



**MICROSOFT ADVERTISING INSIGHTS**

Microsoft Advertising. Great relationships start here.

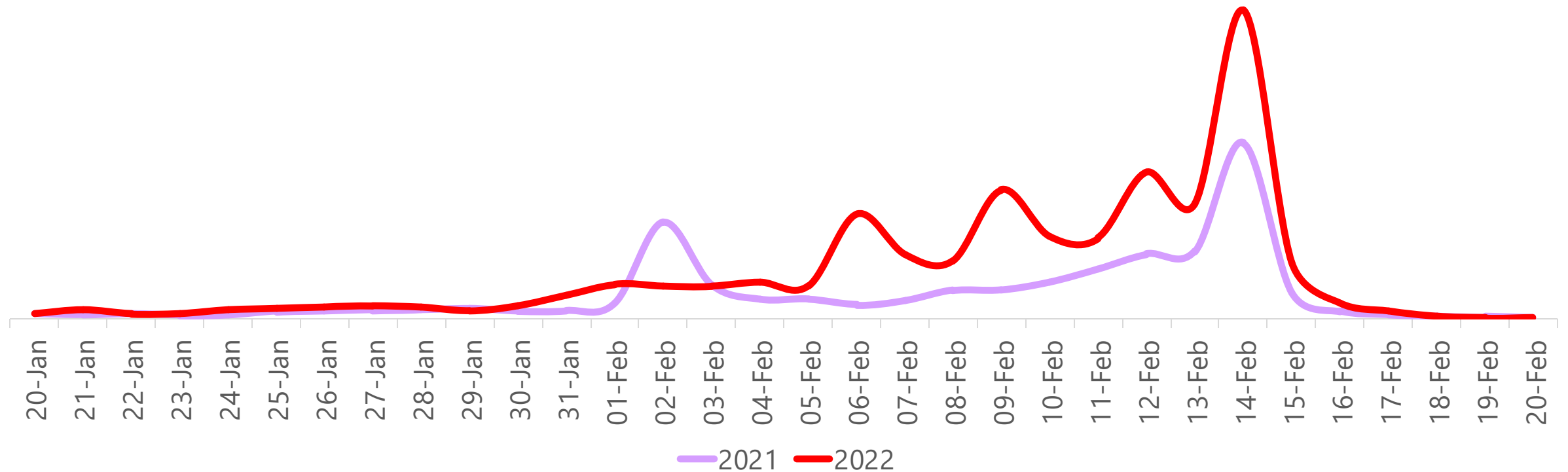
# Valentine's Day Insights (UK)

January 2023



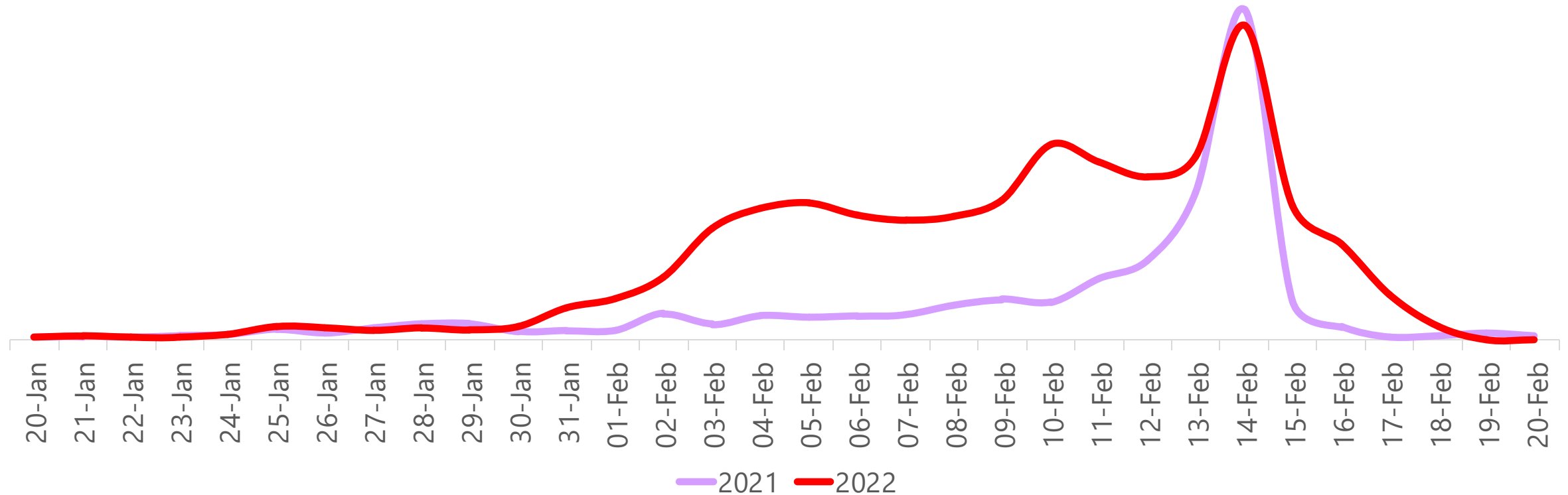
# Valentine's Day searches grew YoY in 2022 and showed multiple spikes in February prior to peaking on February 14<sup>th</sup>

## Searches for queries containing "valentines"



# Valentine's Day clicks also grew YoY in 2022 – they started ramping up around January 30<sup>th</sup> and peaked the 14<sup>th</sup> as well

