



MICROSOFT ADVERTISING INSIGHTS

Microsoft Advertising. Great relationships start here.

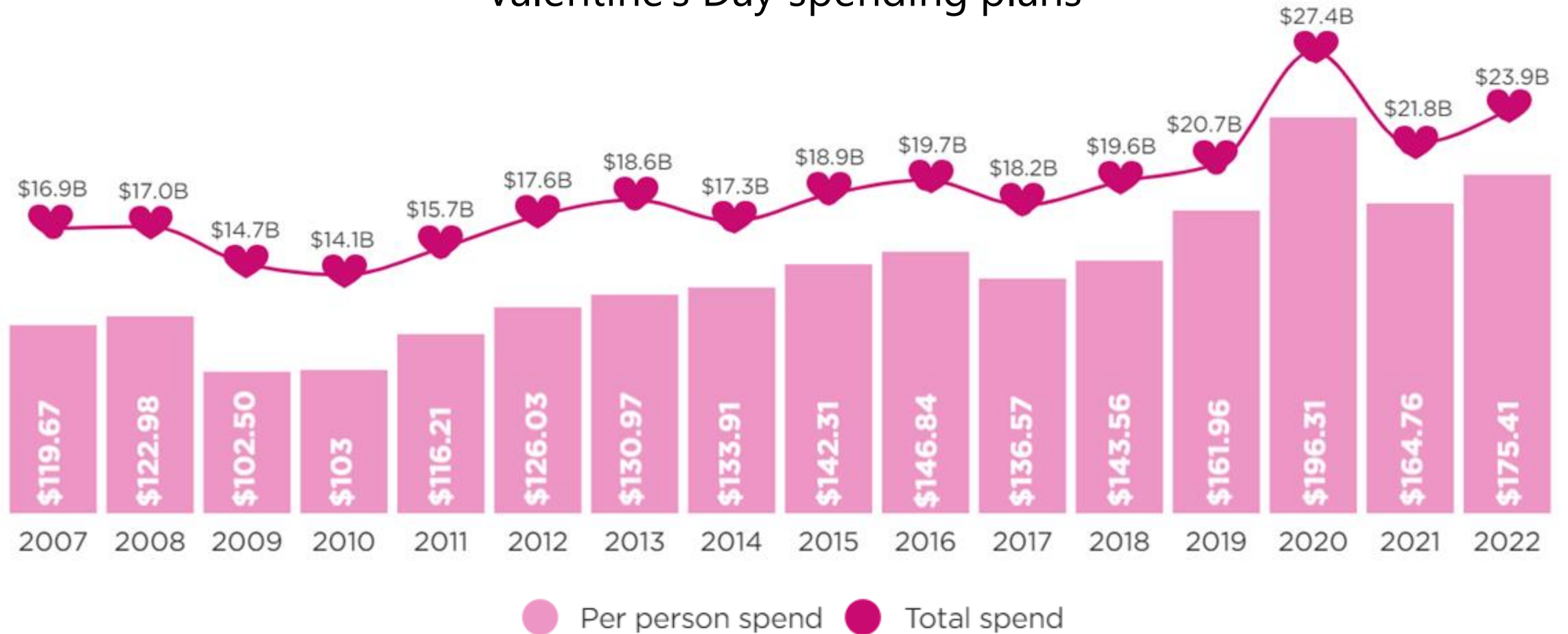
Valentine's Day Insights (US)

January 2023



Over half (53%) of consumers planned to celebrate Valentine's Day in 2022, spending around \$175 per person

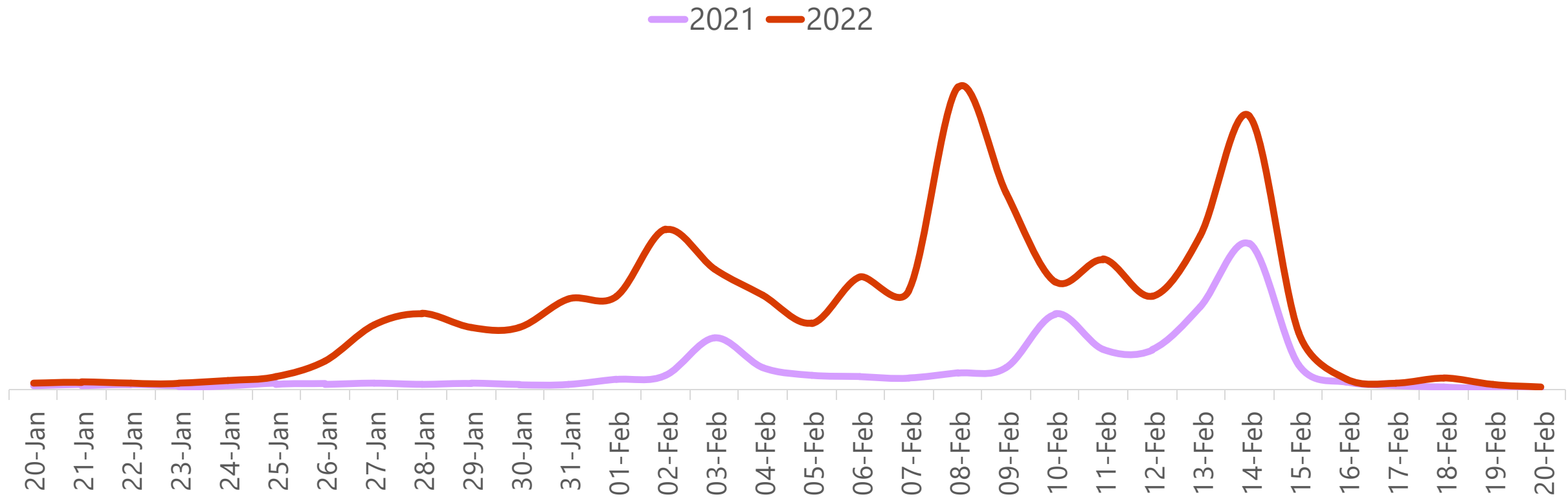
Valentine's Day spending plans



Source: National Retail Federation

Valentine's Day searches grew YoY in 2022, with spikes occurring around February 2nd, 8th and 14th

