Valentine’s Day
Insights to woo digital marketers
Billions spent in the name of love

$18.9 billion

Total spending increased 10% from the $17.3 billion spent in 2014.

Valentine’s day is the 4th largest spending holiday, following winter holidays, back-to-school, and Mother’s Day.

SOURCE:
National Retail Federation Monthly Consumer Survey, January 2015
Giving the gift of love

Half of shoppers plan to purchase a card or candy.

Valentine's gifts shoppers plan to purchase

- Candy: 53%
- Greeting cards: 51%
- Flowers: 38%
- An evening out: 35%
- Jewelry: 21%
- Clothing: 16%
- Gift card: 15%

SOURCE: National Retail Federation, Monthly Consumer Survey, January 2015
Lovers pine for tech gifts

Nearly 40% of people would be infatuated with a smartphone gift this Valentine’s Day

Top tech gifts people would like to receive for Valentine’s Day

- Smartphone (39.0%)
- Laptop (16.0%)
- Tablet (19.0%)
- Fitness tracker (10.0%)

Valentine’s Day gifts are not just for couples

Nearly 60% of people plan to give gifts to family members.

- Significant other/Spouse: 91%
- Other family members (children, parents, etc.): 59%
- Friends: 22%
- Children's classmates/teachers: 22%
- Pets: 21%
- Co-workers: 12%

SOURCE: National Retail Federation Monthly Consumer Survey, January 2015
The price tag of love

The average consumer spent $142 in 2015 on gifts for their significant other, friends, family members, and pets—a 6% increase from last year.

SOURCE: National Retail Federation Monthly Consumer Survey, January 2015
Celebrating “Singles Awareness Day”

45% of adults don’t plan to celebrate Valentine’s Day.

But many make other plans and still spend on February 14.

11% plan a get-together or evening out with other single friends/family members.

10% treat themselves to something special. (jewelry, spa, apparel, etc.)

3% purchase anti-Valentine’s Day gifts.

SOURCE: National Retail Federation Monthly Consumer Survey, January 2015
Love is sweet

$1.7 billion is spent on candy for Valentine’s Day.

4th largest candy holiday.

53% give candy as a gift.

75% of candy sales are chocolate.

SOURCE:
National Retail Federation, 2015
Valentine’s Day Spending Survey
Chocolate is good for the heart – in more ways than one

According to a study, people who eat the most chocolate had a:
37 percent lower risk of heart disease
31 percent reduced risk of diabetes
29 percent lower risk of stroke compared with those who ate the least²

For Valentine’s Day:
- Prefer flowers 31.0%
- Prefer chocolate 69.0%

SOURCE:
¹ Food Manufacturing, February 2014
² Chocolate Consumption and Cardiometabolic disorders; systematic review and meta-analysis, August 2011.
How do you celebrate Valentine’s Day?

- Purchase a gift: 60%
- Go out to dinner: 53%
- Prepare a special meal at home: 32%
- Go to the movies: 24%
- Rent a movie: 16%
- Go to a night club, drinks, and/or dancing: 11%
- Weekend getaway: 11%
- Show or concert: 7%
- Visit friends at their home: 7%

A day to mark eternal love

14 million people planned or expected a marriage proposal on February 14. This is 12% of single Americans.
Consumers are sweet on mobile shopping for Valentine’s Day

How smartphone users plan to use their device to shop for Valentine’s Day:

- Plan to Research Products/Compare Prices: 26%
- Plan to look up Retailer Information (location, store hours, directions, etc.): 15%
- Plan to Purchase Products: 14%
- Plan to Redeem Coupons: 13%
- Plan to use Apps to Compare Prices: 9%
- Plan to use Apps to Research or Purchase Products: 8%
- Plan to use Smartphone to Pay for a Transaction at a Store Check-out Counter: 4%

**Help them call you.** Call Extensions show your business phone number in your ad.

**Help them find/visit you.** Location Extensions show the address of your business location closest to the customer, including a local phone number. And, if the customer is viewing your ad on a smartphone, they can click that number to give you a call.

