

Valentine's Day

STATS TO MAKE YOU

» Fall in Love «

WITH

CONTENT MARKETING

&

» Native Advertising «

Did you know?

A certain holiday season in December might hog the gift-giving spotlight, but don't underestimate the holiday of love mid-February. Spending is expected to top \$20 billion this year, according to NRF, so here's what you need to know for advertising that screams I-o-v-e from ad type to gift type.

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



What TO GIFT?

29% Plan to give a gift of experience¹



40% Would love to receive one¹



In 2019, U.S. consumers spent an average of \$161.96 on Valentine's Day (a 13% increase from previous year)¹

\$60

Between 2009 and 2019, the average amount consumers planned to spend on Valentine's Day gifts increased by \$60¹

Anti VALENTINE'S DAY



1/4 who aren't celebrating still plan to treat themselves to something special, hold a get-together with other single friends or even purchase an "anti-Valentine's Day" gift.¹



36.9% of those shopping for Valentine's Day on smartphones use it for research²



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.³



Which AD TYPE?

We analyzed data of retail clients from February 4th through 15th 2019, right when shoppers would be preparing for Valentine's Day.

Our takeaway?



In-Feed had the HIGHEST CTR along with the HIGHEST REVENUE.

In-Ad was the most successful ad type, averaging **7.7 ENGAGEMENT SCORE™**.



CTR BY Ad Type

0.27% IN FEED

REC WID 0.17%

0.12% IN AD

Convert CONVERT Convert!

✈ **Travel Bookings** had the highest conversions across ad type, followed by **purchases**.

🕒 By conversion type, **view-through** reigned supreme, indicating the importance of incorporating video into your advertising strategy.

📅 By ad type, **In-Ad** remains most successful across the board.

TOP 3 KPIs FOR Retail Advertisers (BIDTELLECT)

- 1 Drive Traffic to Blog Content
- 2 Offer Driven Creative
- 3 Drive Sales

Creative BEST Practices

- Use Compelling, Educational Headlines - BRING VALUE
- Ask Questions
- Use Bright, Colorful Images & GIFS
- Offer to Educate or Solve Problems - HOW TO
- Feature People in RELEVANT SETTINGS
- Promotions!
- Use Listicles
- Call to Action

SOURCES:

¹ NRF, "Fewer consumers celebrating Valentine's Day but those who do are spending more," January 30, 2019 <https://nrf.com/media-center/press-releases/fewer-consumers-celebrating-valentines-day-those-who-do-are-spending>

² Digital Commerce 360 "More shoppers will buy online this Valentine's Day" February 2019, <https://www.digitalcommerce360.com/2018/02/09/shoppers-will-buy-online-valentines-day/>

³ Digital Commerce 360 "Valentine's Day 2018 online sales recap in charts" March 2018, <https://www.digitalcommerce360.com/2018/03/12/valentines-day-2018-online-sales-recap-in-charts/>