



FM

REACHING NEW MOMS

Why target moms through influencer marketing?

Moms are more likely than any other internet user group to regularly read blogs. And nearly one in five US mothers purchase a product based on an online blog post at least once a week.¹ For millennial moms (ages 18-35), influencers are their most-trusted source when researching a product and making a purchase.

81% of millennial moms find product recommendations from a blogger more authentic than a product feature in a magazine.²

74% of millennial moms seek out more information on blogs about a product they first saw on traditional media because they trust what they read on blogs.²

78% of millennial moms are more likely to purchase a product if it is recommended by an influencer they follow.²

Our Reach

110MM

Total Unique O&O Audience

200MM

Audience Extension

hyfn8

Proprietary Social Amplification

Our Audience Advantage

FM's mom audience includes the following characteristics:

High likelihood that they are currently pregnant – 167 index (comScore)

Likely to have children under the age of one in household – 132 index (comScore)

In-market for Babies/Kids items – 431 index (Moms on FM)

We are Architects of Influence

We connect brands to authentic, high-quality influencers and engaged audiences. Our content creators in the mom and parenting vertical work with top brands to showcase products that resonate with their lifestyles.

JEN  KEV

Hi there & Thither

CAKIES

HANDMADE
CHARLOTTE



FM

CAMPAIGN EXAMPLES

Shutterfly

FM worked with Shutterfly to target new and expectant mothers, raising awareness for its wide array of product offerings beyond photo prints. FM bloggers in the mom and parenting vertical wrote about topics like, [how to create a simple, modern baby shower](#) with an invitation and wall decals from Shutterfly and selecting the perfect holiday card from Shutterfly to [celebrate a new addition](#) to the family.



Daisy Sour Cream

To drive brand awareness and showcase the versatility and convenience of Daisy Sour Cream's new packaging, FM creators produced content around original recipes and party ideas. For its Super Bowl campaign, posts encouraging [children's involvement in meal preparation](#) and family fun in the kitchen led to the highest number of product clicks.

CASE STUDY

Children's Snack

Objective: Drive awareness for the CPG brand's new children's cookie product amongst parents.

Strategy: To reach and engage the CPG brand's most relevant audience, Federated Media tapped key Mommy/Foodie influencers with young children in the household to create custom brand integration content surrounding the new product. The custom content incorporated the cookies into children's snack ideas, recipes and stunning photography.

Results: The custom brand integration and distribution campaign proved to be highly successful for the CPG brand which accumulated over 1,353 sponsor clickthroughs; greatly surpassing Federated Media's benchmarks for success.

83.1K

**Content
Page Views**

Benchmark: 51,801

2,146

**Instagram
Engagements**

Benchmark: 518

4.09%

**Social
Engagement Rate**

Benchmark: 2.02%

¹McCarthy, Alison. "Blogs Still Influential for US Moms..." eMarketer. 7 March 2016.

²McCarthy, Alison. "US Millennial Mothers Trust Bloggers and Influencers for Authentic Reviews." eMarketer. 2 December 2015.