**Help them see the right location.** Location Targeting will help you show your ads to people in, searching for, or viewing pages about your targeted location.

**SOURCE:**
National Retail Federation, Monthly Consumer Survey, January 2015
Bing Ads audience
The Bing Ads Network packs value for retail

88M
total retail searchers

687M
 total retail searches

36%
of all retail paid clicks

SOURCE:
comScore qSearch (custom), U.S.,
June 2015; industry categories based
on comScore classifications
The Bing Ads Network packs value for flowers/gifts/greetings

3.7M total flowers/gifts/greetings searchers

3.4M flowers/gifts/greetings searchers not reached on Google.

6M total flowers/gifts/greetings searches

47% of all flowers/gifts/greetings paid clicks

SOURCE:
comScore qSearch (custom), U.S., June 2015; industry categories based on comScore classifications
Diamonds are forever

Compared to Google, the Bing Ads audience is:

23% more likely to have spent $500 or more on jewelry/watches/accessories in the last 6 months

Source: comScore Plan Metrix, US, January 2015, custom measure created using comScore indices and duplication. January data was used to reflect the month prior to Valentine’s Day.
A rose by any other name

Compared to Google, the Bing Ads audience is:

- 11% more likely to have spent $100 to $199 on flowers in the last 6 months
- 5% more likely to have spent $200 to $499 on flowers in the last 6 months

Source: comScore Plan Metrix, US, January 2015, custom measure created using comScore indices and duplication. January data was used to reflect the month prior to Valentine’s Day.
Satisfy your love’s sweet tooth

Compared to Google, the Bing Ads audience is:

- 23% more likely to have spent $100 to $199 on gum or candy in the last 30 days
- 16% more likely to have spent $500 or more on gum or candy in the last 30 days

Source: comScore Plan Metrix, US, January 2015, custom measure created using comScore indices and duplication. January data was used to reflect the month prior to Valentine’s Day.
Have spent $100 to $199 on gift foods online in the last 30 days

Source: comScore Plan Metrix, US, January 2015, custom measure created using comScore indices and duplication. January data was used to reflect the month prior to Valentine’s Day.
Give the gift of choice and spread the love with gift cards

Compared to Google, the Bing Ads audience is:

8% more likely to have used paid service for gift certificates in the last 6 months

Source: comScore Plan Metrix, US, January 2015, custom measure created using comScore indices and duplication. January data was used to reflect the month prior to Valentine’s Day.
Valentines aren’t just for grade school

Compared to Google, the Bing Ads audience is more likely to:

- Have bought greeting cards online in the last 6 months
- Have spent $500 or more on greetings cards in the last 6 months

Source: comScore Plan Metrix, US, January 2015, custom measure created using comScore indices and duplication. January data was used to reflect the month prior to Valentine’s Day.
Bing Ads
Search trends
Valentine’s Day shopping heats up the first 2 weeks of February.

Valentine’s Day searches on Bing Ads

Jan 4 - 10  Jan 11 - 17  Jan 18 - 24  Jan 25 - 31  Feb 1 - 7  Feb 8 - 14

PC/Tablet:
- +0%
- +3%
- +7%
- +26%
- +48%
- +57%

Mobile:
- +6%
- +14%
- +6%
- +20%

SOURCE:
Microsoft internal data January–February 2015
Valentine’s Day searches and clicks by category

Across all devices

**Searches**
- 40% Restaurants/Recipes
- 16% Cards
- 15% Gifts
- 9% Other
- 8% Jewelry
- 10% Flowers
- 10% Candy and Chocolate

**Clicks**
- 53% Restaurants/Recipes
- 16% Cards
- 12% Gifts
- 10% Other
- 9% Jewelry
- 8% Flowers
- 3% Candy and Chocolate

**Source:** Microsoft internal data January–February 2015
PC/Tablet

Valentine’s Day searches on Bing Ads

- Candy and Chocolate
- Flowers
- Jewelry
- Valentine’s Day Cards
- Valentine’s Day Gifts

TIP
Consider kicking off your campaigns in January to capture early shoppers before the competition becomes more heated the final two weeks before Valentine’s Day.

