

2013 **Social Mom Report**

A **21ST CENTURY MOM[®]** Insights Series



SOCIALMOM

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BabyCenter

#1 pregnancy and parenting site and mobile platform worldwide



Leadership

- 15MM users in the US alone
- 7 out of 10 babies born in the US last year are BabyCenter babies



Trusted

- Nearly 2x more trusted than any other pregnancy and parenting site
- Used 2x more often than health care professionals for pregnancy & parenting information



Influential

- More than 3 out of 4 moms share the information they find on BabyCenter with other moms
- 10 Webby Awards, 5 People's Choice



Loved

- Customer engagement 3-4x closest US competitor measured in pageviews per visit
- Frequent guest at the White House, Today Show, International Medical conferences

Source: comScore US MultiPlatform, January 2013. 2012 People's Voice Webby awards for both best parenting site and community. Boston Consulting Group, independent study of parenting websites, March 2012. CDC preliminary 2011 birth statistics, released October 2012.

Methodology

Qualitative Research

- Social media diaries
 - 14 new and expectant moms
 - Recruited from across the US via Facebook, Twitter, BabyCenter
- In-home friendship groups in Chicago and San Francisco



In-depth Survey

- 21st Century Social Mom survey of moms compared to general online population
- 928 expectant women or moms with kids up to 8 years old
- 552 other online adults



Behavioral & Secondary

- eCommerce: Online spending by category
- Social analytics including social brand exposure and referrals
- Moms 18-34 compared to Internet users age 18+