## Clicks for queries containing "valentines"

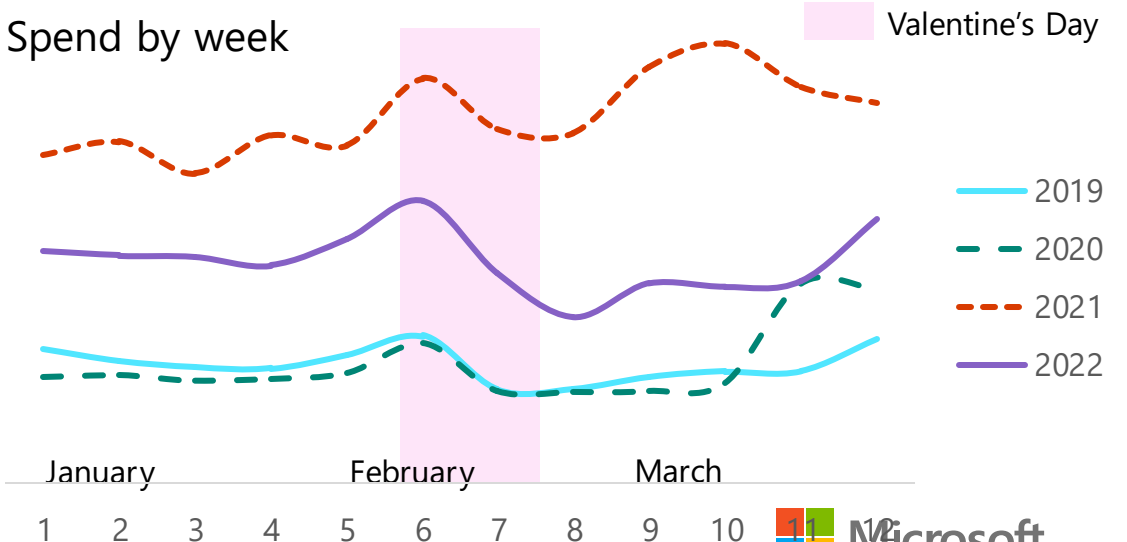
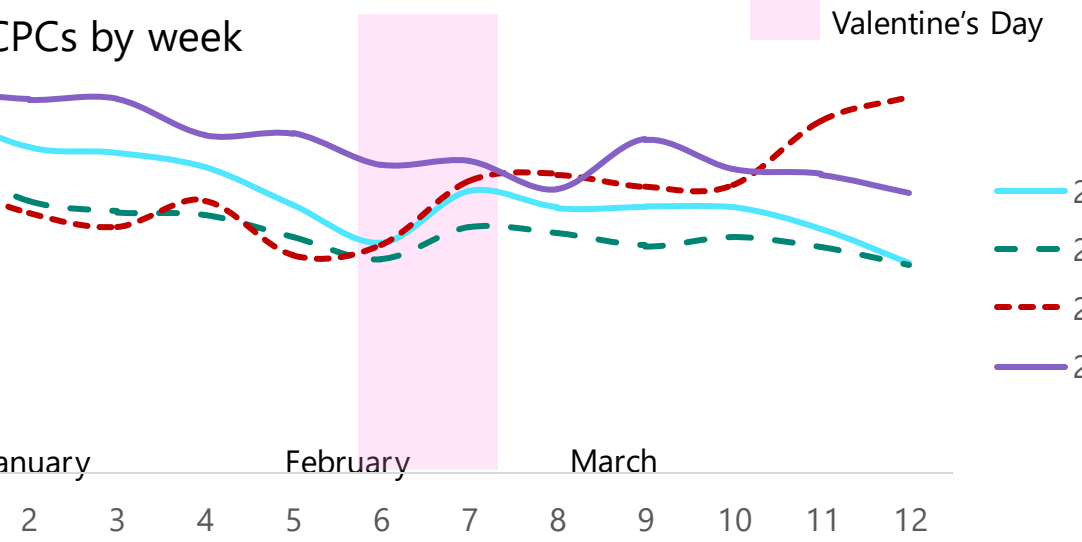
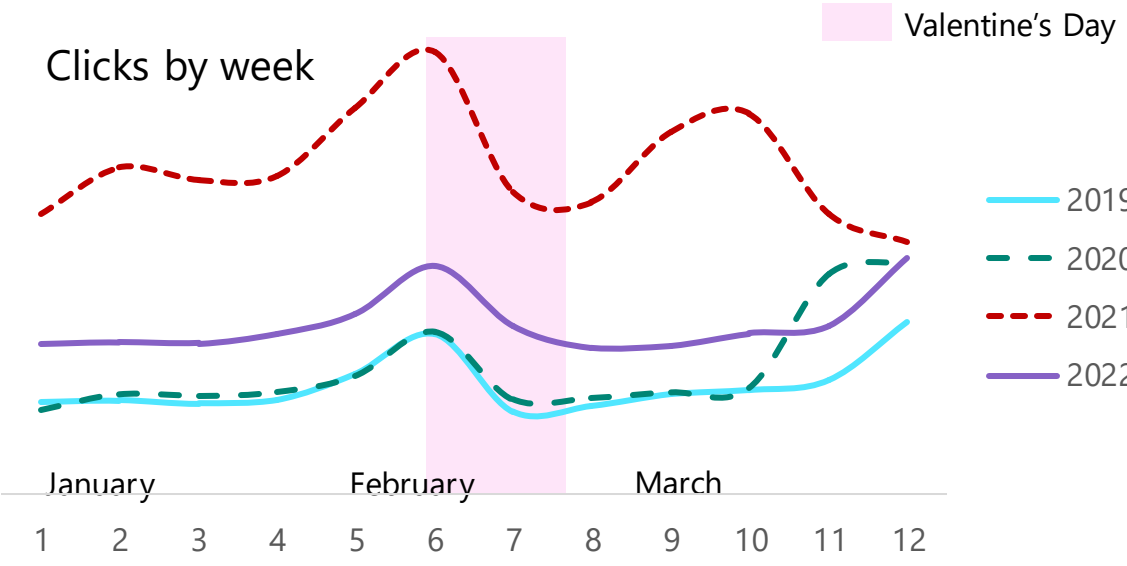
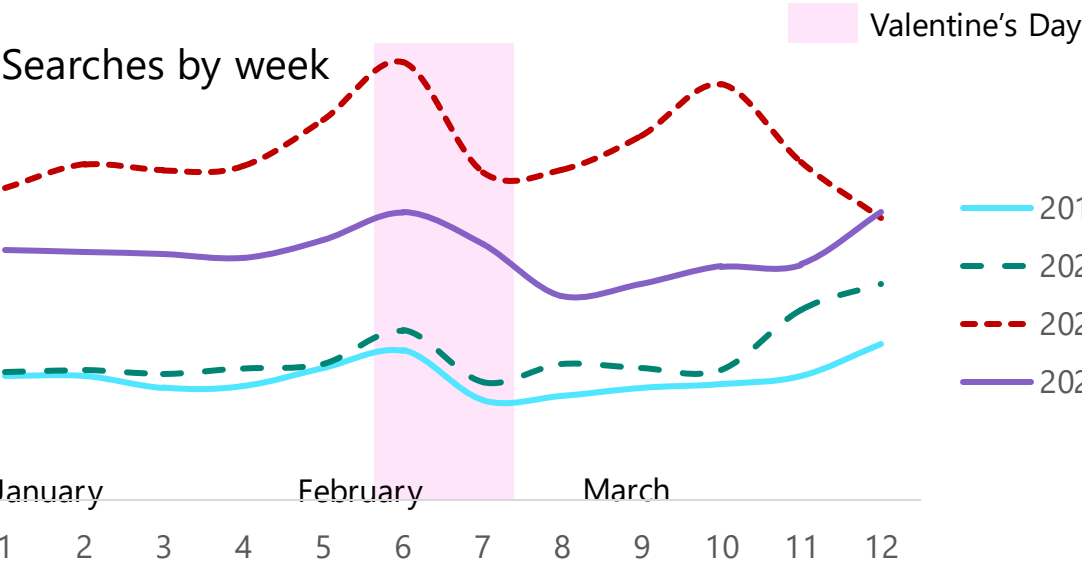