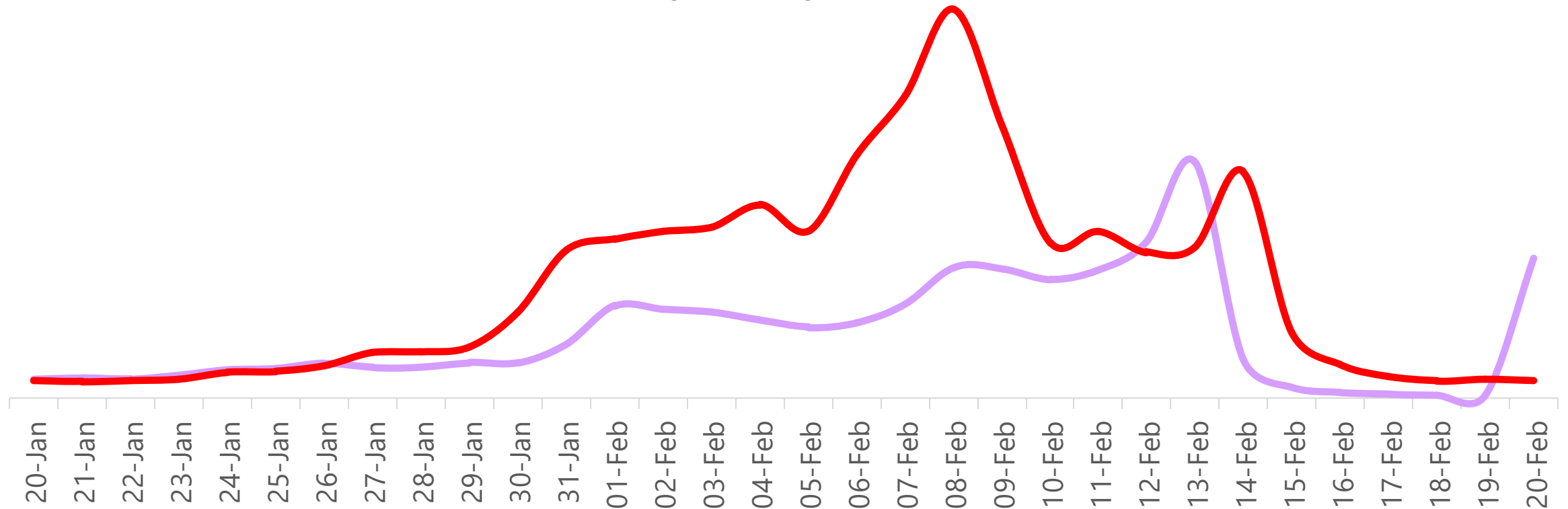
Searches for queries containing "valentines"



Valentine's Day clicks also grew YoY in 2022 – they started ramping up around January 27th and peaked February 8th

Clicks for queries containing "valentines"

— 2021 — 2022

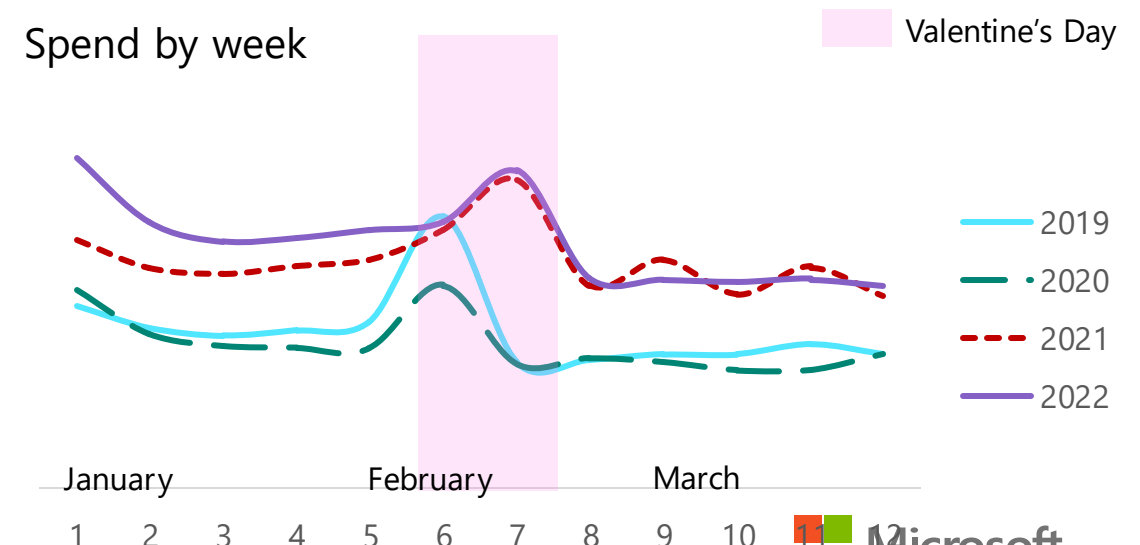
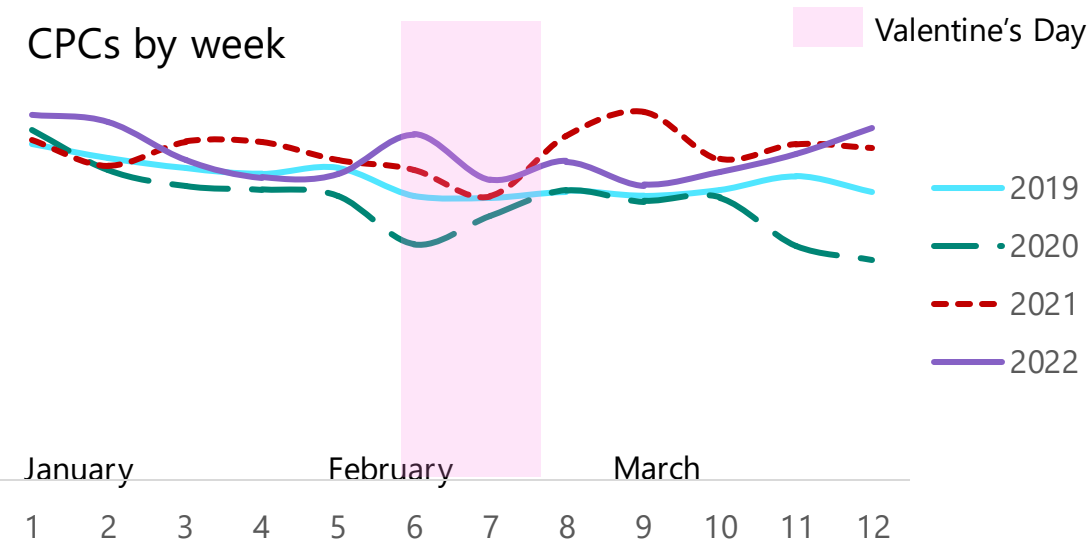
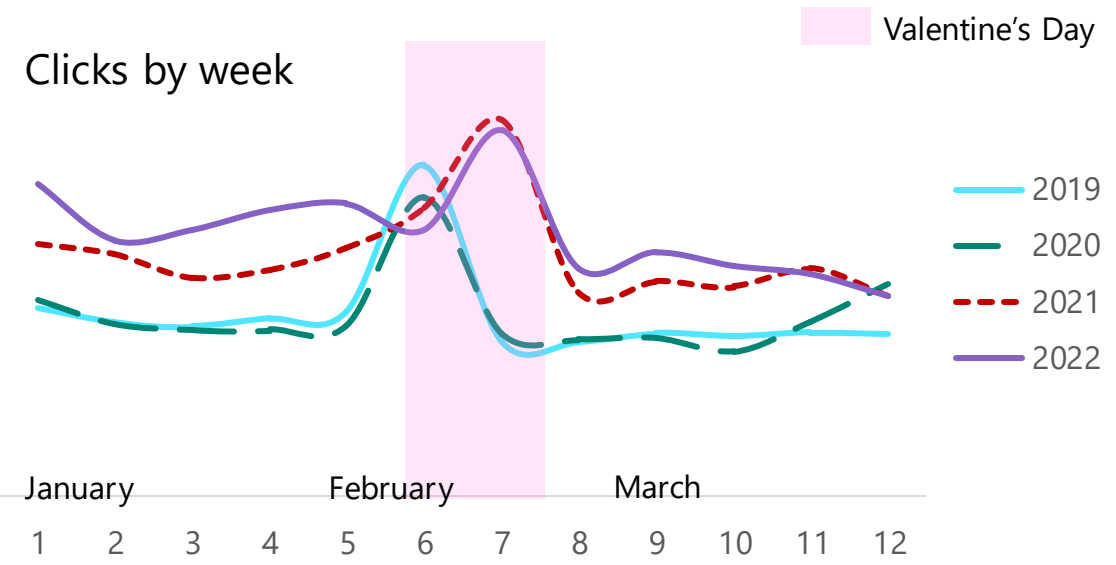
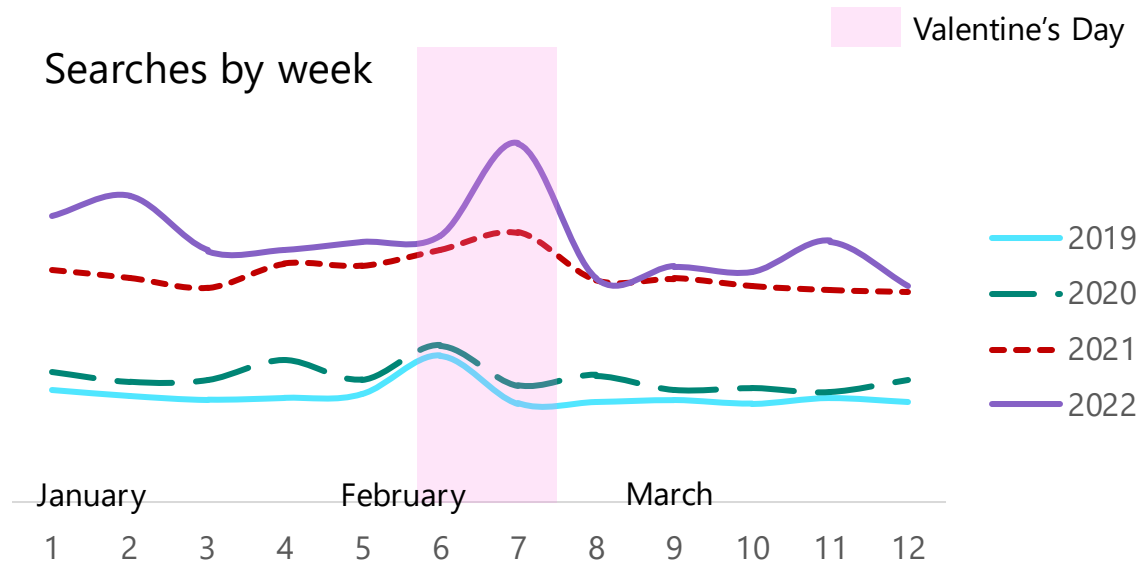


