

Valentine's Day

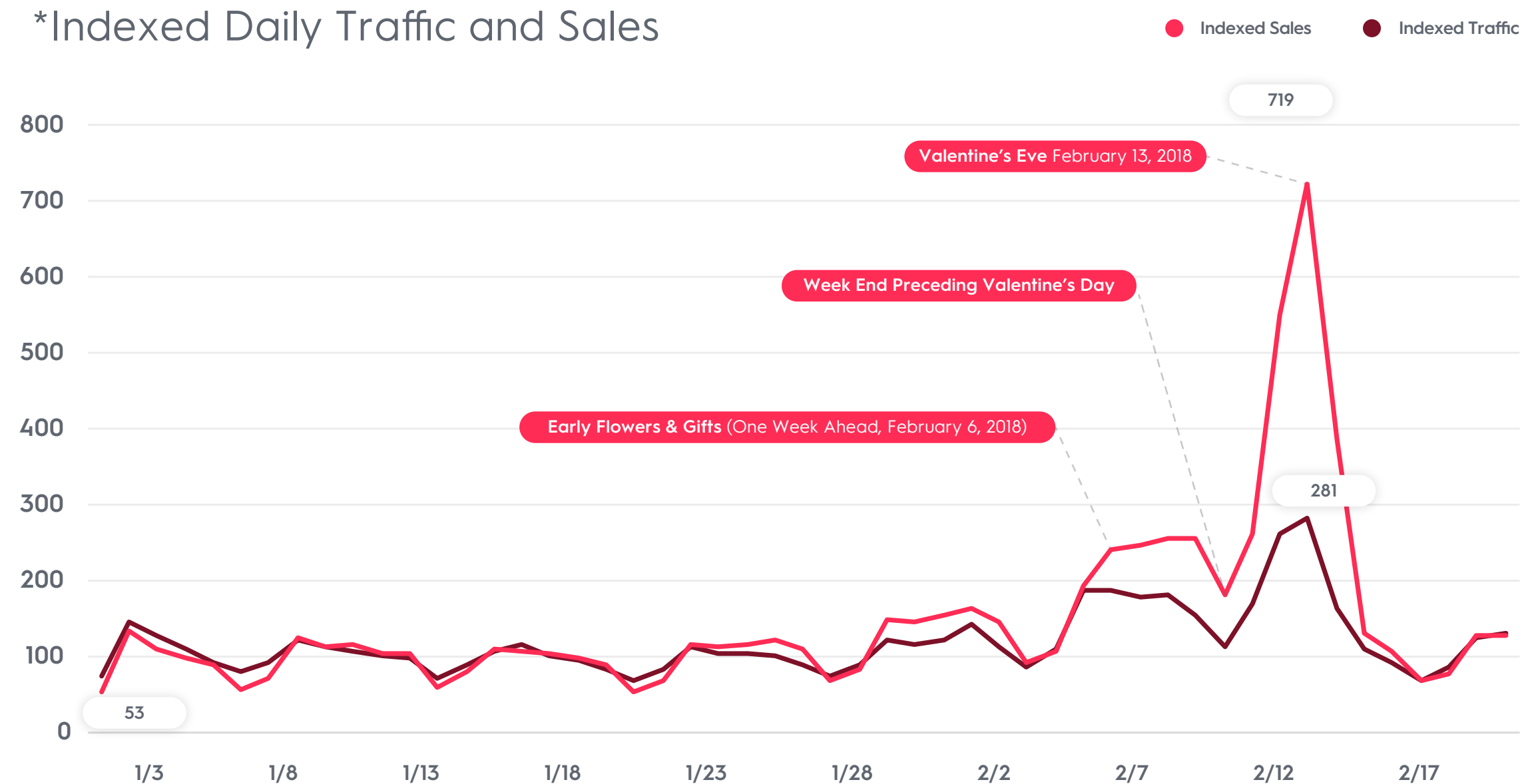
Romantic Shopping Trends in Europe

How will consumers share the love in 2019? We dug into our data from 2018 to see what we could expect to see from shoppers this time around. The results are in: Flowers and gifts, like chocolate dipped strawberries, stationary, gourmet products and baskets, are hot, hot, hot. Look for other romantic categories, like lingerie and jewelry, to heat up too.



criteoL.