1 Mom is a social leader

2 Social powers her life

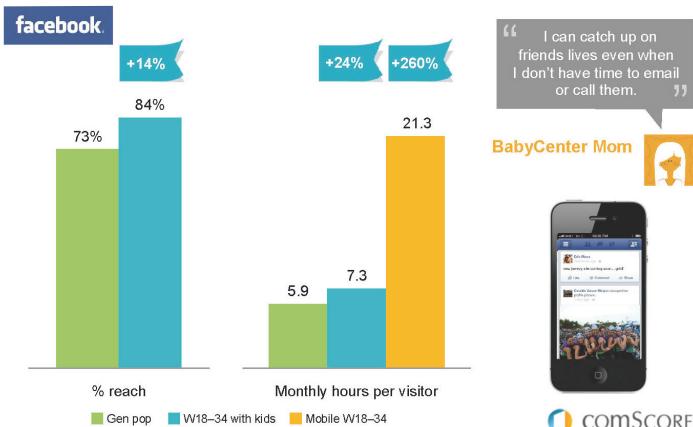
3 Different social for different needs

4 The most social consumer you'll meet

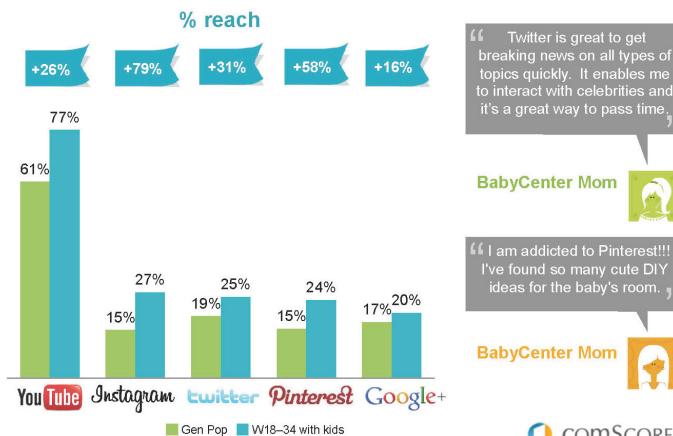
5 Marketing to Social Mom

Mom is a social leader

Moms lead social usage

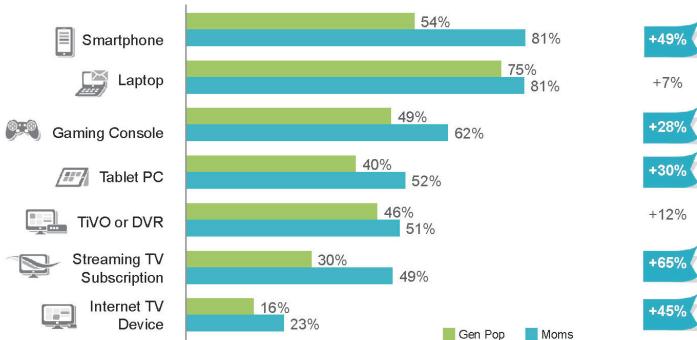


Moms lead across major platforms



Social powers her life

Media Moms are early adopters



Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013.

Her social behaviors change dramatically

68%

have less in common with non-mom friends,
starting in pregnancy

84%

say their new mom friends are very important
to them

73%

use parenting social media for brand & product
recommendations (+66% from 2009)

Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013.

Social media makes life better

Connection

45% are communicating more through social media and emailing less often

Discovery

2x more likely to say social helps them get information quickly (61%)

Sharing

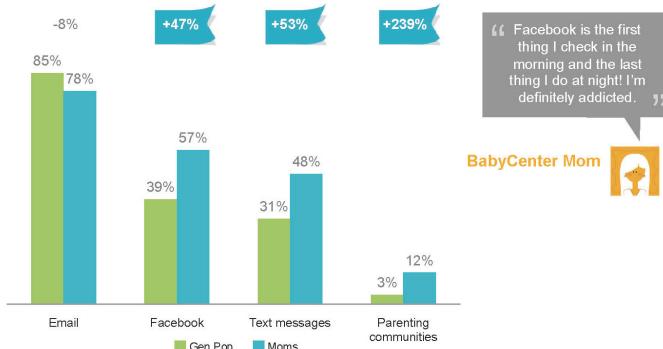
92% share family milestones on Facebook

Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013.

Social even comes before coffee

Q:

Which of these do you check first in the morning?

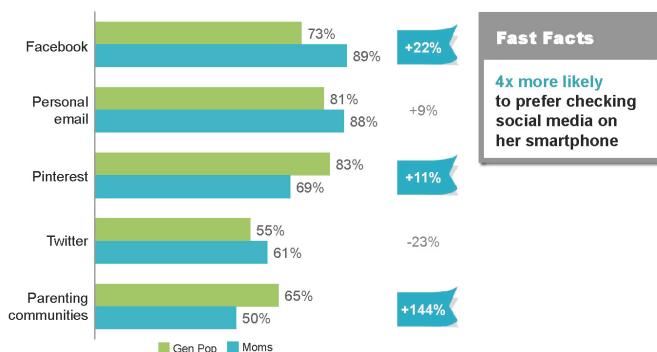


Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013.

Mobile & Social: 1+1=3

Q:

How often do you visit each of these types of sites or apps on your smartphone or tablet? (Weekly or more often)



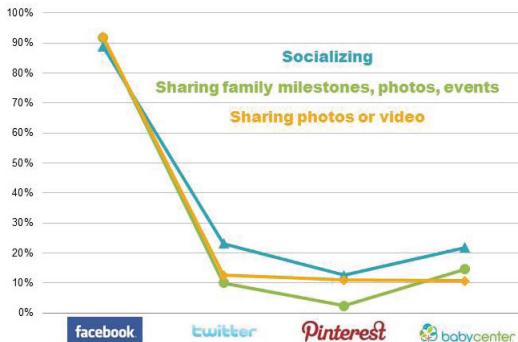
Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013.

Different social for different needs

Facebook is for socializing & sharing

Q:

Which of these sites or types of sites do you use for each activity?



Fast Facts

- 3.2B likes and comments on Facebook daily
- 300MM photos uploaded daily

Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013.

Parenting social media is for support and information

Q:

Which of these sites or types of sites do you use for each activity?