CARDS

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

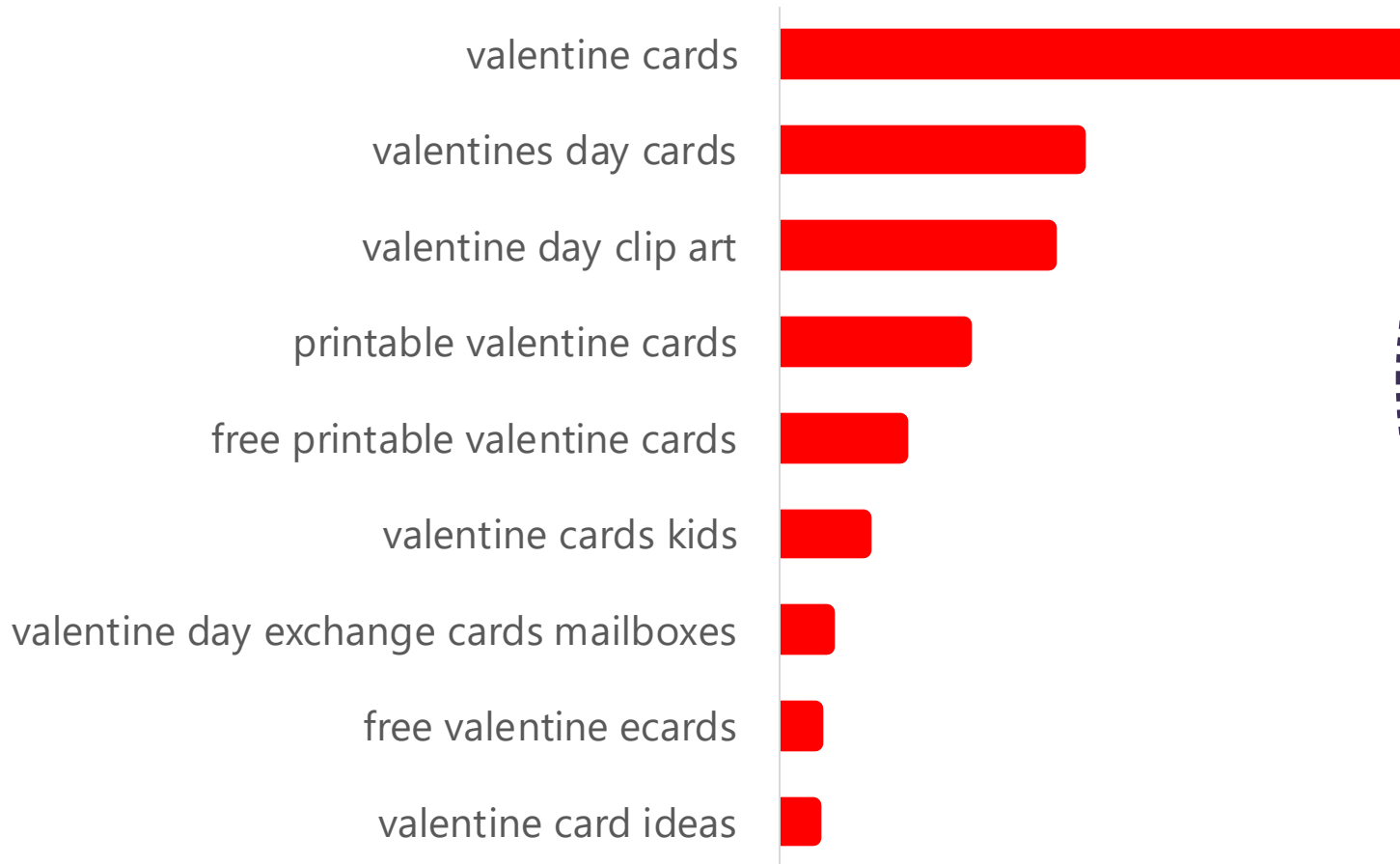


Both searches and clicks peaked around Valentine's Day in 2022



Consumers searching for Valentine's Day Cards last February were focused on free and printable options