SOURCE:
Microsoft internal data January–February 2015
Valentine’s Day searches peak the two weeks leading up to the holiday – take advantage of this short window of time.

SOURCE: Microsoft internal data February 2015
Mobile captures roughly 1/3 of Valentine’s Day searches

**Searches**
- Mobile: 32%
- PC/Tablet: 68%

**Clicks**
- Mobile: 17%
- PC/Tablet: 83%

**TIP**
Be consistent across devices. Offers on desktop, smartphone, and tablet should be identical and easy to find.
Valentine’s Day weekly click growth

- **Jan 18 - 24:** +3% (PC/Tablet) +2% (Mobile)
- **Jan 25 - 31:** +2% (PC/Tablet) +9% (Mobile)
- **Feb 1 - 7:** +28% (PC/Tablet) +37% (Mobile)
- **Feb 8 - 14:** +71% (PC/Tablet) +77% (Mobile)

**TIP**
Valentine’s shopping picks up beginning mid-January. Ensure your budget won’t go dark when sales peak toward the end of this top shopping period.

**SOURCE:**
Microsoft internal data January–February 2015
Valentine’s Day click growth by category

**Flowers**
- PC/ Tablet: +154%
- Mobile: +121%

**Candy and Chocolate**
- PC/ Tablet: +123%
- Mobile: +151%

**Valentine's Day Cards**
- PC/ Tablet: +540%
- Mobile: +269%

**Valentine's Day Gifts**
- PC/ Tablet: +45%
- Mobile: +42%

**TIP**
For some categories, mobile clicks are estimated to grow at a faster rate than PC/Tablet during the week of Valentine’s Day. Use bid modifiers to increase visibility of your top keywords.

**SOURCE:**
Microsoft internal data January-February 2015
Valentine’s Day click-through rate by day

PC/Tablet

Highest click-through rate period
4.9% average

SOURCE:
Microsoft internal data February 2015
Valentine’s Day click-through rate by category

PC/Tablet

**Flowers**

- **Searches** and **CTR**

**Valentine's Day Gifts**

- **Searches** and **CTR**

**Valentine's Day Cards**

- **Searches** and **CTR**

*Source:* Microsoft internal data February 2015
Valentine’s Day hourly click-through rate
Feb 13 and 14

**PC/Tablet searches** and click-through rate peak February 13 in the afternoon from 2-8pm. **Mobile volume** is greatest on Valentine’s Day from 3-10pm.

**SOURCE:**
Microsoft internal data February 2015
Valentine’s Day cost-per-click

PC/Tablet

- **Jewelry**
  - CPC and CTR trends from Jan 4 to Feb 8, with CPC increasing and CTR stabilizing.

- **Candy and Chocolate**
  - CPC and CTR trends from Jan 4 to Feb 8, with CPC decreasing and CTR increasing.

- **Flowers**
  - CPC and CTR trends from Jan 4 to Feb 8, with CPC and CTR both increasing.

- **Valentine’s Day Gifts**
  - CPC and CTR trends from Jan 4 to Feb 8, with CPC decreasing and CTR stabilizing.

**Source:**
Microsoft internal data January-February 2015
Top 10 search categories for Valentine’s Day

All devices

1. jewelry
2. gift cards
3. flowers
4. valentine cards
5. chocolate
6. candy
7. florist
8. jewelry stores
9. valentines day gifts
10. florists

SOURCE: Microsoft internal data February 2015
NOTE: Top 10 doesn’t include brand names
Top 10 Valentine’s Day searches

All devices

*brand
*brand
jewelry
gift cards
flowers
*brand
*brand
*brand
*brand
valentine cards

Valentine’s Day search volume

Top 10 search volume

Top 10
Other
32%
68%
26%
74%

The top 10 searches represent 32% of the total Valentine’s Day search volume and brand terms represent 74% of the top 10 search volume.

