

Valentine's Day

criteol.

Shopping Trends in the US

What gets hotter as Valentine's Day approaches*?

- Searches for Cards, Hearts, and Valentines quadruple.
- Jewel, Chocolate, and Candy nearly double.
- The terms Gold, Diamond, Garter, Black, Kiss, and Teddy get a nearly 50% bump as the holiday approaches.

• Flowers are the most popular gift**

and shoppers increasingly turn to mobile to buy for loved ones...

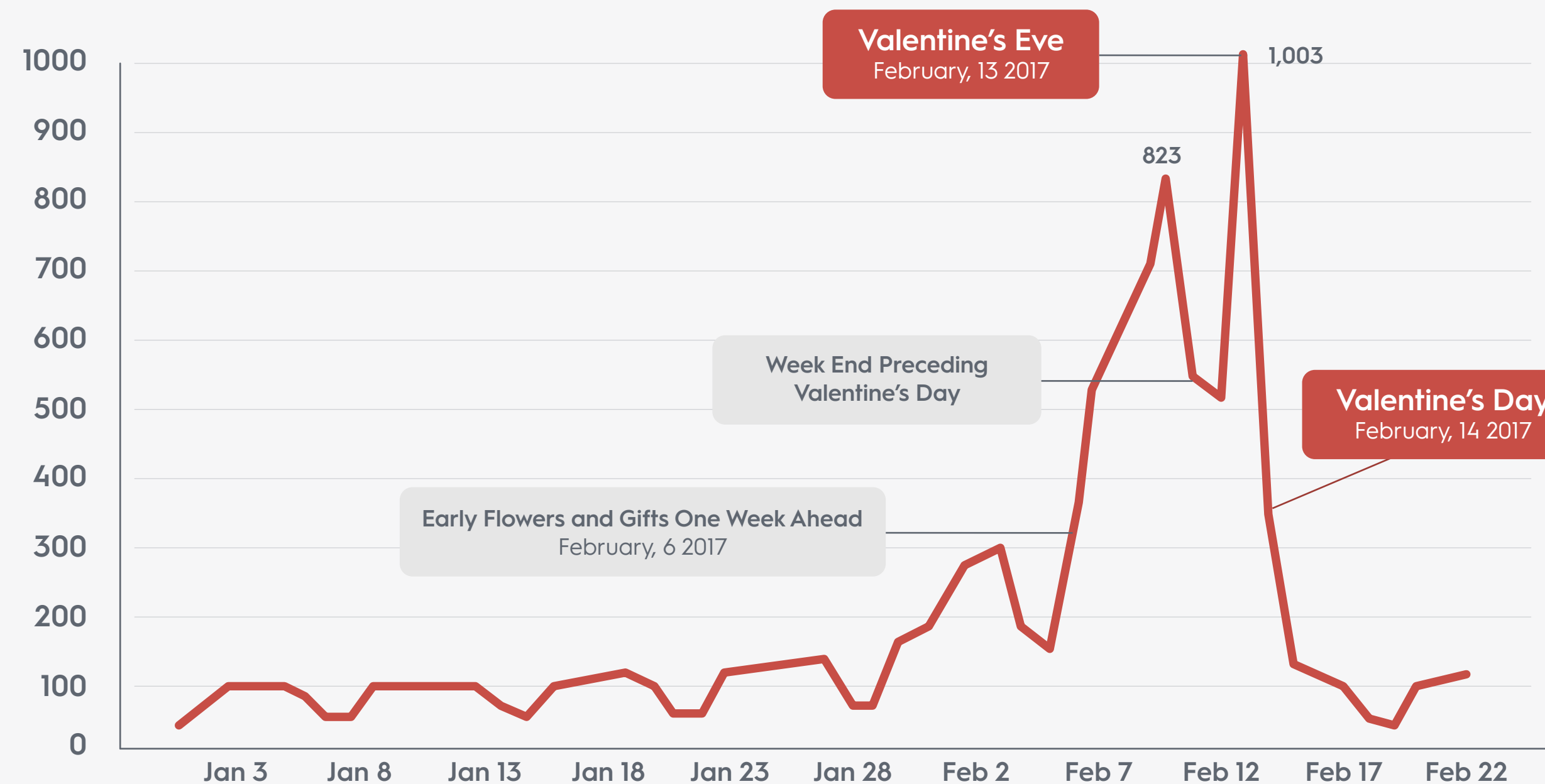
• Bunches of flowers are sold the day before.

A whopping 10x more flowers than usual were sold online on Monday, Feb 13, 2017 – just one day before Valentine's Day.