*Indexed Daily Traffic and Sales



*Indexed daily traffic and sales compared to average in January. Flowers and Gifts, Europe, January and February 2018.

Flowers & Gifts Sales Flourish!



Bunches of flowers are sold the day before.

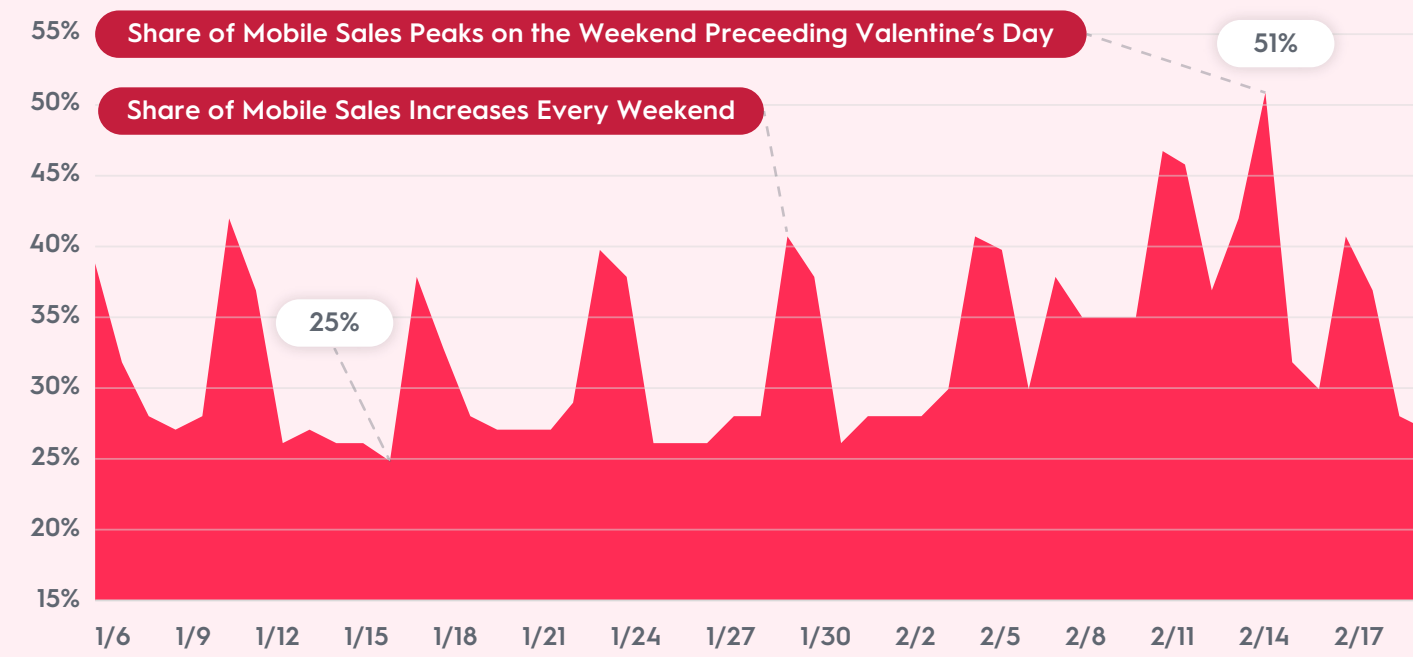
A whopping 7x more flowers than usual were sold online on Monday, Feb 12, 2018 – just two days before Valentine's Day. One year ago, the spike occurred just one day before, suggesting that Valentine's Day was better anticipated in 2018. 4x more flowers than usual are ordered the same day, showing great confidence in same-day delivery.



Sales start rising a full week before.

Valentine's Day happened on a Wednesday in 2018, so most lovers buying online placed their orders a few days ahead and before the weekend. Sales really started to surge around February 6.

*Daily Share of Mobile Sales



*Share of mobile transactions. Flowers and Gifts, Europe, January and February 2018.