# CARDS

**Search, Click, CTR, and CPC  
trends + Top Keywords**



# Other than CPCs, online activity was highest for cards in 2022

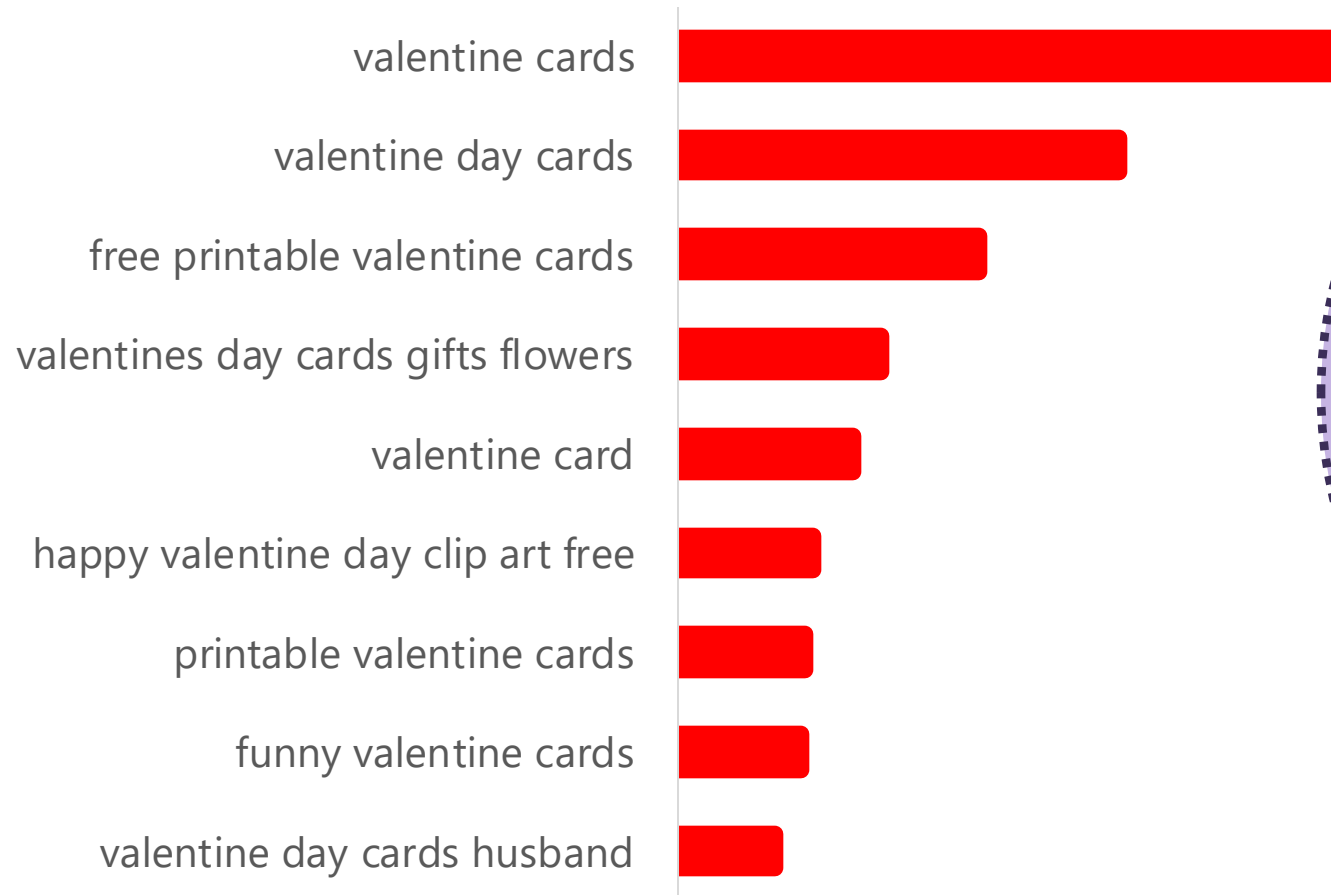


Source: 1. Microsoft internal data



# Consumers searching for Valentine's Day cards last year were interested in printable and free options

## Top queries containing "valentine" + "card"

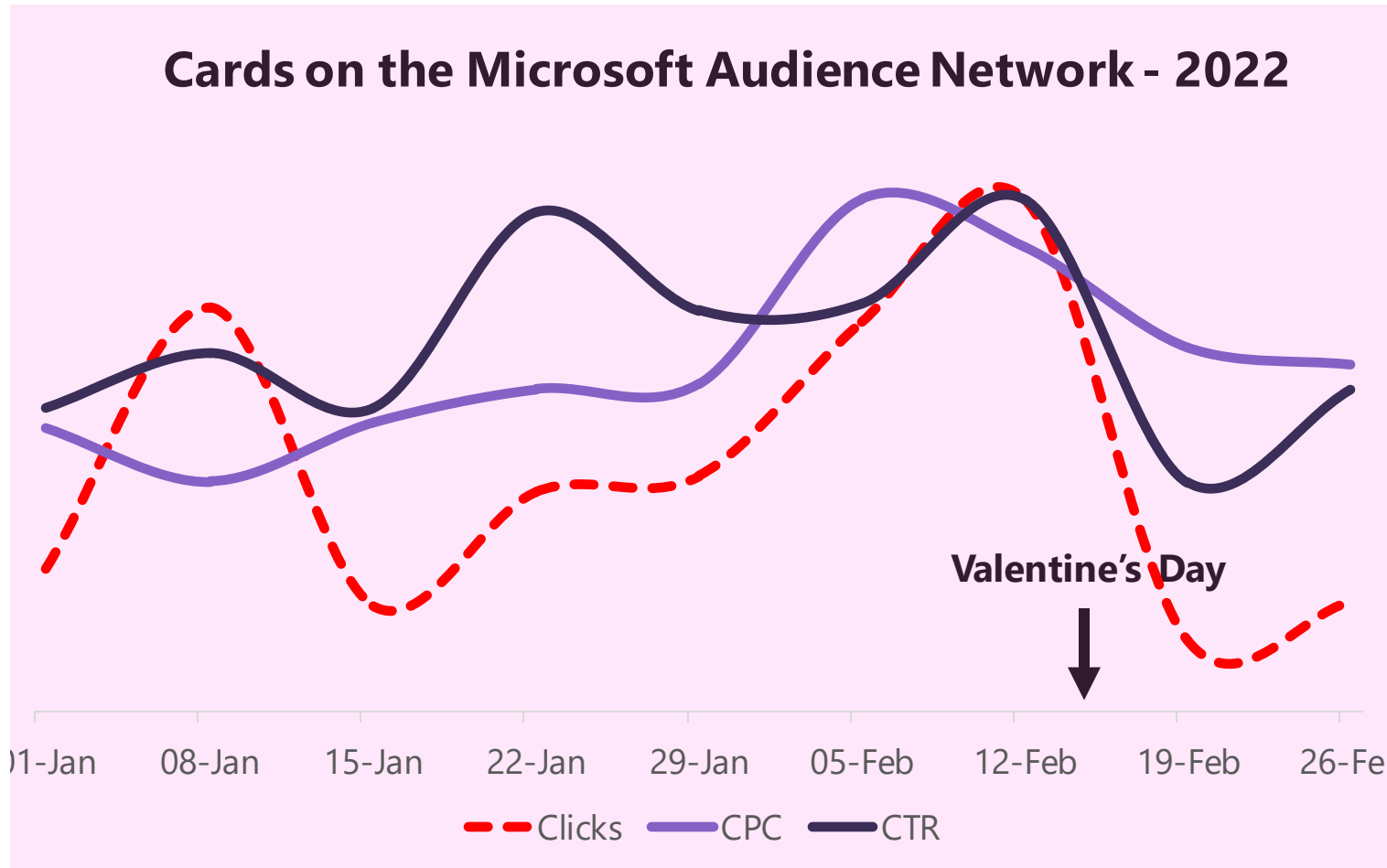


*Out of the top 100  
Valentine's Day related  
queries in February 2022...*

**18%**

*included terms related  
to cards, greetings, or  
clip art*

# Both clicks and CTRs were highest just a few days prior to Valentine's Day in 2022



Use our [In-Market Audience](#) tool to find curated lists of users that have been found to be in-market for a certain purchase category!

- **In-Market Audience Name:** Gifts & Occasions/Cards & Greetings
- **Audience ID:** 805685157