Top queries containing "valentine" + "card"

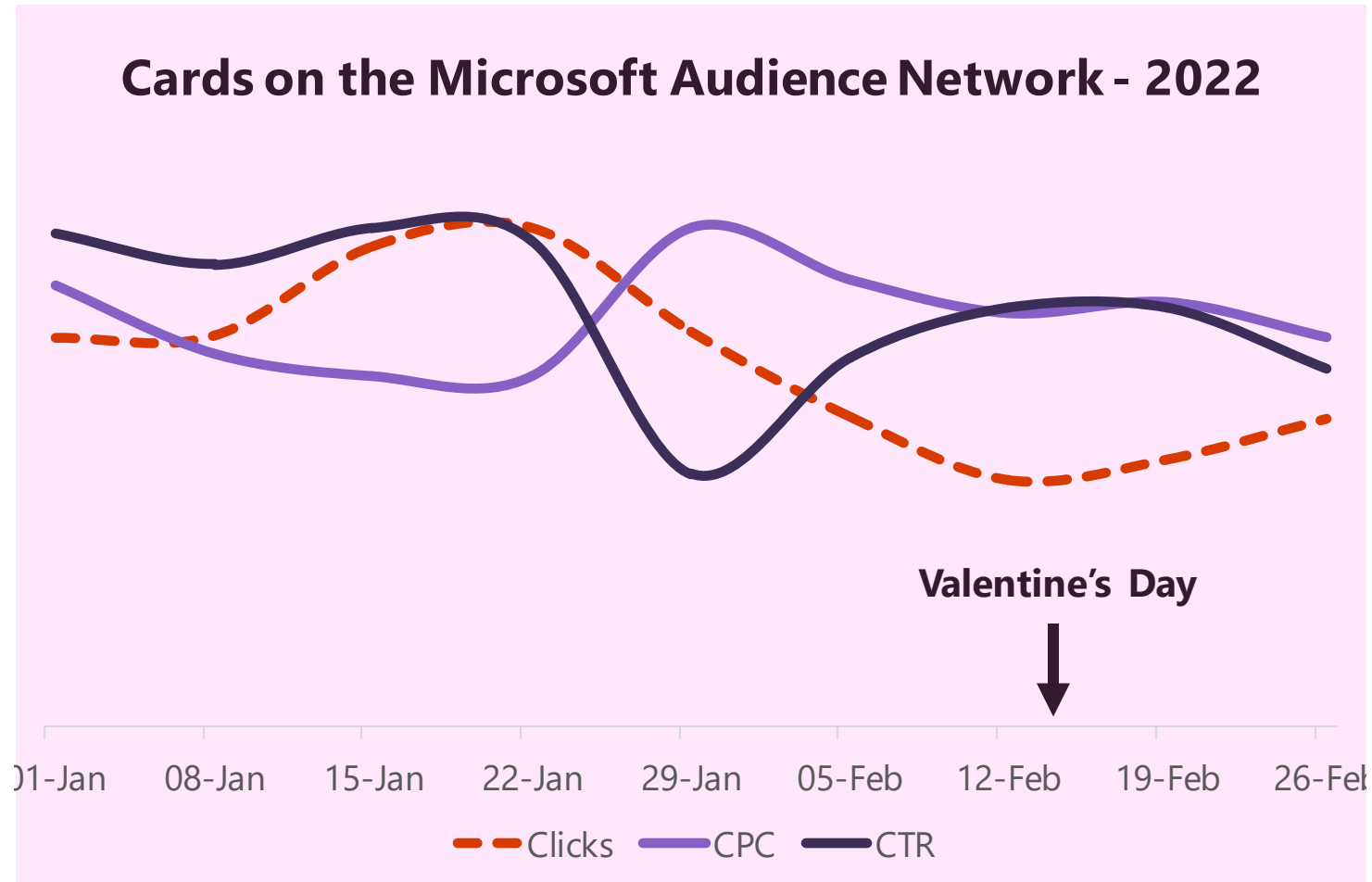


*Out of the top 100
Valentine's Day related
queries in February 2022...*

11%

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

Reach consumers shopping for Valentine's Cards during mid January, as clicks and CTRs are on the rise but 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!

