



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:





29% Plan to give a gift of experience 1



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

40% Would love to receive one 1



Between 2009 and 2019, the average amount consumers planned to spend on Valentine's Day gifts increased by \$60 1





1/4 who aren't celebrating still plan to treat themselves to something special, hold a gettogether 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 research 2



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[™].





REC 0.17%

0.12% IN

Convert ONVERT 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.



Offer Driven Creative

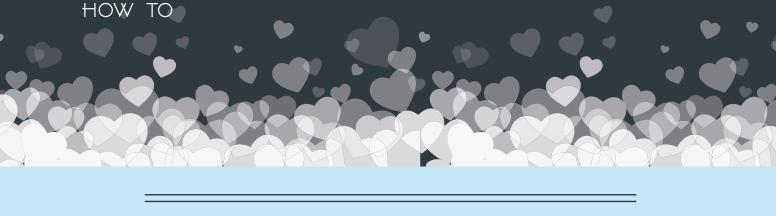
Drive Sales

Creative BEST Practices

- Use Compelling, Educational Headlines - BRING VALUE Ask Questions
- Use Bright, Colorful Images & GIFS
- Offer to Educate or Solve Problems -
- **SETTINGS** Promotions!

Feature People in RELEVANT

- Use Listicles
- Call to Action



- 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/

¹NRF, "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