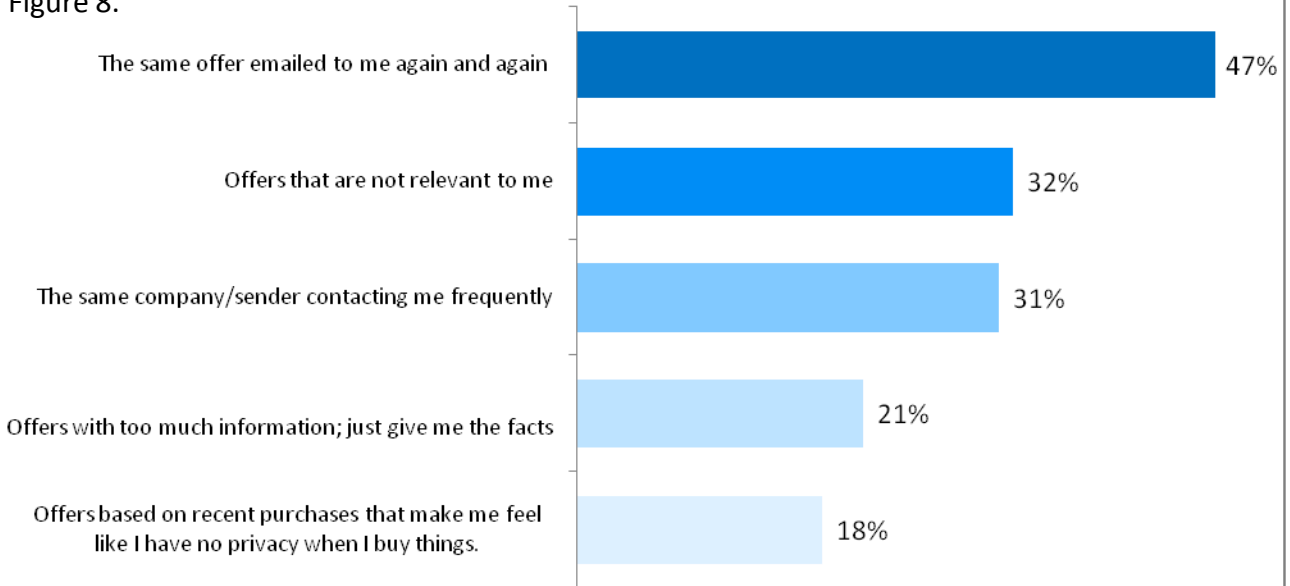
EMAIL DIRECT OFFERS

Moms' greatest frustration with email direct offers are identical offers received repeatedly (47%), followed by offers that are not relevant (32%) or arrive too frequently from the same sender (31%). Among the “other” pet peeves several moms volunteered through verbatim comments were fewer steps and less time required to access the offers:

- “I don't prefer offers where you have to click multiple places or do multiple things to get to it.”
- “I hate when you visit one website, but to even be able to navigate the website you have to put in your email address which then in turn gives you more junk email than you already get.”
- “Graphics that are too complex and take too long to load.”

We surveyed moms on their response to each of the following in their email, specifically which they considered “huge pet peeves”. Most frustrating are those email offers received again and again, with 47% considering this a huge pet peeve. (See Figure 8)

Figure 8.



- In addition, we asked an open-ended verbatim question to identify any additional email pet peeves. Several respondents commented on their frustrations with direct email offers that required too many actions, i.e. several links to get to the offer or requiring the respondent to go to Facebook or to provide an email address to access the offer, as well as graphics that are time-consuming to load and generally “jumping through hoops”.