• **Play defense**—Bid on your brand terms to capture as many clicks as possible and protect your hard earned brand placement.

• **Play offense**—Bid on brand terms of your competitors to gain more clicks and prominence on the search results page.
Top 10 Valentine’s Day flowers searches

All devices

Flowers

- flowers
- *brand
- florist
- florists
- valentine flowers
- roses
- flower delivery
- *brand
- rose

Flowers search volume

Top 10
Other

37%
63%

Top 10 search volume

Brands
Other

15%
85%

Shoppers know what type of flowers they want to give and roses are still the favorite: 10% of the top 10 searches volume was driven by roses searches.

TIP
Use extensions. Reach mobile Valentine’s Day shoppers on the go with extensions.
Help them call you. Call Extensions show your business phone number in your ad
Help them find/visit you. Location Extensions show the address of your business location closest to the customer, including a local phone number. And, if the customer is viewing your ad on a smartphone, they can click that number to give you a call.
Help them see the right location. Location Targeting will help you show your ads to people in, searching for, or viewing pages about your targeted location.

TIP
Consider using Bing Shopping Campaigns to differentiate your roses offerings with a relevant product image and product details.

SOURCE:
Microsoft internal data February 2015
Top 10 Valentine’s Day gifts and cards searches

All devices

Valentine’s Day Gifts

Valentine’s Day Cards

Gift cards accounted for 16% of the top 10 volume. But lingerie is still the favorite gift, with 29% of the top 10 search volume.

eCards are equally as popular as cards: 19% of the top 10 searches are eCard related.

TIP

Consider promoting your gift cards in your digital marketing campaigns and promoting through Sitelink extensions, including “gift cards” in ad copy, and capitalizing on opportunity closer to Valentine’s Day when shoppers are looking for last minute gifts, may have missed shipping deadlines.

SOURCE:
Microsoft internal data February 2015
Top 10 candy/chocolate and jewelry searches

All devices

Candy and chocolate

- Chocolate
- Candy
- Valentine candy
- Cookies
- Chocolate covered strawberries
- Chocolate strawberries
- Valentine cookies
- Valentine day chocolates

Jewelry

- Jewelry
- Brand
- Brand
- Brand
- Brand
- Jewelry stores
- Charm bracelets
- Diamond earrings
- Brand

Candy and chocolate search volume

Top 10 search volume

- 37%
- 63%
- 15%
- 85%

Jewelry search volume

Top 10 search volume

- 15%
- 85%
- 49%
- 51%

TIP
Highlight offers and deals in your ad copy and keywords—shoppers are often looking for a deal and will look both online and offline to find the best value.

SOURCE:
Microsoft internal data February 2015
Words that work
Top ad copy for Valentine’s Day
Here’s how to read a “heatmap”

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<th>% Off</th>
<th>Accessories</th>
<th>Apparel</th>
<th>Call To Action</th>
<th>Collection</th>
<th>Delivery/Shipping</th>
<th>Dynamic Keyword Insertion</th>
<th>Electronics</th>
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Our study results show that a Valentine’s Day ad highlighting a ‘brand’ in the title and ‘collection’ in the description has high Ad Quality.

Note many categories represent a group of words rather than the actual word itself.
Words that work // Valentine’s Day

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Note: many categories represent a group of words rather than the actual word itself.
## Top ad copy combinations

### Top ad title and description combinations across devices

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<td>Call to Action</td>
<td>Dynamic Keyword Insertion</td>
<td>Occasion</td>
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<td>Valentine</td>
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**Gifts**
Ad copy performs best when there are **Superlatives** (eg. “best”, “top”, “great”) in the ad title. Pair with details about **Price/Pricing, Electronics** or a **Call to Action** to increase ad quality.

**Flowers**
Flower selection is important to shoppers in search of flowers. Make sure that your ad description mentions the great **Selection** (eg. “selection”, “choose”).