• Sales start rising a full week before.

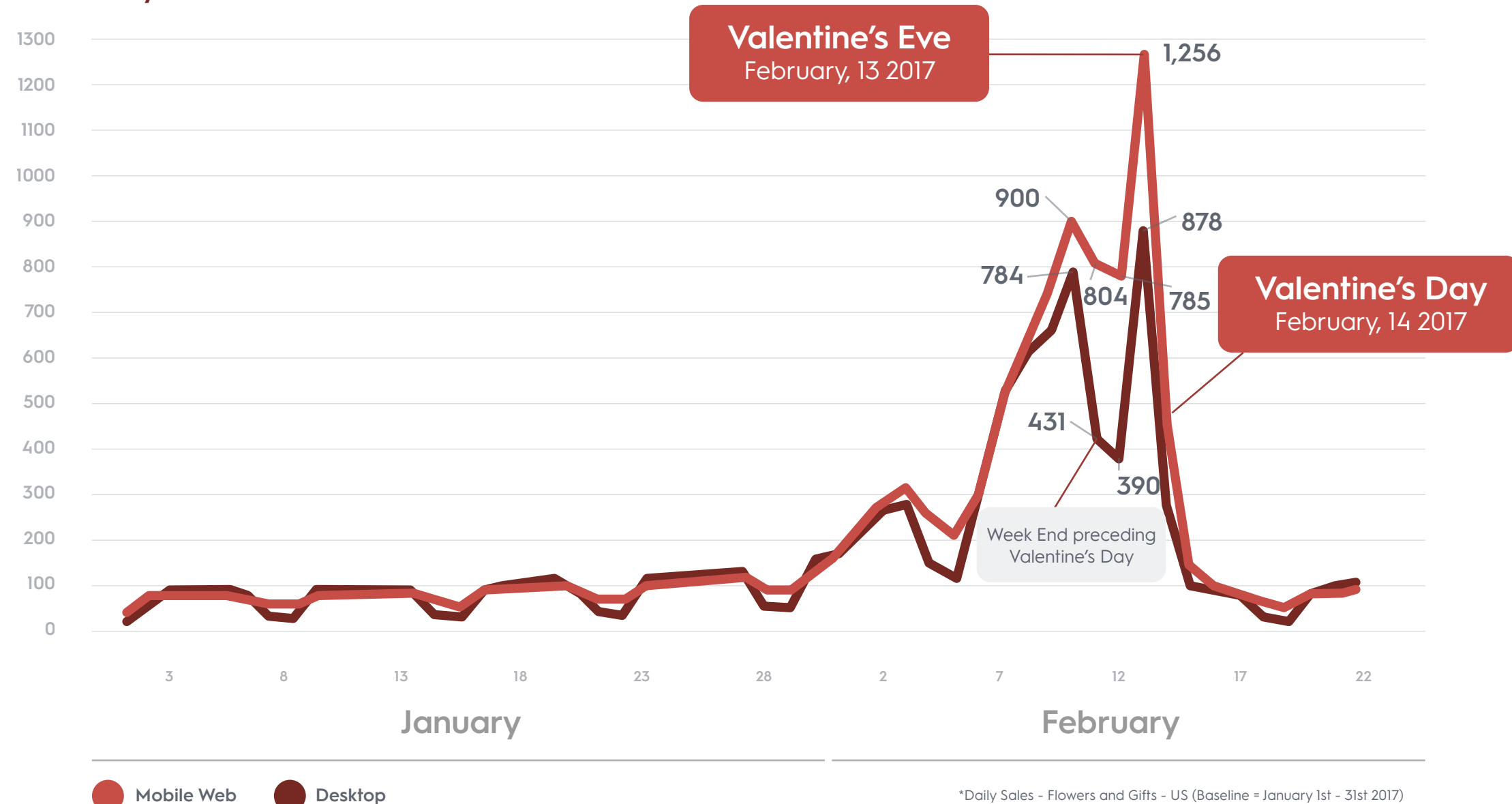
Valentine's Day happened on a Tuesday in 2017, so most lovers buying online placed their orders a few days ahead and before the weekend.

