



CASE STUDY:

Analyzing the Digital Behavior and Preferences of Mothers with Babies

CUSTOMER:

A baby food manufacturer in the UK

Our customer needed to understand the digital behavior of mothers with babies—specifically regarding product discovery and research and the in-store buying journey.

The customer wanted to know:

1. Which websites do mothers with babies visit on a regular basis? If searching for information on a product, which search terms do they use?
2. Which devices are they most likely to use when browsing and buying—and why?
3. Which online retailers did they visit—and why?
4. How does the day in the life of this segment compare to that of the total online population?



This customer discovered that mothers spend 16 hours more online, are 25% more likely to use a PC to shop, and their prime shopping time occurs after 9pm.



Findings

Product Used: Smart Poll

Smart Poll combines attitudinal survey research with behavioral data from a passively metered, cross-device panel of global consumers.

Methodology

- ▶ Surveyed the UK Smart Panel (adults ages 18+) to segment mothers, with babies, who shop online.
- ▶ Passively measured their use of apps, websites, and digital devices over a 60-day period.

Device Use and Time Spent

- ▶ Mothers, with babies, who shop online, report **higher device ownership** than the average digital consumer, and index higher for home entertainment devices such as video game consoles, smart TVs, and streaming media players.
- ▶ They spend **16 more hours online** per month than the average online consumer across all device types.
- ▶ Their use of PCs is **25% higher** than the average online consumer.
- ▶ **Google and Facebook** dominate grocery stores' prior sessions while shopping, health, and parental advice index relatively high for mothers with babies.

Buying Journey

- ▶ Peak online shopping time occurred **around 9pm** and was also relatively high in the late afternoon.
- ▶ The average number of unique stores visited by this segment was **four**, with relatively high cross-store reach.
- ▶ Local retailers like Tesco, ASDA, and Boots lead in terms of net reach among mothers with babies, but local retailers trail Amazon—the top online shopping destination, with an **84% reach** among the sample.
- ▶ Browsing products is by far the biggest activity taking place during an online grocery store visit, with **45% of total page requests**. Search and Delivery & Checkout activities rank second and third.

Outcomes

Using the insights Verto provided, the customer realigned the timing of their campaigns (late night and afternoon) to target mothers with babies when they are most likely to browse and shop. They reworked their cross-device creative, allocating more spend to web-based ads on social media and advice sites.

Top UK Retailers Visits by Time of Day