**Candy**
Align your **Candy** ad copy to what your audience is searching for by using Parameter Insertion and Dynamic Keyword Insertion in the ad title or description. Include information about **Delivery/Shipping** (eg. “free shipping”, “__ day shipping”) to further boost ad interest.

**Cards**
The top performing **Cards** ad copy combination uses **Call to Action** (eg. “send”, “now”, “make someone”) in the ad title and **Deals/Discounts** (eg. “save”, “discounts”) in the description as a way to target potential customers about to take action on their card-sending plans.

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Note many categories represent a group of words rather than the actual word itself. A superlative is an adjective or adverb – example best, top, great. Source: Microsoft internal data, January – February, 2015.
# Top ad copy combinations // by device

## Gifts
- **Superlative** terms (eg. “best”, “top”, “great”) work well for Gift ads across all devices. However, ad descriptions containing **Price/Pricing** wording (eg. “prices”, “low prices”, “$”) perform better with **PC/Tablet**, while a **Call to Action** (eg. “shop”, “order now”, “get”) had greater success with **Smartphones** searchers.

## Flowers
- Target **PC/Tablet** searchers by using a **Parameter Insertion** in the ad title and highlight your **Selection** (eg. “selection”, “choose”) in the ad description. **Smartphone** users are more likely to click on ads with a combination of **Superlative** wording (“great”, “fast”) and **Free** (“free”, “flowers free”, “roses free”).

## Candy
- **Delivery/Shipping** (eg. “free shipping”, “__ day shipping”) is key for **Candy** searchers across devices, so add these details to your ad descriptions. Details on **Price/Pricing** promotions (“discount”, “great prices”, “$__ orders”), in the ad title grabs the attention of **PC/Tablet** users, while **Parameter Insertion** works well for **Smartphone** searches.

## Cards
- **PC/Tablet** ad copy for **Cards** benefit from highlighting the **Occasion** (eg. “valentine”, “valentine day”) in the ad title, paired with the **Brand**. The best performing ad combination for **Smartphones** includes type of **Cards** (eg. “photo postcards”, “ecards”, “valentine ecards”) in the ad title and information about **Delivery/Shipping** in the ad description.

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**PC/Tablet** | **Smartphone**
---|---
**Gifts** | **Superlative**
**Price/Pricing** | **Call to Action**
DisplayURL | DisplayURL

**Flowers** | **Parameter Insertion**
Selection | **Superlative**
DisplayURL | DisplayURL

**Candy** | **Price/Pricing**
Delivery/Shipping | **Parameter Insertion**
DisplayURL | DisplayURL

**Cards** | **Occasion**
Brand | **Cards**
DisplayURL | DisplayURL

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Note many categories represent a group of words rather than the actual word itself. A superlative is an adjective or adverb – example best, top, great. **Source:** Microsoft internal data, January – February, 2015.
Top ad copy combinations // Sitelink Extensions

**Gifts: top ad copy combinations**

- **Electronics**
- **Occasion**
- **Valentine**
- **DKI**
- **Online**
- **Gifts**
- **Flowers**
- **Style**
- **Call To Action**
- **Collection**

**How to read this:**
1. Ad quality is high
2. There aren’t very many advertisers showing on these terms. Read – great opportunity!

**Opportunities:**

**Electronics**
(eg. popular gifts such as “phone”, “iphone”, “ipod”) was a top performer when featured in Sitelink Extension ads and is a relatively untapped opportunity.

**Occasion**
(eg. “occasions”, “anniversary”, “wedding”) and **Valentine** (eg. “valentine day”, “valentine gift”) also perform well, but are underutilized by advertisers.

---

Note many categories represent a group of words rather than the actual word itself.
A superlative is an adjective or adverb – example best, top, great.
Why Bing Ads
Access searchers not reached on Google

- **16M** Automotive
- **21M** Business & Finance
- **24M** Education
- **12M** Telecom
- **25M** Travel
- **51M** Retail

**SOURCE:**
Audience data represents Bing Web and Yahoo U.S. Web Search from comScore qSearch (custom), U.S., March 2015. Industry categories based on comScore classifications.
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