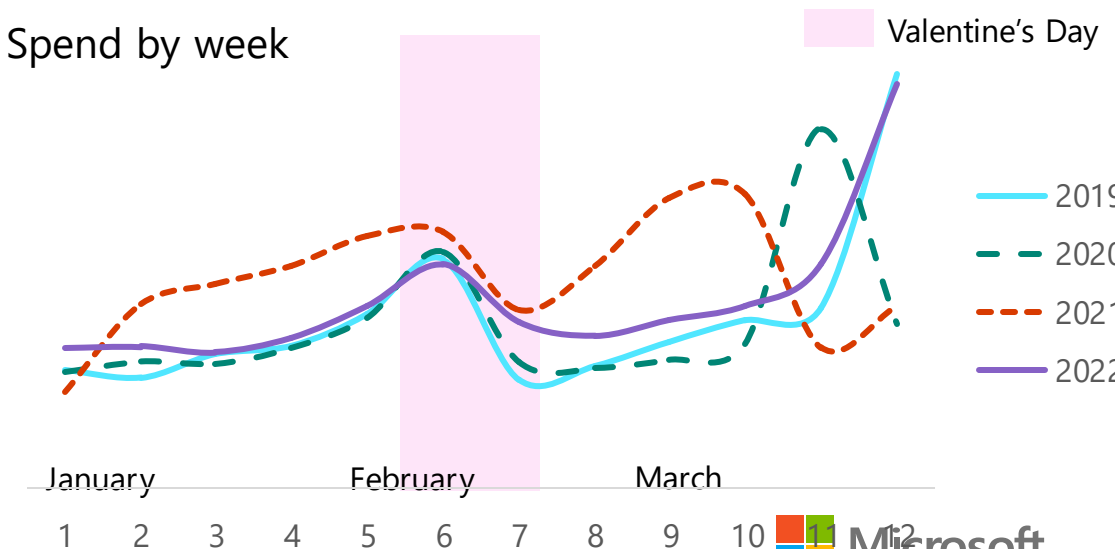
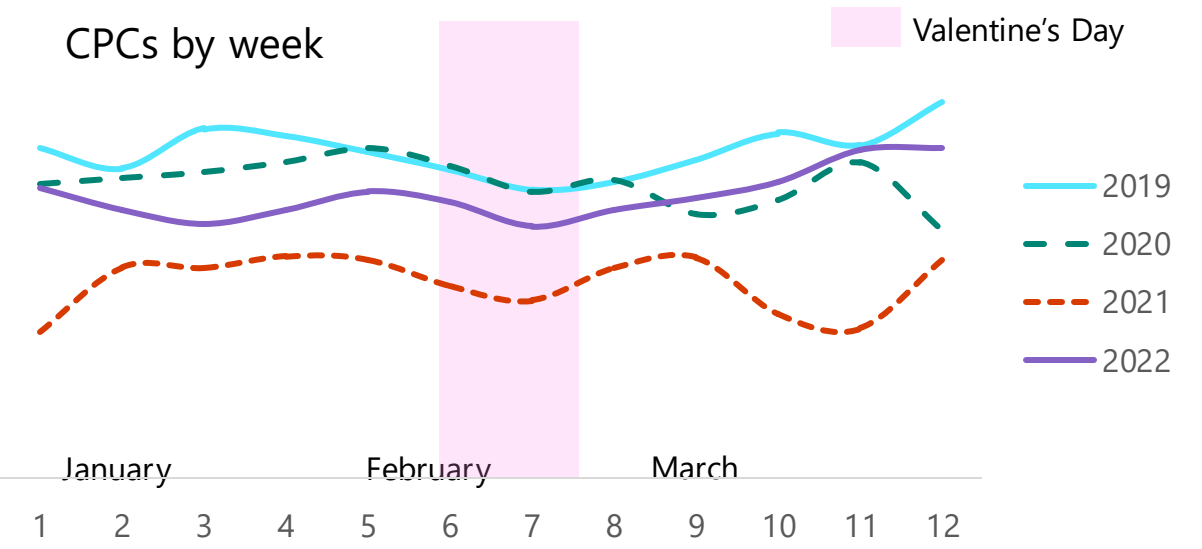