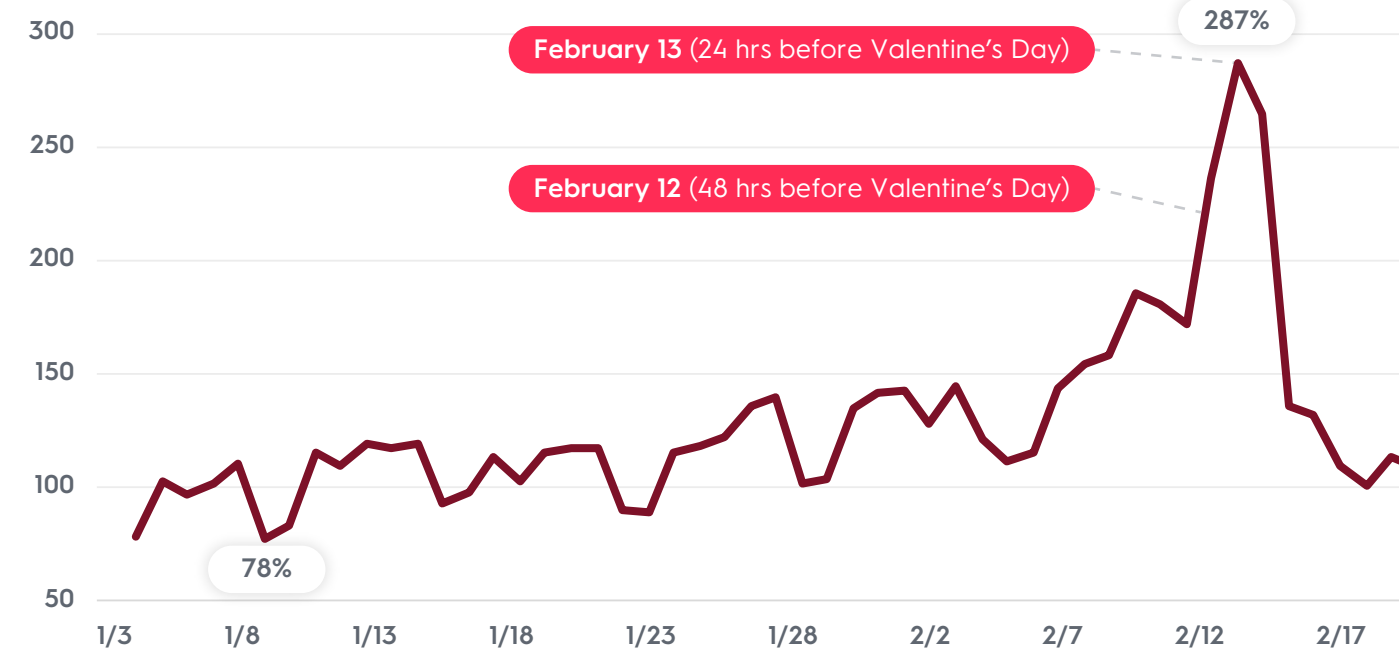
On-the-go admirers buy on weekends.

During the weekend, the share of orders made on mobile devices increases from 25% to up to 47%.

Last-minute lovers go mobile.

On Valentine's Day, even if in the middle of the week, more than half of all transactions are made on mobile devices (51%).

*Indexed Daily Conversion Rate



*Indexed Conversion Rates compared to average in January. Flowers and Gifts, Europe, January and February 2018.

Conversion rates surge.

They climb up to 187% 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.

*Indexed OV - EUR



*Average order values in EUR. Flowers and Gifts, United States, January and February 2018.

Average order values surge.

They climb up from an average of 42€ in January to 60€ for day-of, last-minute orders.

The amount spent on flowers return to normal the following day.

Premium spend on flowers drops after Valentine's Day.

Takeaways



Consider running uncapped retargeting campaigns on key days to capture last-minute shoppers who buy gifts like flowers and chocolates.



Optimise your mobile presence to take advantage of on-the-go purchases. Spontaneous gifts like flowers and chocolates should be on responsive landing pages that make it as easy as possible to convert.