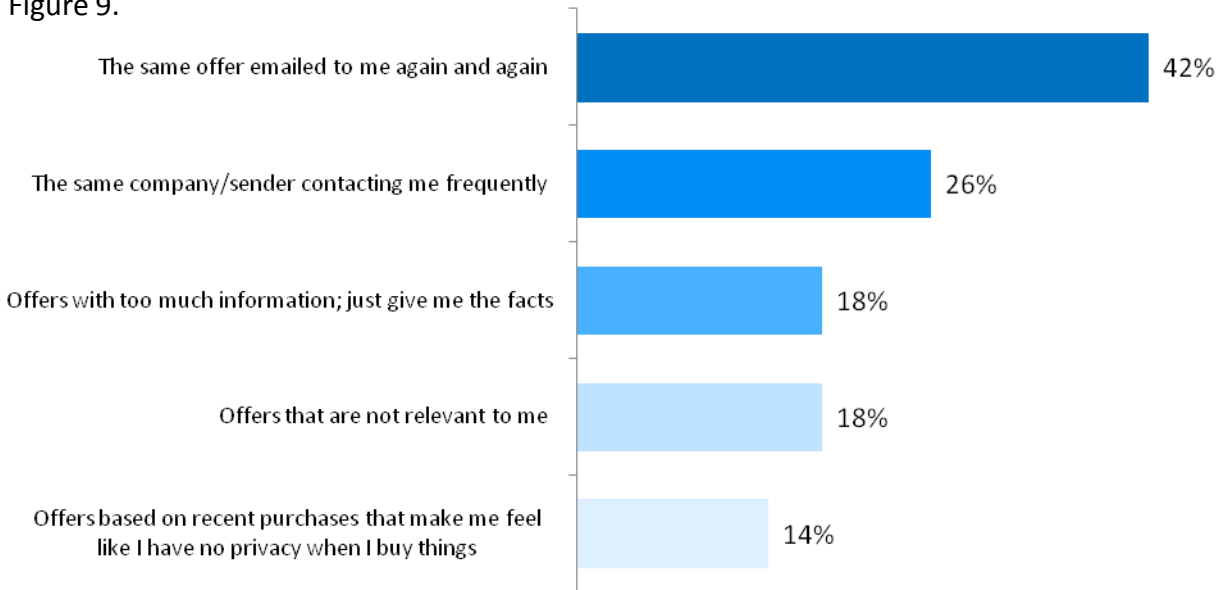
FACEBOOK DIRECT OFFERS

As expected, a very substantial 84% of moms use Facebook, and their complaints about Facebook direct offers mirror complaints about email direct offers – identical offers repeatedly received (42%) and too frequent contacting from the same sender (26%). Among the “other” Facebook pet peeves identified through verbatim comments were:

- “Too many status updates from companies that I have to scroll through to get to my friends updates. Don’t post unless you have something genuine to offer.”
- “I hate when a brand sends the same messages through Twitter, Facebook and email.”
- “I go to Facebook to socialize, not to shop. When I want to shop, I will go looking for what I want by googling it or having it delivered to my actual email. The ads and everything are getting out of control on facebook ... overkill.”
- “I don’t accept offers to “like” companies on Facebook because I don’t want to give them access to my personal photos, etc. I’m thinking about setting up a faux account just to like companies and get offers.”

We asked moms how they responded to each of the following on Facebook, specifically which they considered “huge pet peeves”. “The same offer sent to me again and again” was moms’ leading Facebook direct offer frustration, just as it had been the leading email direct offer frustration. (See Figure 9.)

Figure 9.



BRANDS AND FACEBOOK

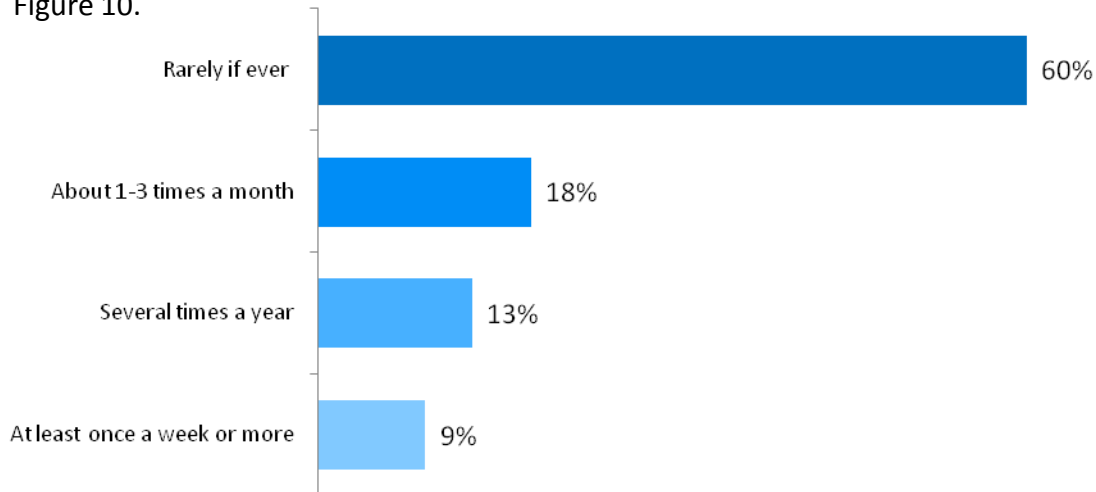
Although there were many negative verbatim comments about brand’s use of Facebook, 72% of Facebook moms have liked a brand on Facebook, most in the hopes of more and better offers. Among Facebook moms, three-quarters have liked a baby and children’s brand and 40% indicate they have made purchases based on Facebook recommendations.