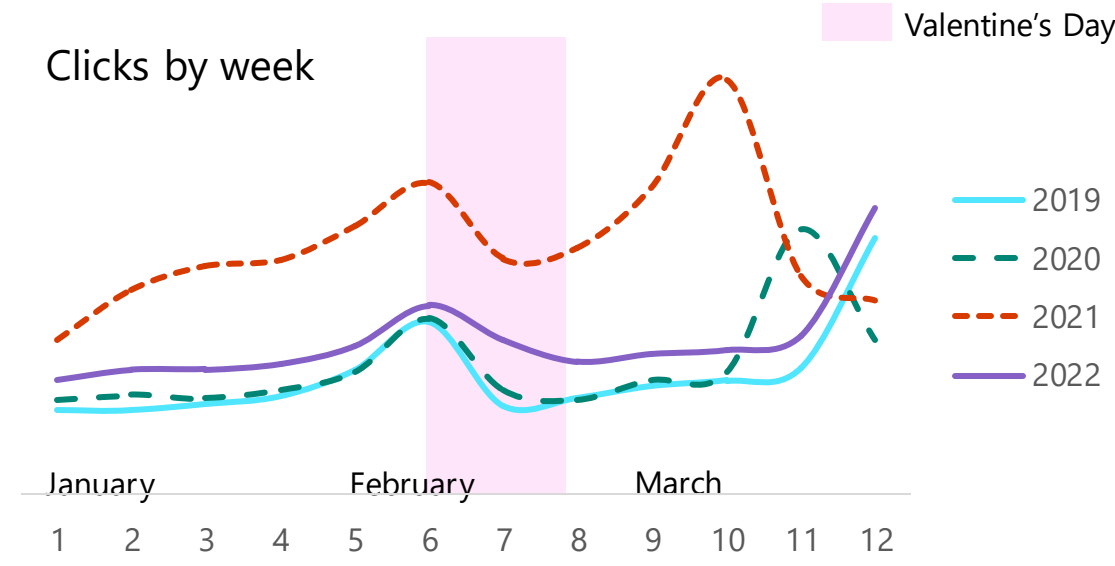
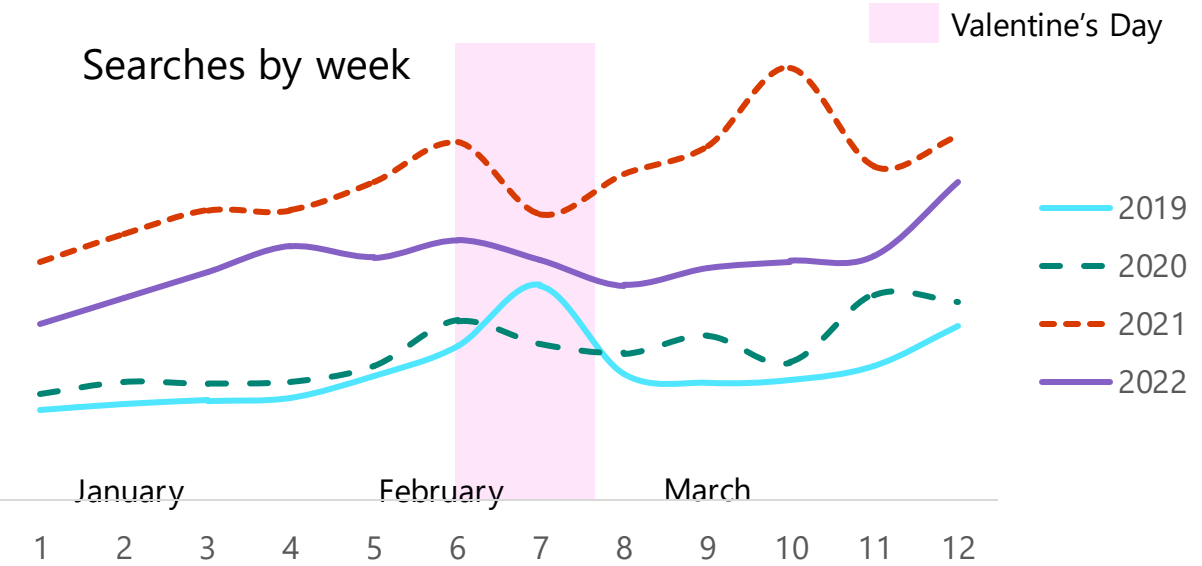
# FLOWERS

