

# Valentine's Day

STATS TO MAKE YOU

»» → Fall in Love ← ««

WITH

CONTENT MARKETING

&

»» Native Advertising →

Did you know?

Did you know early Valentine's Day gifts were given to children to ward off sickness? How far we've come! The ever-popular holiday of love & romance is fast approaching, and if you haven't made a reservation yet... well, fear not (!) gift-giving is still a mighty high priority! As celebrants in love are preparing for the big night, make sure your content marketing and programmatic game is up to snuff to meet demand.

»» Here's what you need to know about your lovers:



## To Gift ... or NOT to Gift

According to NRF, over half of celebrants in 2018 used smartphones to shop for gifts<sup>2</sup>



44.7% plan to use their tablets to shop<sup>2</sup>



In 2018, U.S. consumers likely spent an average of \$143.56 on Valentine's Day (a 5% increase from last year)<sup>2</sup>

\$19.6  
BILLION

In 2018, total spending reached about \$19.6 billion<sup>2</sup>



55% of the population will likely celebrate this year<sup>2</sup>

## VALENTINE'S DAY Top GIFT CATEGORIES ACCORDING TO EMARKETER<sup>3</sup>



Jewelry



An evening out



Flowers

## To Go Out OR Stay In



50%

Millennials are more likely to go out to dinner (50%) than Baby Boomers (38%)<sup>11</sup>



## Prepare for Last Minute Shoppers



Last year, 1800Flowers.com saw a 30% jump in desktop conversions on February 13th compared to just a week before.<sup>1</sup>

## Content Matters!

Content makes consumers 131% more likely to buy.<sup>8</sup>

36.9% of those shopping for Valentine's Day on smartphones use it for research.<sup>2</sup>

70% of users who feel a connection to a brand spend twice as much as those who don't.<sup>10</sup>

When consumers read an educational article, they are 131% more inclined to buy from that company.<sup>9</sup>

Two Thirds (⅔) of shoppers say online video has given them ideas and inspiration for their purchases.<sup>5</sup>

Marketers who prioritize blogging are 13x more likely to generate a positive ROI.<sup>4</sup>

## Get Your Goals Down



1/2

Half of content marketers struggle to determine the right KPIs to measure.<sup>6</sup>

87%

87% of ad execs say they hold back spending on media and platforms due to poor measurement.<sup>7</sup>

## TOP 3 KPI's FOR Retail Advertisers (BIDTELLECT)

1

Drive Traffic to Blog Content

2

Offer Driven Creative

3

Drive Sales

### SOURCES:

<sup>1</sup> Digital Commerce 360, "Valentine's Day 2018 online sales recap," 12 March 2018, <https://www.digitalcommerce360.com/2018/03/12/valentines-day-2018-online-sales-recap-in-charts/>

<sup>2</sup> National Retail Federation, "Holiday and Seasonal Trends: Valentine's Day," <https://nrf.com/insights/holiday-and-seasonal-trends/valentines-day>

<sup>3</sup> eMarketer, Leading US Valentine's Day Gift Categories, Ranked by Consumer Spending, 2018 (billions), 05 February 2018, <https://www.emarketer.com/Chart/Leading-US-Valentines-Day-Gift-Categories-Ranked-by-Consumer-Spending-2018-billions/216237>

<sup>4</sup> Hubspot via Shopify, "State of Inbound 2018," 24 April 2018, [http://www.stateofinbound.com/?\\_\\_hstc=178570363.f53a4d9696ec5bff40dc6ac80ddf0c8.1541438087160.1541438087160.1541438087160.16\\_\\_hssc=178570363.1.15414380871606\\_\\_hsfp=2632312446](http://www.stateofinbound.com/?__hstc=178570363.f53a4d9696ec5bff40dc6ac80ddf0c8.1541438087160.1541438087160.1541438087160.16__hssc=178570363.1.15414380871606__hsfp=2632312446)

<sup>5</sup> Google/Ipsos, "The Role of Digital Video in People's Lives," July 2018, <https://www.thinkwithgoogle.com/data/holiday-shopping-video-inspiration/>

<sup>6</sup> Digiday, "Digiday Research: Half of marketers struggle to measure their content marketing," 29 August 2018, <https://digiday.com/marketing/digiday-research-half-of-marketers-struggle-to-measure-their-content-marketing/>

<sup>7</sup> MediaPost, "Study Finds Ad Execs Hold Back Media Dollars Due to Poor Measurement," 7 August 2018, <https://www.mediapost.com/publications/article/323312/study-finds-ad-execs-hold-back-media-dollars-due-t.html>

<sup>8</sup> Twitter via Nudge, "The State of Content," 2 November 2018, <https://giveitanudge.com/the-state-of-content/>

<sup>9</sup> Conductor via Forbes, "Use This Strategy to Increase Willingness to Purchase By 131 Percent," September 2, 2017 <https://www.forbes.com/sites/cherylnappconner/2017/09/02/use-this-strategy-to-increase-willingness-to-purchase-by-131-percent/#4f31ee4a3dfc>

<sup>10</sup> Adweek, "3 Steps to Build a Lasting Emotional Connection With Customers," 30 October 2019, <https://www.adweek.com/brand-marketing/3-steps-to-build-a-lasting-emotional-connection-with-customers/>

<sup>11</sup> AYTM, "Valentine's Day: A Difference in Celebration," 9 January 2018, <https://aytm.com/blog/valentines-day-a-difference-in-celebration/>