- 72% of moms who use Facebook have liked a brand on Facebook.
- When asked why they chose to like a brand on Facebook, 71% reported that “Liking means more and better offers”. 45% responded that they identified with the brand and 41% indicated that they wanted others to know about the brand.
- Of those who have liked a brand on Facebook, 75% have liked a baby or children’s product brand.
- Among moms who are Facebook users, 30% have posted a question asking for product recommendations from friends. 37% have not posted a question looking for product recommendations but would like to, and 34% have not posted a product recommendation question and have no interest in doing so.
- 40% of moms who use Facebook indicate that they have made purchases based on recommendations they saw on Facebook.

BRANDS AND ONLINE COMMUNITIES

We asked all moms in our survey how often they talk about brands in their online communities. Their responses were as follows: (See Figure 10)

Figure 10.



BRANDS WHOSE COMMUNICATIONS MOMS REALLY LIKE

Although substantial numbers of moms are sensitive to a loss of privacy, in verbatims, those brands and programs moms cited as ones whose ads or direct communications they “really like” are often those that appear to be targeted based on demographics and purchases. Many mothers mentioned Pampers and often specifically Pampers’ Gifts to Grow program. Below are a selection of comments.

- “Huggies and Pampers. They are always sending information about items and sometimes sending coupons and other special offers.”
- “Huggies – Like the notes about the kids at the age and the coupons for the products I buy the most.”
- “Pampers – I love getting free codes to add to my Gift to Grow program. I also love hearing about improvements to the diapers. I’ve also received emails about where to get bulk diapers on sale.”
- “Pampers Gifts to Grow and Stonyfield Yogurt. I like that you can receive actual rewards by purchasing their products.”
- “Pampers and Diapers.com are great! I love that there aren’t millions of emails every day and they constantly have great deals coming out to help with moms.”
- “Diapers.com - they send coupons and promotions based on your previous purchases and child’s age. It really is things I need and gets me to buy it from them.”
- “I like BeechNut because they provide informative articles along with offering coupons for their products.”

MORE BRANDS WHOSE COMMUNICATIONS MOMS REALLY LIKE

- “Gerber – I like that they keep track of how old your child is and send things accordingly. Pampers – same as Gerber.”
- “Stonyfield Farms sends me emails about recipes and also sends coupons to use in the stores.”
- “Enfamil – I buy a lot of this and the coupons really help with the cost.”
- “Enfamil – They send an age directed email and great coupons in the mail.”
- “Simalac when we were using formula. They send lots of sample sizes. Coupons for \$5-\$10 off.”
- “I really like the Similac Strong Moms (although my child is no longer on formula and now I’ve stopped hearing from them). The Pampers Gifts to Grow program is also nice. Both of these groups would send timely emails about my child’s development and would mail coupons or samples. It ensured my loyalty, that’s for sure.”
- “I like the Publix Baby Club. They send coupons based on the age of my child. They offer coupons for staple products, like fruit and cheese. They also occasionally send a small gift to my child.”
- “I like Safeway and King Shoppers who let me look at their products online, make a list, and add coupons to my loyalty cards that when I arrive at the store I have a budget in mind.”
- “Carters with discount coupons and sales notifications. Fisher Price and Gerber for age specific products.
- “Carters, The Children’s Place and Gymboree. I like these brands and their websites are nice, and they don’t send a lot of emails, but the ones they do, meet and fit my needs. They have great sales.”
- “I buy Fisher Price. They reach out to families about what products are right for the child at the right age.”
- “Zulily because the prices are good, they’re offers I wouldn’t find elsewhere and I requested it. It wasn’t spam.”
- “Zulily because they have little descriptions and pictures right in the email. All I have to do is click on the part I like!”
- “I like the fact that Groupon and Living Social offer great services, but it’s up to me. While Groupon is a daily email, it doesn’t seem intrusive.”
- “Amazon because they don’t bombard me with emails and when I go on their site, I often find products that appear to be fine-tuned to what I want.”

RESPONDENT DEMOGRAPHICS

51% of responding mothers are moms of one child. An additional 30% have two children, and 19% have three or more children.

57% of respondents are mothers of children under 1 year of age. 86% of survey participants have one or more children under 2 years of age. 95% of responding moms have one or more children under 4 years of age.

39% of participating moms are in their 20s. 33% are age 30 to 34, and 26% are age 35 or older.

57% are employed, either full-time (43%) or part-time (13%).

39% of respondents who provided their household income indicated a 2010 HHI of under \$50,000. 43% earned between \$50,000 and \$99,999, and 18% earned \$100,000 or more in 2010.

98% of survey respondents are cell phone owners, with 68% of all moms owning smartphones.