**Search, Click, CTR, and CPC  
trends + Top Keywords**





# Searches, clicks and spend all spiked after the holiday in 2021



Source: 1. Microsoft internal data



# Flower searches were often combined with gift and card searches as well in 2022

## Top queries containing “valentine” + “flower”

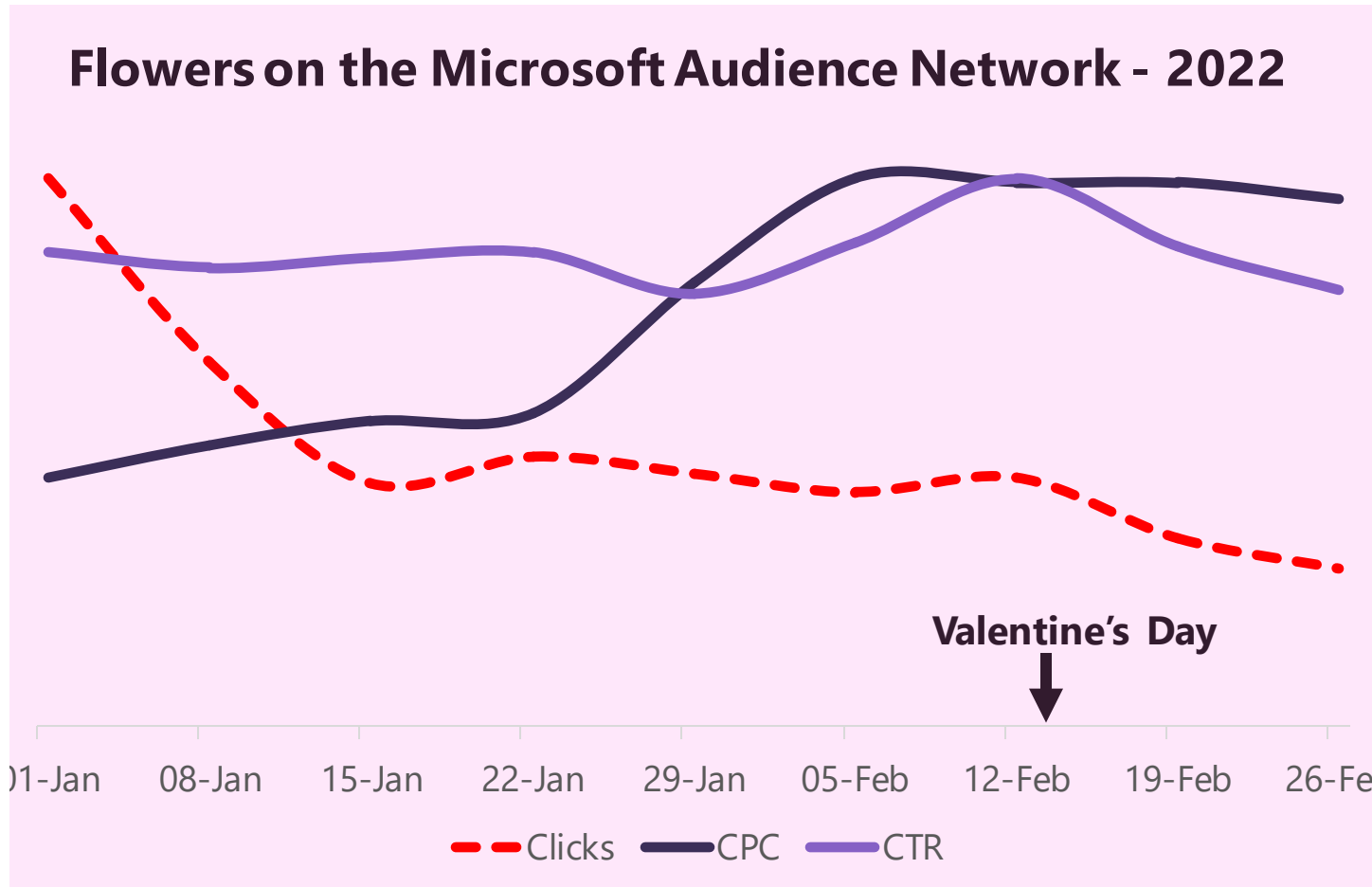


*Out of the top 100  
Valentine's Day related  
queries in February 2022...*

**5%**

*included terms related  
to flowers*

# Target Flower searchers on the Audience Network in early January, as clicks are high while CPCs are low



Use our [In-Market Audience](#) tool to find curated lists of users that have been found to be in-market for a certain purchase category!