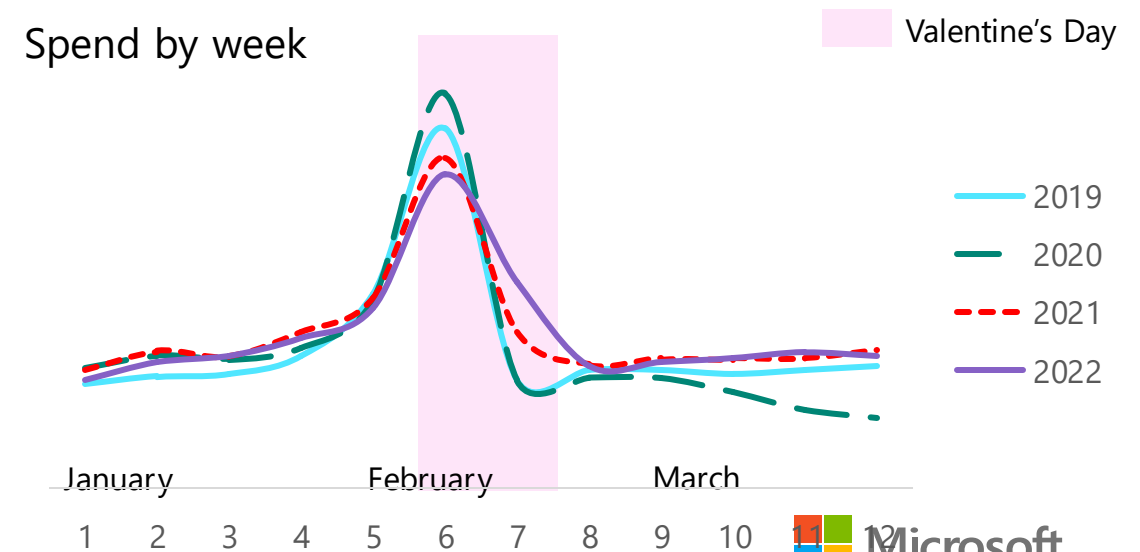
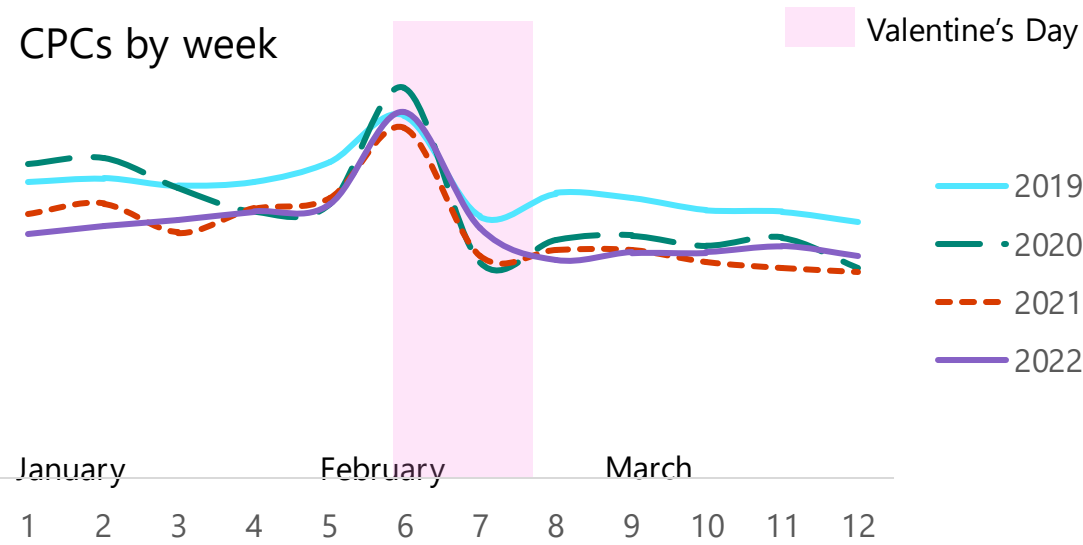
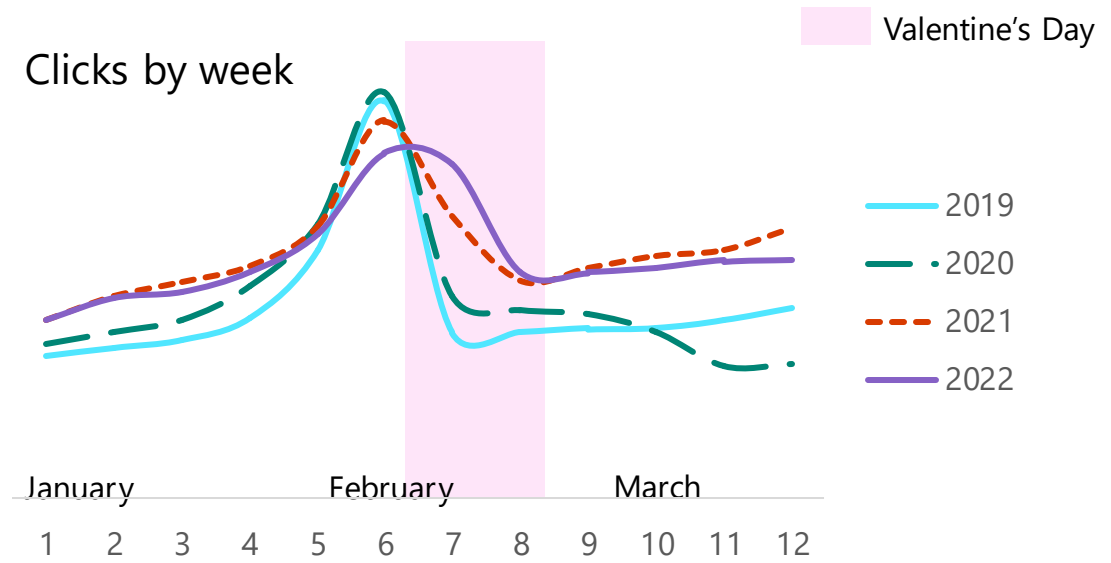
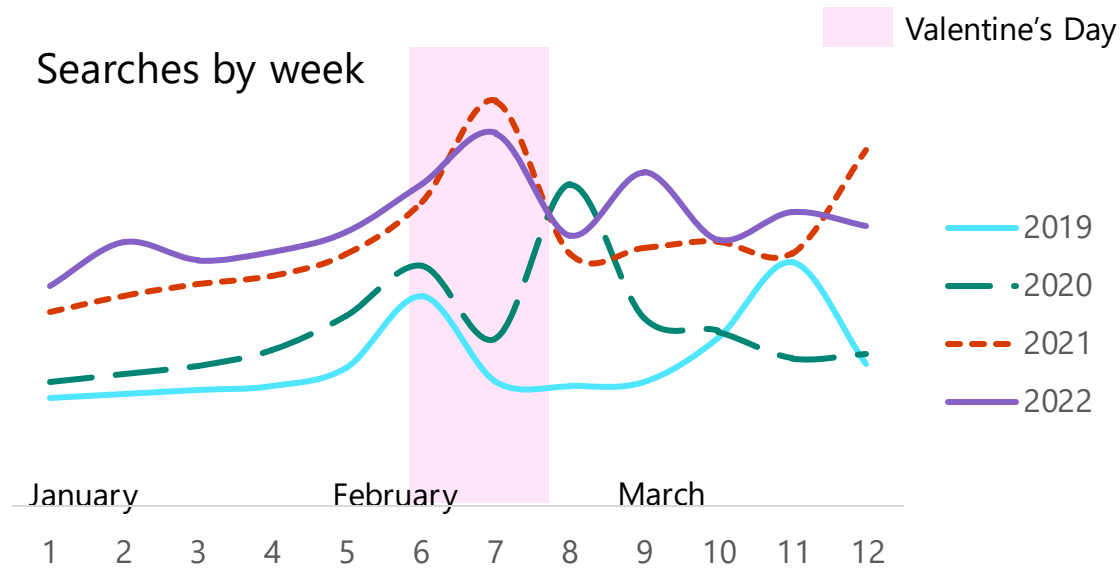
- **In-Market Audience Name:** Gifts & Occasions/Cards & Greetings
- **Audience ID:** 805685157

FLOWERS

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



All Flower activity largely spiked around Valentine's Day in 2022



Searches related to flowers between January 14th and February 14th showed a large growth of +42% YoY in 2022

Top queries containing “valentine” + “flower”