Daily Sales - Flowers and Gifts*

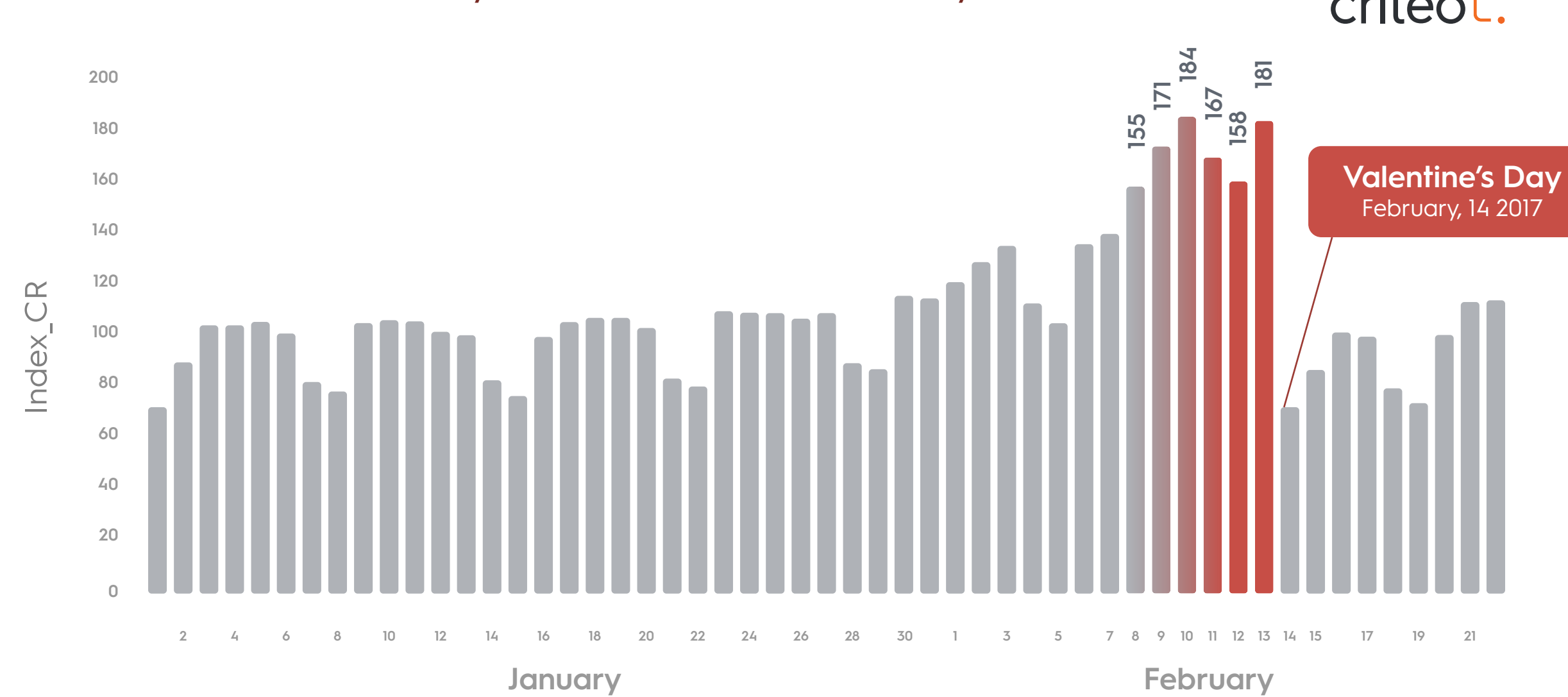


*Daily Sales - Flowers and Gifts - US (Baseline = January 1st - 31st 2017)

Daily Sales - Flowers and Gifts*



Flowers and Gifts - Daily Conversion Rates - Baseline = January 1st - 31st 2017



- But on-the-go admirers book on weekends.**
During the weekend, the share of orders made on mobile devices increased from 36% to 50%.
- The share of mobile sales grows stronger.**
It was 42% on Monday, February 13, up from 33% on an average Monday in January.
- Conversion rates surge.**
They climb up to 84% higher than usual in the days leading up to the event.
- Daily sales are back to normal the very next morning.**
Few Valentine's Day flowers are replaced a week later.

Top Takeaways, with Love

- Make sure your campaign fits the distinct purchase cycles of the day, whether it's a month out or the weekend before.
- Be in market early enough to reach shoppers in high-consideration categories like jewelry, and run uncapped on key days to capture last-minute lovers who turn to gifts like flowers and chocolates.
- Market to each shopper (not the device), and connect online and offline data sources to create the most relevant ad experiences. He may begin a search for her lingerie on his laptop then browse on his smartphone later, so be there whenever, wherever he's ready to buy.

*Criteo Sponsored Products retail network data is compiled in aggregate from sales figures from some of the largest retailers globally. The weeks of 1/15 - 1/28 were compared with the weeks of 1/29 - 2/11/2017 to form this analysis.
**Based on Criteo Data from a representative set of retailers from Flowers and Gifts category. Jan 1-31 = 100.