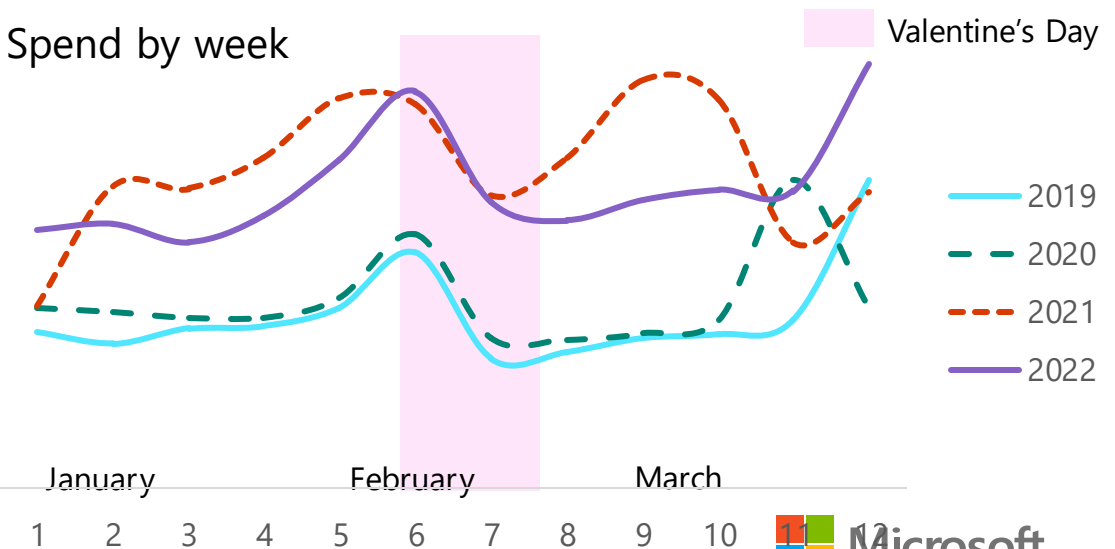
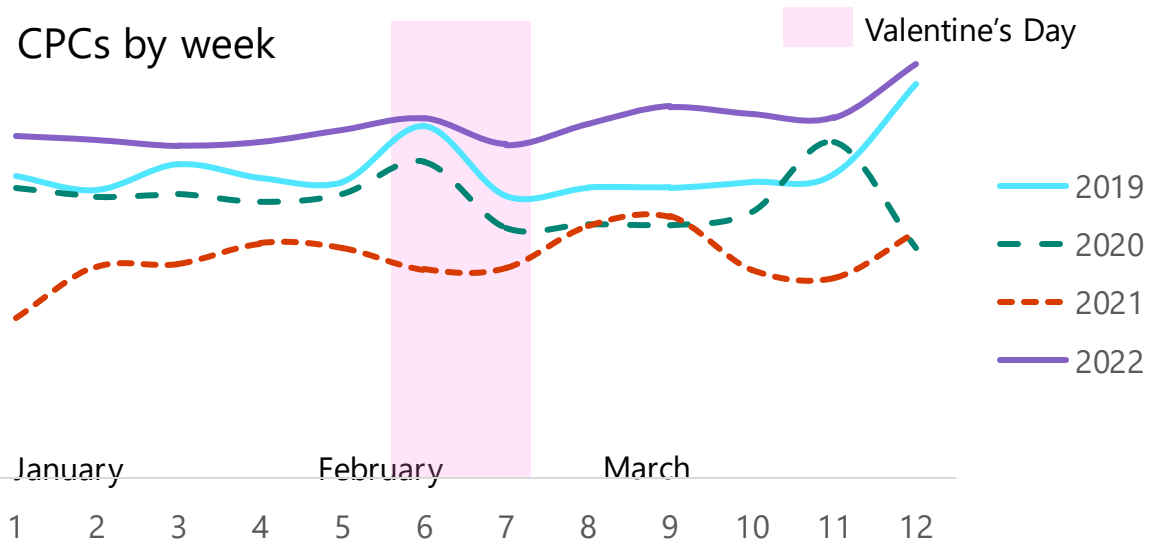
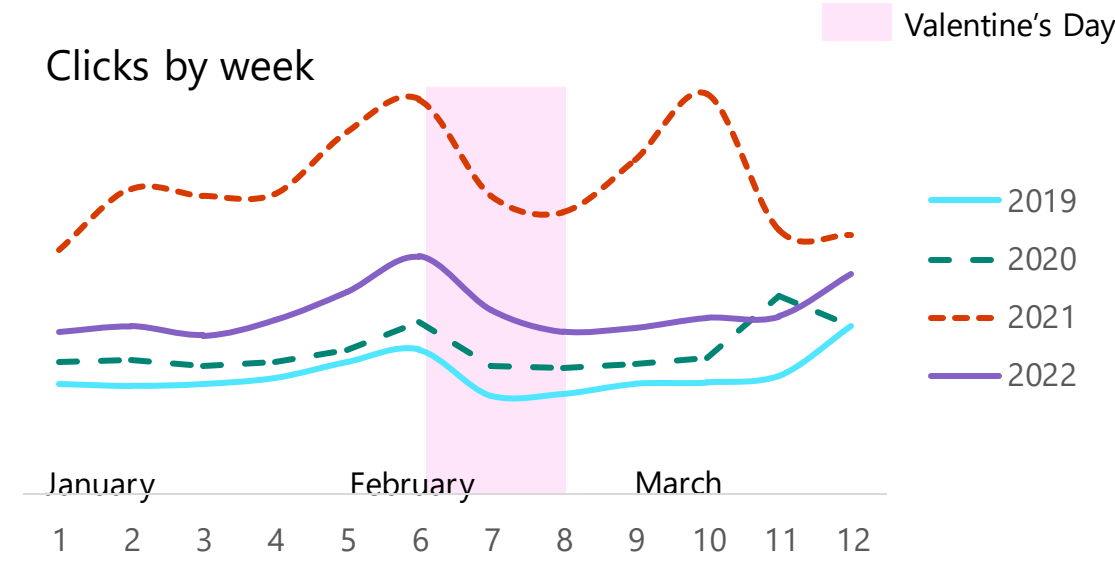
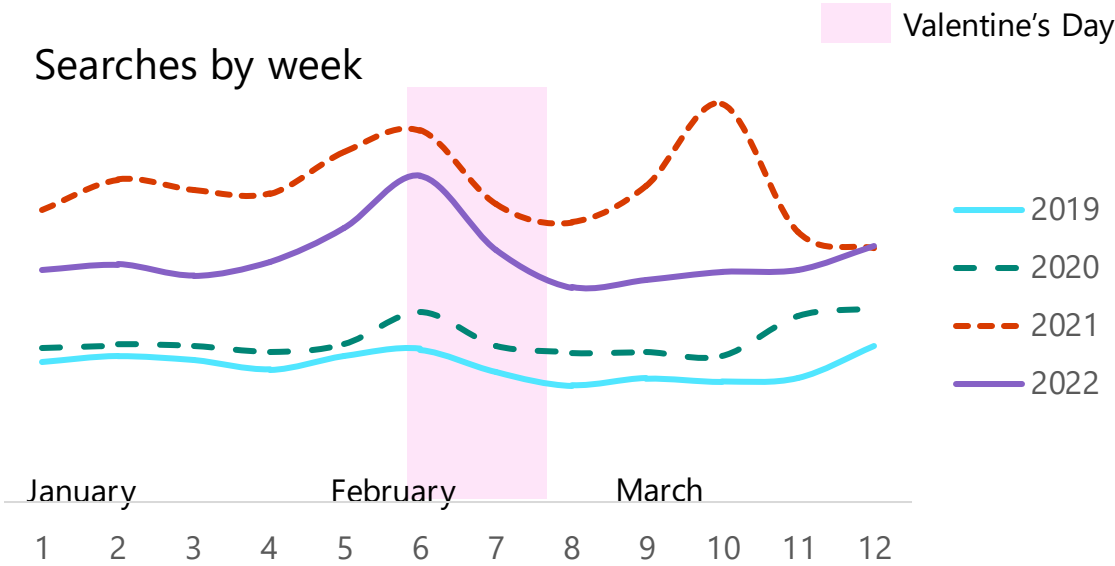
- **In-Market Audience Name:** /Gifts & Occasions/Flowers
- **Audience ID:** 806054967