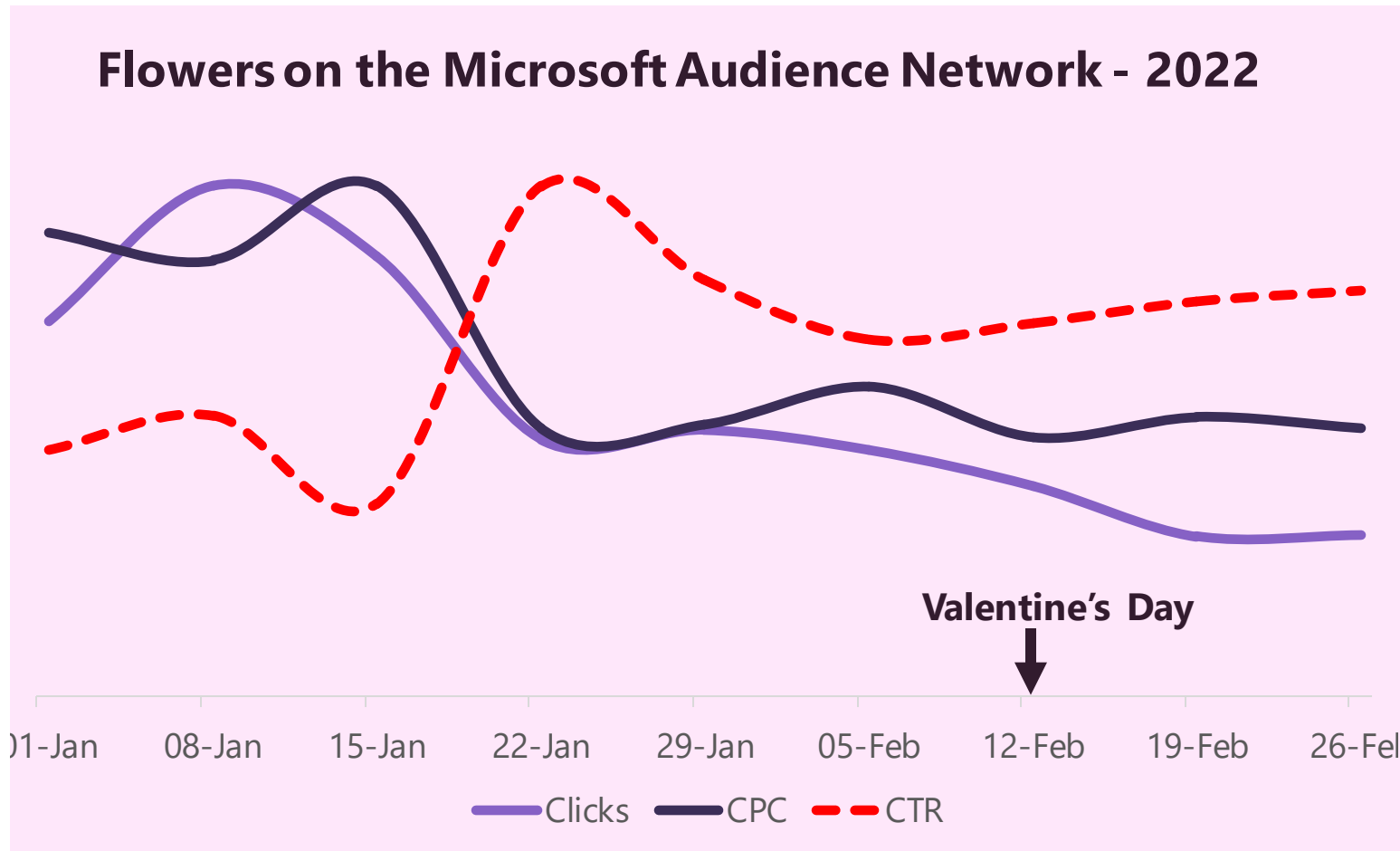


Out of the top 100 Valentine's Day related queries in February 2022...

8%

included terms related to flowers

As CPCs for Flowers start to decrease around mid January, CTR starts to build, peaking the week of January 22nd



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!