“ My least favorite thing about being pregnant with twins: buying a new car! ”

BabyCenter Mom

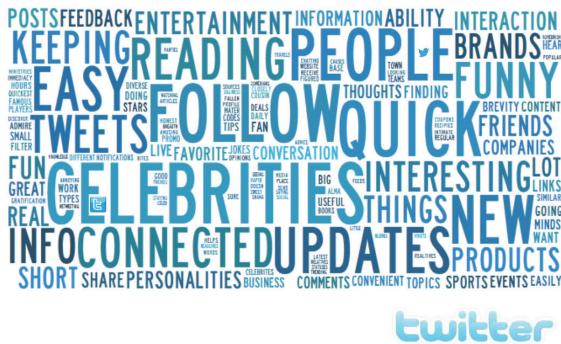


Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013.

Twitter is for following news, brands, celebrities

Q:

What's the best thing about Twitter?

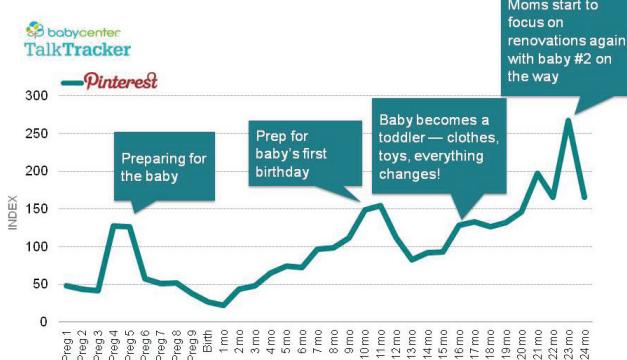


Source: BabyCenter 21st Century Mom® Insights Series, 2013 American Social Mom Report, April 2013.

Pinterest inspires Mom

Q:

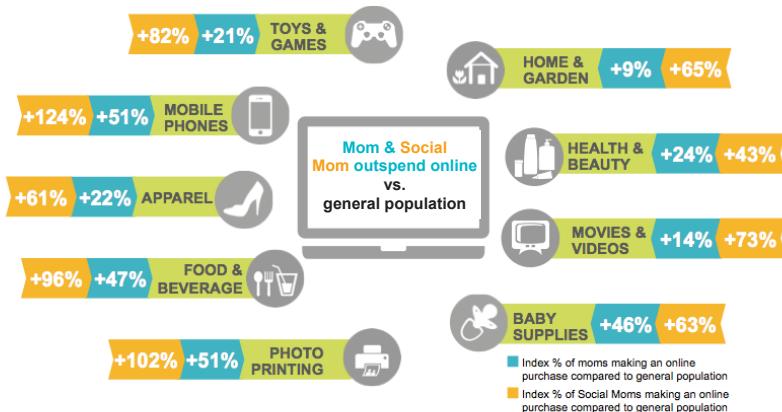
Imagine you are going to buy a new product. How would use each of these resources throughout the shopping process?



Source: BabyCenter 21st Century Mom® Talk Tracker™. March 2013.

The most social consumer you'll meet

Social Mom spends more

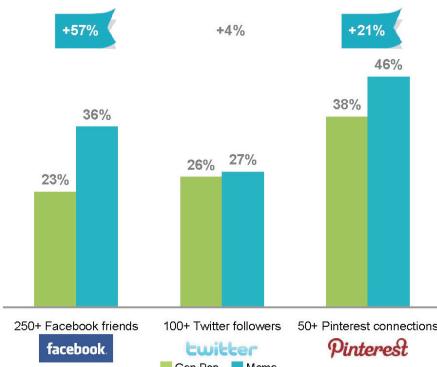


Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013. comScore eCommerce data. Percent of Women 18-49 w/ child, High Social Networkers buying online, defined as top 20% of social networking moms 18-49, compared to Internet users age 18+.