# GIFTS

**Search, Click, CTR, and CPC  
trends + Top Keywords**



# 2021 searches and clicks were highest despite the lowest CPCs



Source: 1. Microsoft internal data



# Valentine gift searches were popular for both men and women in 2022 and consumers valued personalized gifts

## Top queries containing “valentine” + “gift”

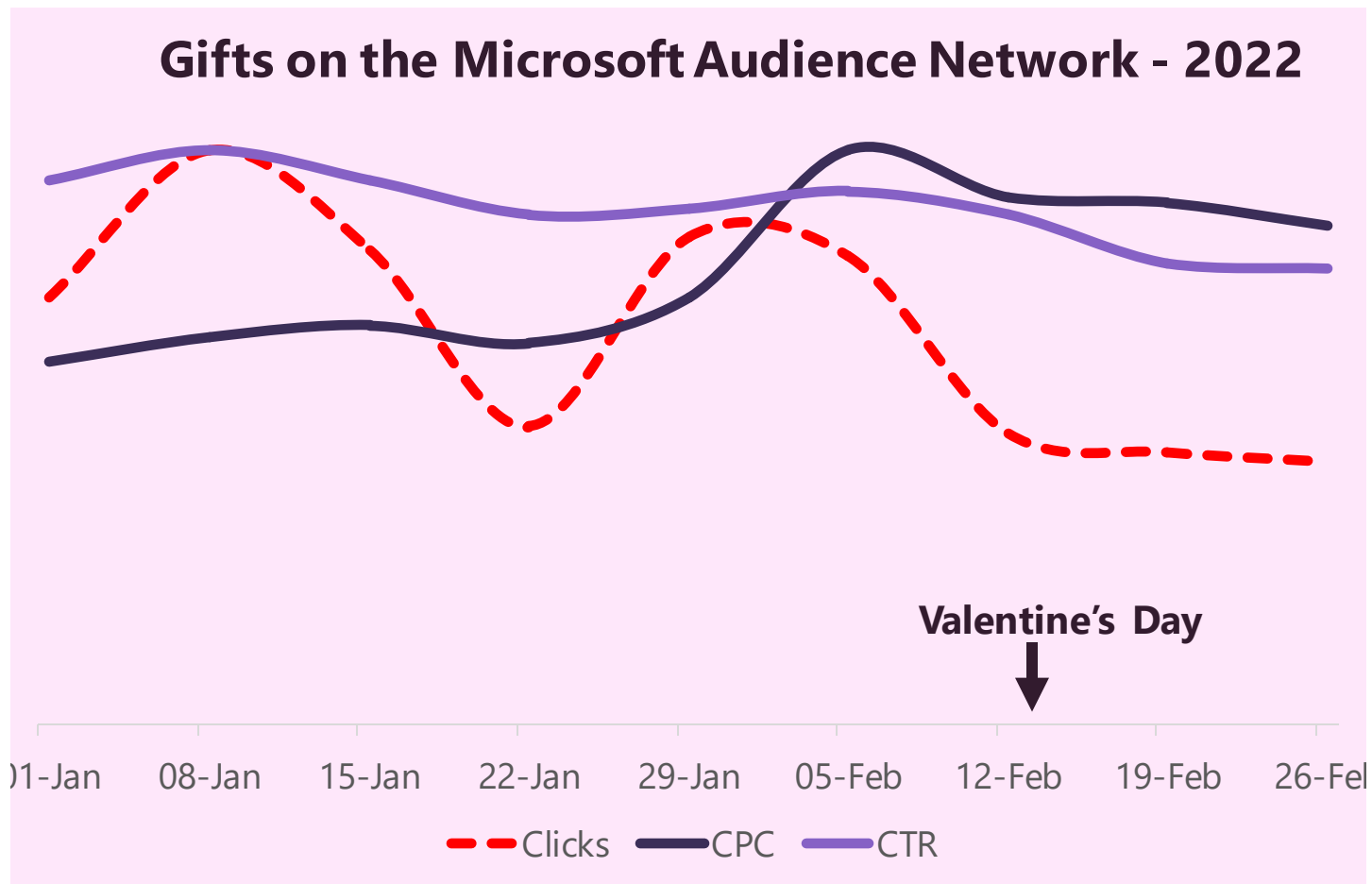


*Out of the top 100  
Valentine’s Day related  
queries in February 2022...*

**17%**

*included terms related  
to gift of gift baskets*

# Target Gift seekers on the Audience Network in early January, as clicks and CTRs are high but CPC is lower than February



Use our [\*In-Market Audience\*](#) tool to find curated lists of users that have been found to be in-market for a certain purchase category!

- **In-Market Audience Names:**

- /Gifts & Occasions
- /Gifts & Occasions/Gift Baskets
- /Gifts & Occasions/Gift Delivery
- /Gifts & Occasions/Personalized Gifts

# Not all categories declined in 2022 – these categories showed YoY growth last year between January 14<sup>th</sup> and February 14<sup>th</sup>

## Cooking

- **Searches:** +30% YoY
- **Clicks:** +5% YoY
- **CPCs:** +8% YoY



## Jewelry

- **Searches:** +21% YoY
- **Clicks:** -12% YoY
- **CPCs:** +3% YoY



## Dining & Nightlife

- **Searches:** +78% YoY
- **Clicks:** +400% YoY
- **CPCs:** -57% YoY



## Parties & Supplies

- **Searches:** +9% YoY
- **Clicks:** +28% YoY
- **CPCs:** +44% YoY



## Luxury Travel

- **Searches:** +80% YoY
- **Clicks:** +137% YoY
- **CPCs:** +36% YoY



## Clothing

- **Searches:** +86% YoY
- **Clicks:** +56% YoY
- **CPCs:** -2% YoY





# Use these top keywords to grow your Valentine's Day strategy

## IN-MARKET AUDIENCES



Leverage In-market Audiences so you can target those who are in-market for Valentine's Day.

## DYNAMIC SEARCH ADS



Utilize Dynamic Search Ads with static headlines to match your landing pages to new and unique queries you haven't used.

## BROAD MATCH



Include Broad Match to stay on top of emerging queries around Valentine's Day.

## MFST AUDIENCE NETWORK



Pair your search campaigns with native ads on the Microsoft Audience Network to extend your reach and increase engagement through brand lift and improved conversion rates.

## MERCHANT PROMOTIONS



Use Merchant Promotions to display special offers on specific products relevant to Valentine's Day.



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[advertising.microsoft.com](https://advertising.microsoft.com)