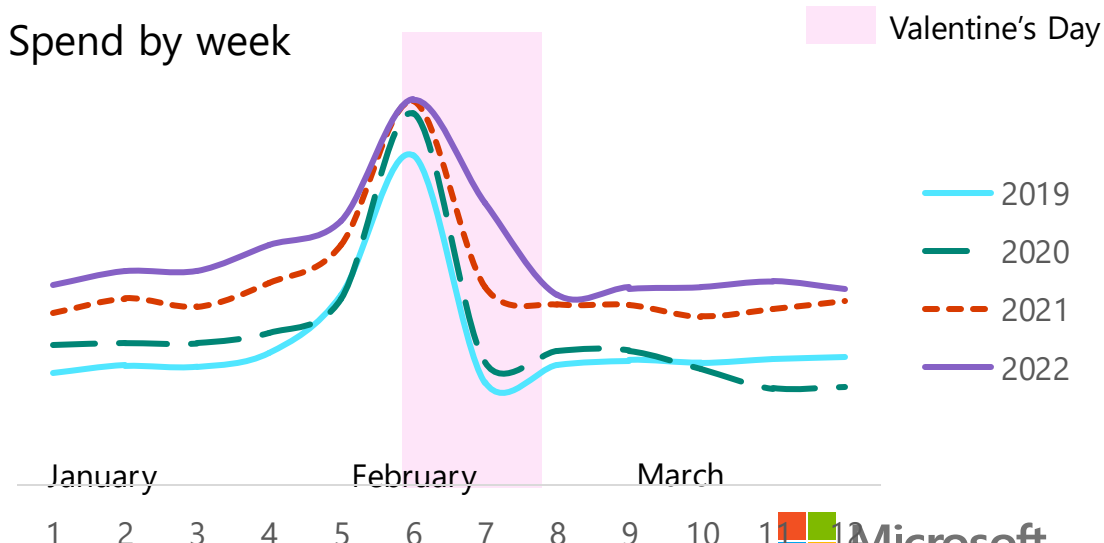
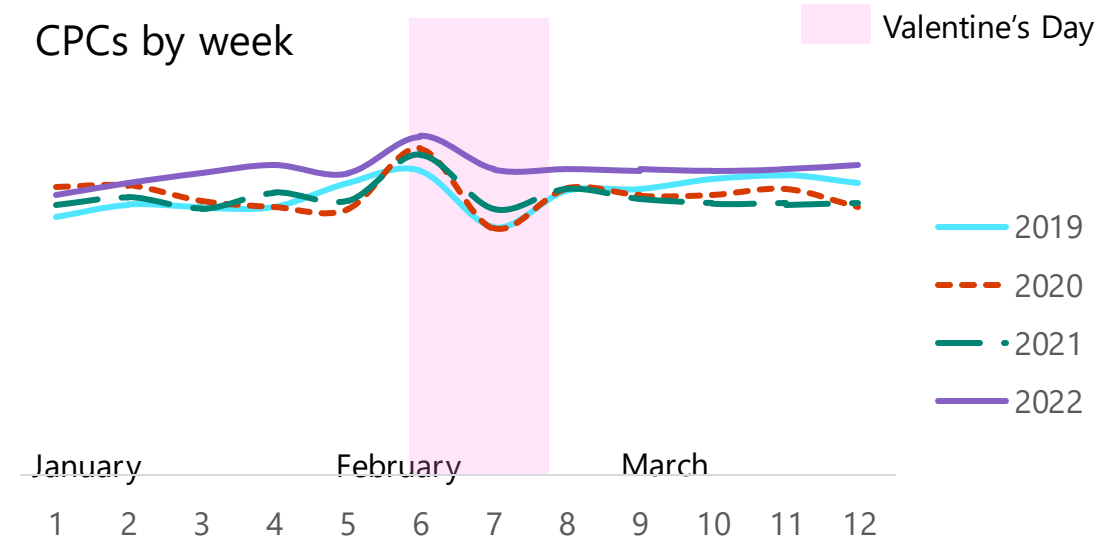
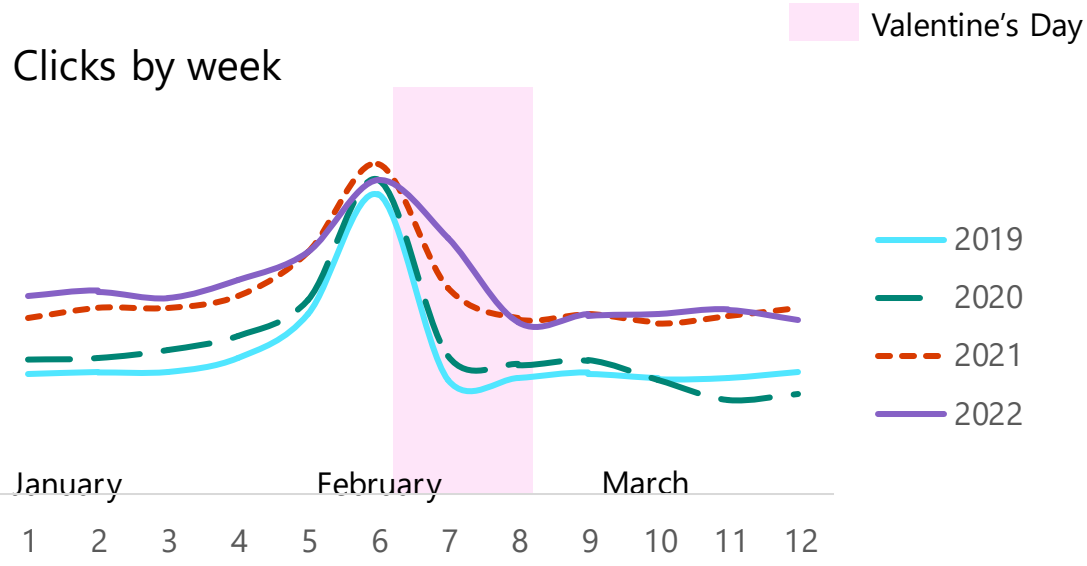
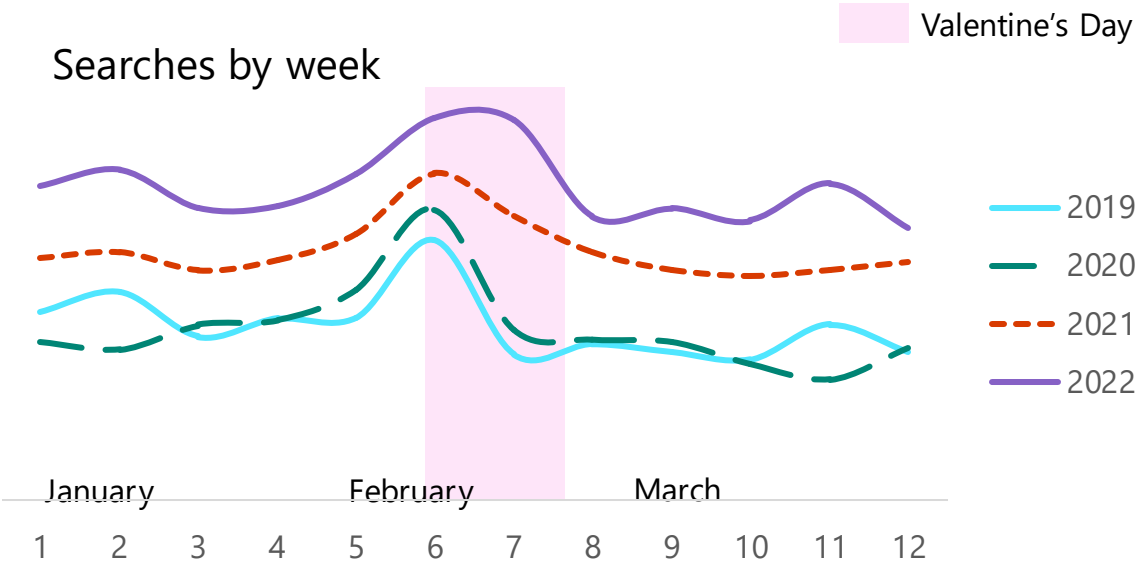
- **In-Market Audience Name:** /Gifts & Occasions/Flowers
- **Audience ID:** 806054967

