123Push a Stirista solution | **Mother's Day Related Segments**

Segment Name	Segment Description
123Push > Consumer > Seasonal > Holidays and Celebrations > Mother's Day	Individuals who enjoy celebrating Mother's Day based on surveys, social media data, and online/purchase activity.
123Push > Consumer > Shopping > Gift Shoppers > Mother's Day Gift Buyers	Individuals who are Mother's Day Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Shopping > Gift Shoppers > Flowers and Gift Buyers	Individuals who are Flowers and Gift Buyers based on social media data and online/purchase activity data.
123Push > Consumer > Demographics > Parents > Mothers (Moms)	Individuals who are mothers with at least one child still in the household. Sourced from surveys, sweepstakes, online activity, and public records.
123Push > Optimized for CTV > Consumer > Seasonal > Holidays and Celebrations > Mothers Day	Individuals who enjoy celebrating Mother's Day based on surveys, social media data, and online/purchase activity.
123Push > Optimized for CTV > Consumer > Shopping > Gift Shoppers > Mother's Day Gift Buyers	Individuals who are Mother's Day Gift Buyers based on social media data and online/purchase activity data.
123Push > Optimized for CTV > Consumer > Shopping > Gift Shoppers > Flowers and Gift Buyers	Individuals who are Flowers and Gift Buyers based on social media data and online/purchase activity data.
123Push > Optimized for CTV > Consumer > Demographics > Parents > Mothers (Moms)	Individuals who are mothers with at least one child still in the household. Sourced from surveys, sweepstakes, online activity, and public records.
123Push > Consumer > Life Event Trigger > New Mom	Individuals who are new moms multi-sourced from birth announcement orders, baby registries, maternity-wear buyers, and other relevant purchase/online activity. They recently had a baby and are highly likely to be in market for baby care products such as diapers, baby food, and breastfeeding equipment.
123Push > Consumer > Lifestyles > Parents and Family > Affluent Parents	Individuals who are Affluent Parents based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Fit Moms	Individuals who are Fit Moms based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Green Parents	Individuals who are Green Parents based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Millenial Parents	Individuals who are Millenial Parents based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Parents with Babies Age 0–2	Individuals who are Parents with Babies Age 0–2 based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Moms with Babies Age 0–2	Individuals who are Moms with Babies Age 0–2 based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Moms with Toddlers	Individuals who are Moms with Toddlers based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Parents with Toddlers	Individuals who are Parents with Toddlers based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Millenial Moms	Individuals who are Millenial Moms based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Green Moms	Individuals who are Green Moms based on self-reported surveys, public records, online activity, and transactional data.

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123Push > Consumer > Lifestyles > Parents and Family > Fit Parents	Individuals who are Fit Parents based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Affluent Moms	Individuals who are Affluent Moms based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms	Individuals who are Moms based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Parents with Younger Kids Age 5–10	Individuals who are Parents with Younger Kids Age 5–10 based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Moms with Younger Kids Age 5–10	Individuals who are Moms with Younger Kids Age 5–10 based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Parents with Teenagers	Individuals who are Parents with Teenagers based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Moms with Teenagers	Individuals who are Moms with Teenagers based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Soccer Parents	Individuals who are Soccer Parents based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Soccer Moms	Individuals who are Soccer Moms based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Working Class Parents	Individuals who are Working Class Parents based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Working Class Moms	Individuals who are Working Class Moms based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Stay at Home Moms	Individuals who are Stay at Home Moms based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Corporate Moms	Individuals who are Corporate Moms based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Trendy Parents	Individuals who are Trendy Parents based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyles > Parents and Family > Moms > Trendy Moms	Individuals who are Trendy Moms based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Demographics > Parents > Mothers (Moms)	Individuals who are mothers with at least one child still in the household. Sourced from surveys, sweepstakes, online activity, and public records.
123Push > Consumer > Lifestyles > Parents and Family > Football Mom	Individuals who are football mom. Sourced from self-reported surveys, public records, online activity, social media data, and purchase transactions.
123Push > Consumer > Lifestyles > Parents and Family > Basketball Mom	Individuals who are basketball mom. Sourced from self-reported surveys, public records, online activity, social media data, and purchase transactions.
123Push > Consumer > Lifestyles > Parents and Family > Baseball Mom	Individuals who are baseball mom. Sourced from self-reported surveys, public records, online activity, social media data, and purchase transactions.
123Push > Consumer > Lifestyles > Parents and Family > Moms Who Write	Individuals who are moms who write. Sourced from self-reported surveys, public records, online activity, social media data, and purchase transactions.
123Push > Consumer > Lifestyles > Parents and Family > Moms Who Read And Like Books	Individuals who are moms who read and like books. Sourced from self-reported surveys, public records, online activity, social media data, and purchase transactions.
123Push > Consumer > Lifestyles > Parents and Family > Moms Who Drink Wine	Individuals who are moms who drink wine. Sourced from self-reported surveys, public records, online activity, social media data, and purchase transactions.

Segment Name	Segment Description
123Push > Consumer > Lifestyles > Parents and Family > Moms Who Like Gardening And Plants	Individuals who are moms who like gardening and plants . Sourced from self-reported surveys, public records, online activity, social media data, and purchase transactions.
123Push > Consumer > Lifestyles > Parents and Family > New Moms Who Are Into Health And Exercise	Individuals who are new moms who are into health and exercise. Sourced from self-reported surveys, public records, online activity, social media data, and purchase transactions.
123Push > Consumer > Discretionary Spenders > High Income Moms	Individuals who are high income moms. Based on surveys, online/purchase activity, and social media data.
123Push > Consumer > Lifestyle > Parents and Family > Moms With 1 Kid	Individuals who are moms with 1 kid. Based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyle > Parents and Family > Moms With 2 Kids	Individuals who are moms with 2 kids. Based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyle > Parents and Family > Moms With 3+ Kids	Individuals who are moms with 3+ kids. Based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Lifestyle > Parents and Family > Parents With Multiple Children	Individuals who are parents with multiple children . Based on self-reported surveys, public records, online activity, and transactional data.
123Push > Consumer > Demographic > Family Composition > Grandmother	Individuals who are Grandmothers.
123Push > Optimized for CTV > Consumer > Demographic > Family Composition > Grandmother	Individuals who are Grandmothers.