

Gear Valentine's Day messaging to all relationships - friends, pets, even oneself!
Not just romantic ones.



27% of those celebrating Valentine's Day said they'd buy gifts for their pets in 2020. Spend on pet gifts has grown exponentially, from just \$450 million in 2010 to more than **\$1.7 billion a decade later - a 278% increase.**
(NRF, February 2020)

Since 2010, spend on Valentine's Day gifts for friends has nearly tripled, from \$737 million to **\$2.1 billion.**
(NRF, February 2020)

Expect preference for physical gifts, not in-person experiences or trips, due to safety.

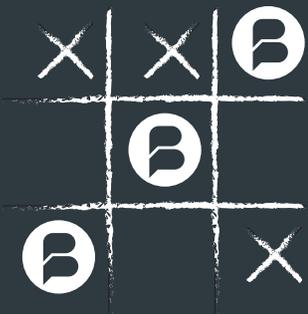
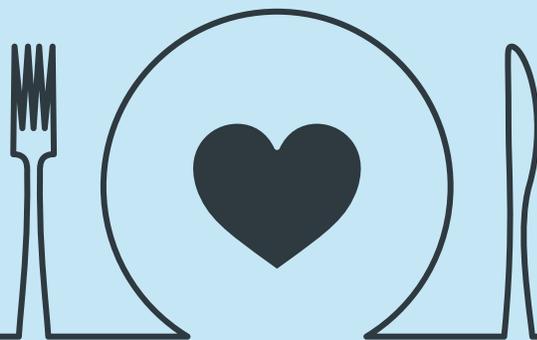


U.S. ecommerce sales were **up 92.7%** in May 2020. For scale, **that's more spent online than that last 12 Cyber Mondays combined.**
(Mastercard via DigitalCommerce360)

US ecommerce sales will reach **\$794.50 billion this year, up 32.4% year-over-year**, reaching a level not previously expected until 2022.
(eMarketer, October 2020)

Content: offer ideas for "at-home" dates like eating in or romantic activities

Re-opening laws and food-service laws differ by region, state, even county. Even where restaurants are open, maybe are wary of their own health and safety and budget concerns.

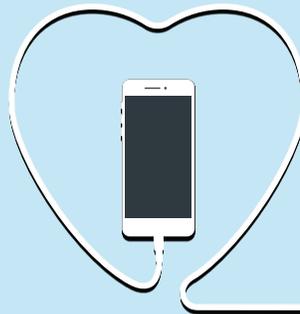


Utilize on contextual targeting to reach consumers reading about gift ideas, inspiration, and comfort for Valentine's Day

Targeted communications that are relevant and useful can create lasting customer loyalty and **drive revenue growth of 10 to 30%.**
(McKinsey)

Commit to a multichannel approach: consumers will engage with content and shop on desktop, tablet, and mobile devices

Retail ad spending on mobile will surpass \$18 billion this year, and desktop/laptop spending will reach nearly \$10 billion.
(eMarketer, October 2020)



Real-time creative optimization: optimize to best-performing creative and adapt accordingly.
Eye-catching creatives drive results.



Bidtellect's platform optimizes to best-performing creative assets in real-time

[b]+studio, Bidtellect's in-house creative team recommends these High Impact Creative Assets



Spending Habits

In 2020, consumers in the US reported an average spend of \$196 on Valentine's Day.
(eMarketer, February 2020)

Age 35-44 had the highest average expected spending in 2020: \$358.78

Age 65+ had the lowest: \$99.14

Favorite Gifts in 2020

(NRF via eMarketer, February 2020)