GIFTS

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



Other than searches, Gift activity spikes prior to Valentine's Day

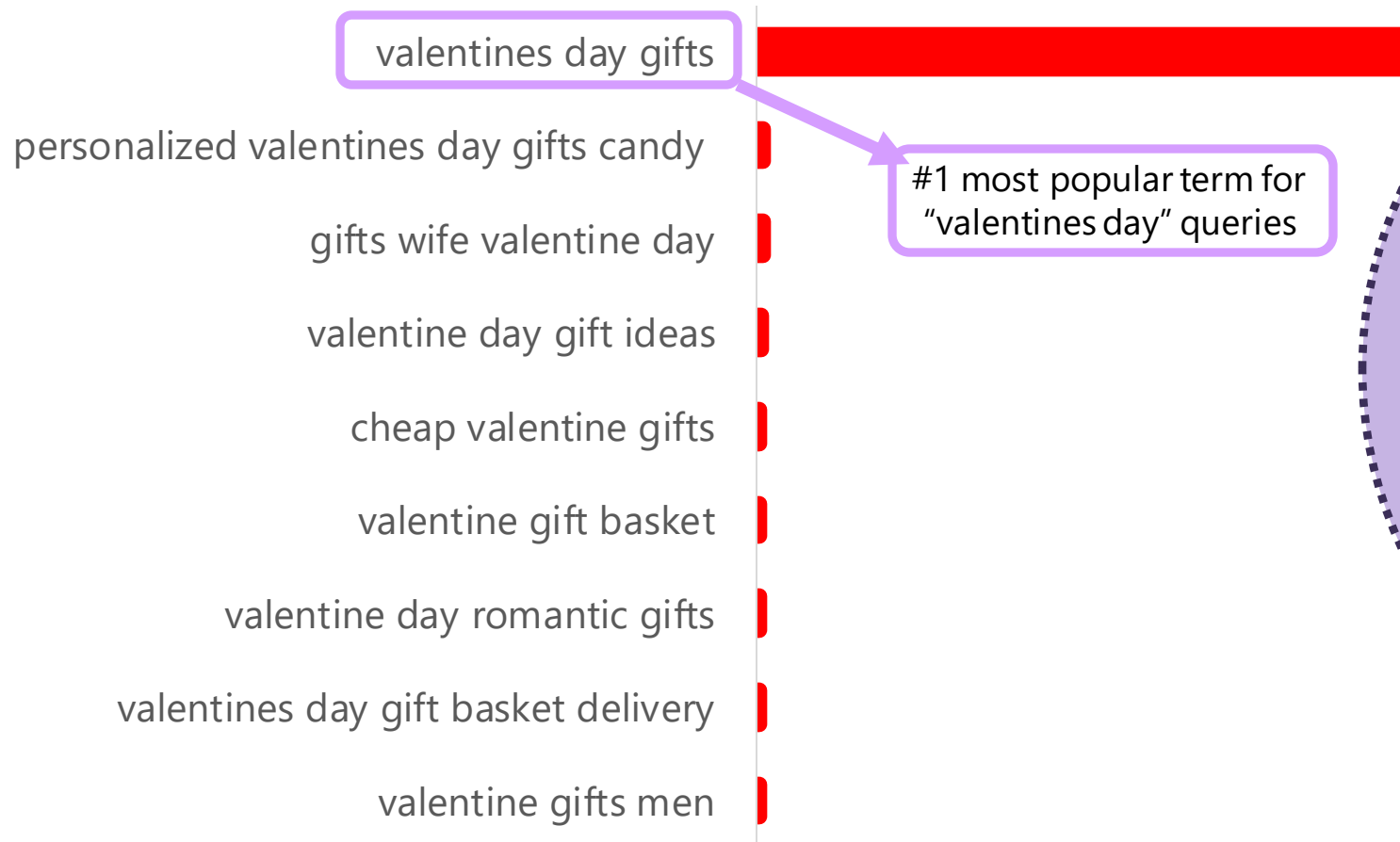


Source: 1. Microsoft internal data



Consumers searching for Valentine's Gift are price conscious, value personalization, and are looking for romance

Top queries containing "valentine" + "gift"

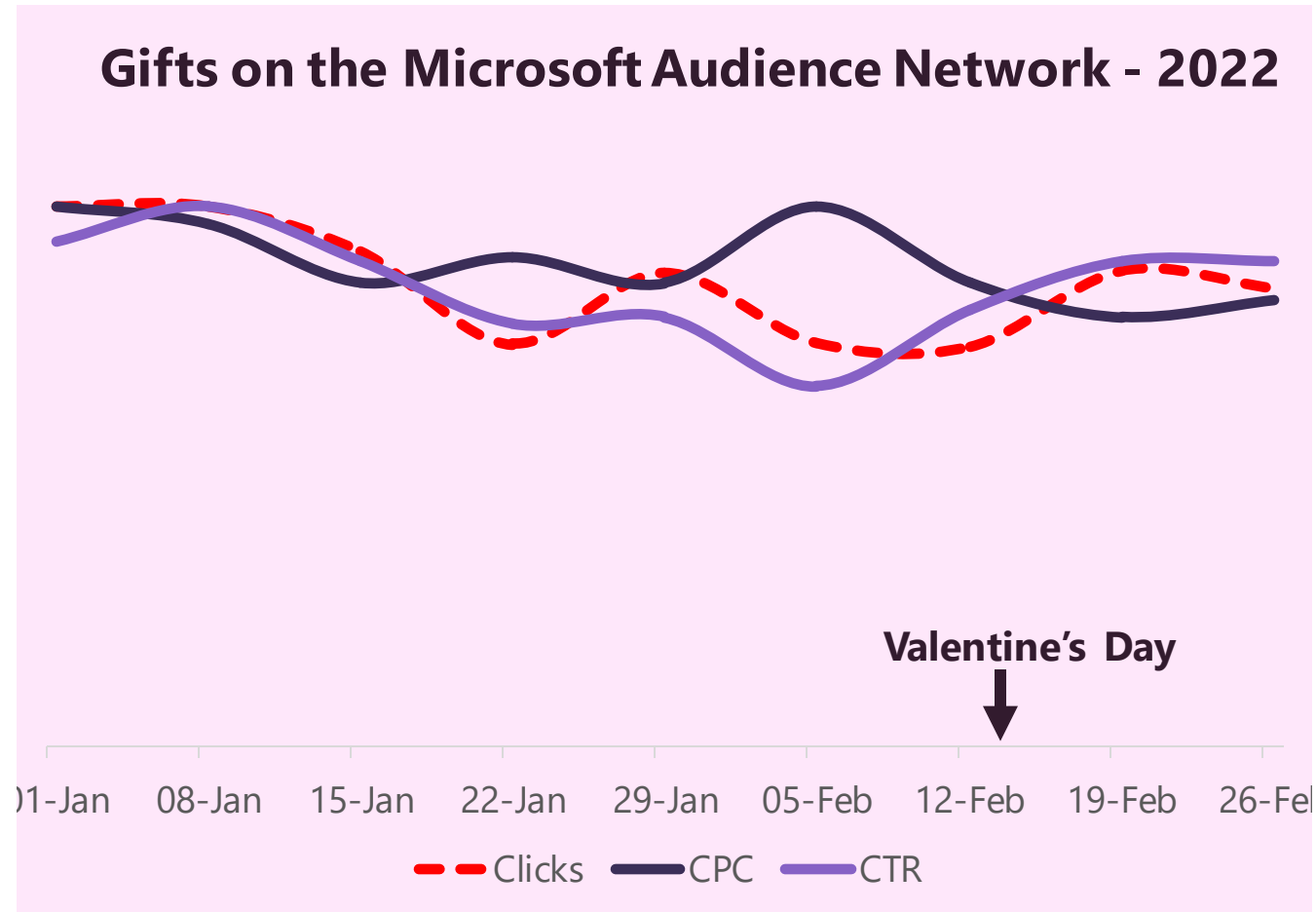


**Out of the top 100
Valentine's Day related
queries in February 2022...**

22%

**included terms related
to gift of gift baskets**

All online activity followed similar patterns WoW in 2022, with slight spikes prior to Valentine's Day



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

Between January 14th and February 14th 2022, we saw YoY growth in these additional gifting sub-categories:

Apparel Accessories

- **Searches:** +51% YoY
- **Clicks:** +16% YoY
- **CPCs:** +4% YoY



Jewelry

- **Searches:** +59% YoY
- **Clicks:** +11% YoY
- **CPCs:** +9% YoY



Dining & Nightlife

- **Searches:** +19% YoY
- **Clicks:** +40% YoY
- **CPCs:** -22% YoY



Parties & Supplies

- **Searches:** +62% YoY
- **Clicks:** +44% YoY
- **CPCs:** +22% YoY



Cosmetics

- **Searches:** +30% YoY
- **Clicks:** +25% YoY
- **CPCs:** -13% YoY



Arts & Crafts

- **Searches:** +21% YoY
- **Clicks:** +45% YoY
- **CPCs:** -7% 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.



Microsoft Advertising. Great relationships start here.

advertising.microsoft.com