Social Mom is well connected



Approximately how many people do you follow or are you connected to on each of these sites? (among users)

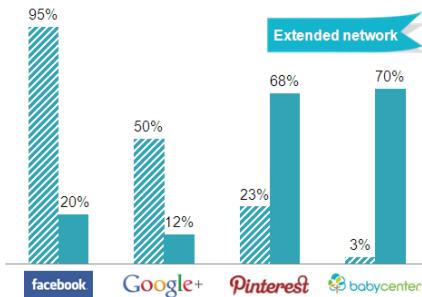


Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013.

Common interests expand her network

Q:

For each of these sites, what types of people are you connected to? (among moms)



■ Friends/Family ■ People with whom I have a common interest, but haven't met in person

Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013.

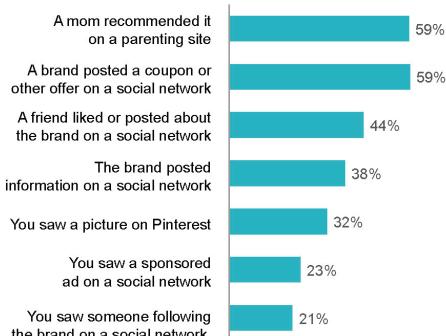
Fast Facts

84% share information with the BabyCenter Community that they would prefer not to share on Facebook (+18% since 2009)

Social media drives purchasing

Q:

Have ever bought something because...



Fast Facts

Posts from a friend are 18% more influential than posts from a brand

Posts from another mom are 55% more influential than posts from a brand

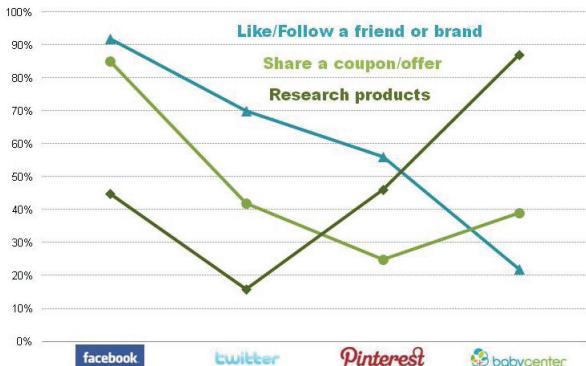
Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013.

Marketing to Social Mom

Brands must understand Mom's mindset

Q:

On which of the following social media do you do the following?

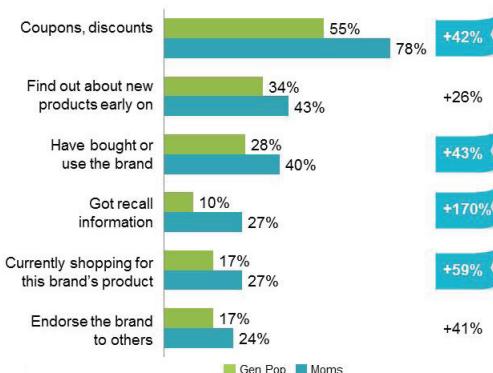


Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013.

She expects to save and learn from brands

Q:

Why do you like or follow brands on social media?



Source: BabyCenter 21st Century Mom® Insights Series, 2013 Social Mom Report, April 2013.

New rules for marketing to Social Mom

Recognize she's different, and so are her needs; how and what you talk about matters

Create a give-and-take relationship based on what she finds valuable

Listen to her. Act on what she says; if she asks a question, answer it – every time

Talk to her about things that have nothing to do with you

Support her busy life, don't make demands, nurture her journey

Notes:

Notes:

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Notes:

A large, semi-transparent watermark-style logo is centered on the page. It features the words "SOCIAL MOM" in a bold, sans-serif font. The word "SOCIAL" is in a light gray color, while "MOM" is in a light blue color. The logo is enclosed within a rounded rectangular border with a thin black outline. A white speech bubble shape is positioned below the "SOCIAL" text, pointing towards the bottom-left corner of the page.

Notes:

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