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Who's Shopping for Dad this Year?

Data-Driven Insights for Your Father's Day Campaign



Dads are the grill masters, the joke tellers, and the shoulders to cry on. In 2023, Father's Day spending in the US reached **\$22.9 billion**, setting new records for this cherished holiday.

But who exactly is shopping for Dad, and what are they looking for?

Who's Spending & What's Trending

1

Millennials are ready to spend:

Look out for 25-44 year olds, who tend to go big on gifts. They're also receptive to advertising, making them a prime target for campaigns.

2

What Dads Really Want:

Last year, consumers shelled out over \$3.4 billion on outings, \$3 billion on clothes, and a cool \$2.5 billion on gift cards.

3

Father's Sons Step Up:

Turns out, dads spoil dads too! Men spend an average of \$209 on Father's Day, a whopping \$68 more than women. They're also more likely to celebrate in general, with 78% of men planning to buy a gift.

Source: NRF Father's Day

Strategic Targeting: Reach the Right Audience

Paid social media advertising platforms offer powerful targeting options.

Here's how to get granular:

Demographics: Age, location, income, and even life events (like becoming a new parent) can all play a role.

Interests & Behaviors: Does your ideal customer love golf? Maybe they're a fitness fanatic or a craft beer connoisseur. Target your ads to their passions.

Purchase History: Show your latest grill to past grill-masters, or target fans of your athletic wear to adult children looking for an active gift for Dad.

Facebook Ads Manager allows you to create highly targeted campaigns. Here are some starting points to inspire your Father's Day audience selection. [Click here to check.](#)



Pro tip: To improve your campaign's performance and relevance, add an extra layer of targeting using Facebook's "Detailed Targeting" options.

[See examples here.](#)

Facebook Ads: Target Audience Ideas

Demographics

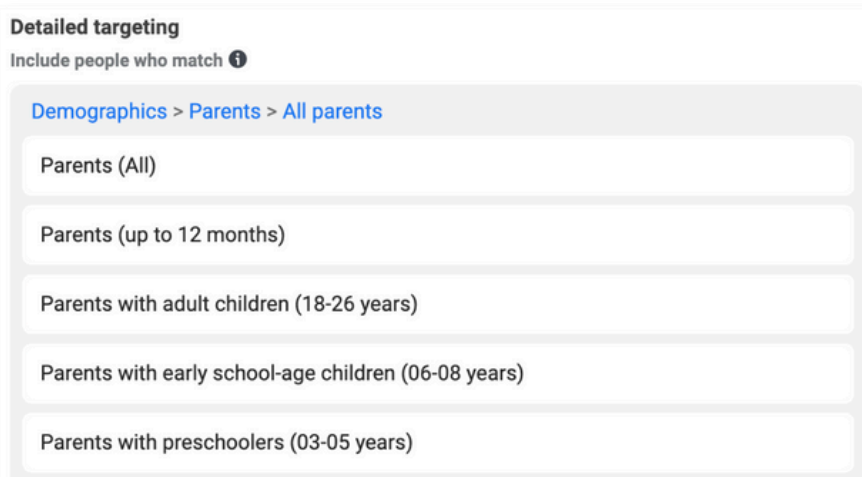
- Parents (All)
- New Parents (0-12 months)
- Parents with Toddlers (01-02 years)
- Parents with Preschoolers (03-05 years)
- Parents with Early School-Age Children (06-08 years)
- Parents with Preteens (08-12 years)
- Parents with Teenagers (13-18 years)
- New Parents
- Stay-at-Home Parent

Relationship

- Engaged
- Married
- In a relationship

Employers

- Parents
- Stay at home mom
- Stay-at-home dad
- Stay-at-home parent



Facebook Ads: Interest Targeting Ideas

Interest

- Auto detailing (vehicles)
- Automotive industry (industry)
- dineout (restaurant)
- Garden (home & garden)
- Landscaping (gardening)
- Major League Baseball (professional organization)
- Massage parlor (massage therapy)
- Mobile game (video games)
- Mobile phone accessories (smart phone)
- Outdoor recreation (outdoor activities)
- Restaurants (dining)
- Soccer Fans (soccer)
- Sports (sports)
- Sports equipment (sports)
- Tool (industrial materials & equipment)
- Watch (accessories)
- Wearable technology (consumer electronics)
- Video games (gaming)
- Fatherhood (children & parenting)
- Do it yourself (DIY)
- Gardening (outdoor activities)
- Home improvement (home & garden)
- Spas (personal care)
- Men's clothing (apparel)
- Camping (outdoors activities)
- Baseball (sport)
- Golf (sport)
- Mobile phones (smart phone)

Facebook Ads: Audience Scenario Samples

Scenario 1: For Self-treating Dads

This campaign targets men (set the gender option) who are also parents (include all parent demographics: new parents, parents with toddlers, etc.). Layer on additional targeting options in "Detailed Targeting" to get even more specific.

Consider interests like grilling or sports, behaviors like online shopping, or demographics like income level to make your ad resonate with dads looking to indulge.

Demographics sample:

- Parents (All)
- New Parents (0-12 months)
- Parents with Toddlers (01-02 years)
- Parents with Preschoolers (03-05 years)
- Parents with Early School-Age Children (06-08 years)
- Parents with Preteens (08-12 years)
- Parents with Teenagers (13-18 years)
- New Parents
- Stay-at-Home Parent

Scenario 2: For The Pet Dads

Dads who love their furry companions are a dedicated bunch (you can include "Single" in the relationship status)

Advertise pet-related gifts or experiences alongside sentimental messaging about the father-pet bond. Target interests like "dog walking", "dog grooming", or "cat breeds" to capture this audience.

Facebook Ads: Audience Scenario Samples

Scenario 3: For The Gift-Giving Partner

This campaign targets people in relationships (set relationship status to "In a Relationship," "Engaged," or "Married").

Similar to the previous example, add layers of targeting based on demographics (like moms of grade-school kids) or interests (think "craft enthusiasts" for a DIY gift idea campaign).

Demographics sample:

- Parents (All)
- New parents (0-12 months)
- Parents with toddlers (01-02 years)
- Parents with preschoolers (03-05 years)
- Parents with early school-age children (06-08 years)
- Parents with preteens (08-12 years)
- Parents with teenagers (13-18 years)
- New Parents
- Moms of Grade School Kids
- Moms of High School Kids
- Stay-at-Home Parent
- Stay-at-Home Moms
- Soccer Moms
- Trendy Moms
- Corporate Moms
- Fit Moms
- New Moms

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