Valentine’s Day insights (UK)
Valentine’s Day gains strong traction at the beginning of February

Indexed daily ‘Valentine’ searches and clicks (United Kingdom)

- Daily Searches Indexed
- Daily Clicks Volume Indexed

Valentine’s Day 2022 falls on a Monday, in 2021 it fell on a Sunday, we expect that this year will be very much like last year with people focusing purchases early in the preceding week (as deliveries might not come in time to surprise their loved ones on the Monday itself).

Observations:

- Significant growth starts late January
- Clicks peak earlier than searches, reaching their highest point on Monday-Wednesday preceding Valentine’s Day. Searches peak on Valentine’s Day itself.
- Ensure campaigns are ready in the second half of January to capture Valentine’s traffic.

2021 searches reveal that inspiration was needed for men’s gifts
Uplift in search volume starts from the beginning of the year. High interest levels are maintained until 10th February, peaking at +15% week-over-week (WoW).

The intent from consumers is strong from the 1st week of February. Clicks rocket up on 8th February and deliver +9% WoW growth compared to previous week.

Cost-per-clicks (CPCs) drop down during Valentine’s Day. No clear trend is visible moving into Valentine’s Day.

Microsoft internal: Daily performance Owned and Operated network – based on queries related to flowers (might not contain ‘Valentine’). Volumes indexed to daily average.

*growth by comparing 7-13 Feb 2021 to preceding 7 days (1 week)
2021 Valentine’s Fragrances & Perfumes trends

Indexed daily searches
+16% WoW

Indexed daily market clicks
-1% WOW

Daily market CPC
+8% WOW

**Searches** for **Fragrances & Perfumes** rocket up 2 days prior to Valentine's Day, delivering +16% WoW growth compared to previous week.

**Clicks** are growing in the weeks leading to Valentine’s Day and drop quickly afterwards.

**CPCs** are lower during Valentine’s Day, indicating lower investment during this time period.

Microsoft internal: Daily performance owned and operated network – based on queries related to fragrances & Perfumes (might not contain 'Valentine'). Volumes indexed to daily average.

*growth by comparing 7-13 Feb 2021 to preceding 7 days (1 week)
2021 Valentine Cards trends

Indexed daily searches

+21% WoW*

Indexed daily market clicks

+12% WoW*

Daily market CPC

+5% WoW*

Card related queries peak between 8\textsuperscript{th} to 10\textsuperscript{th} February and have a +21% WoW growth compared to Valentine’s previous week.

Clicks go up +12% WoW in Valentine’s Week, spiking on 8\textsuperscript{th} February.

CPCs shows steady performance from the beginning of February. We see +5% WoW growth compared to previous week.

Microsoft internal: Daily performance Owned and Operated network – based on queries related to Cards (might not contain ‘Valentine’). Volumes indexed to daily average. *growth by comparing 7-13 Feb 2021 to preceding 7 days (1 week)
2021 Valentine Gifts trends

**Indexed daily searches**

Indexed daily market clicks

**Daily market CPC**

*Searches* for Gifts starts to grow in February, with *+8% WoW* growth on Valentine’s week compared to previous week.

In line with searches, **clicks** also grow *+8% WoW* during Valentine’s week, reaching the highest point on 9th of February.

The growth of **CPCs** shows high competition which was on 9th of February in the last year.

Microsoft internal: Daily performance Owned and Operated network – based on queries related to Gifts (might not contain ‘Valentine’). Volumes indexed to daily average.

*growth by comparing 7-13 Feb 2021 to preceding 7 days (1 week)
2021 Valentine Lingerie trends

Indexed daily searches
-3% WoW*

Indexed daily market clicks
-2% WoW*

Daily market CPC
+4% WoW*

Searches for Lingerie start to grow in early January, and reached peak on 9th of February.

In line with searches, clicks grow from January and record higher performance on 9th of February.

CPCs are not growing during Valentine's week, showing less competition during this time period.

Microsoft internal: Daily performance Owned and Operated network – based on queries related to Lingerie (might not contain ‘Valentine’). Volumes indexed to daily average.

*growth by comparing 7-13 Feb 2021 to preceding 7 days (1 week)
## Valentine’s Day for advertisers: findings and recommendations

<table>
<thead>
<tr>
<th>Findings</th>
<th>Recommendations</th>
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<tbody>
<tr>
<td><strong>Searches and clicks</strong> related to Valentine’s Day start to <strong>grow</strong> by the end of January and peak when Valentine’s Day approaches</td>
<td>Start running your Valentine’s campaigns by the end of January as the first significant activity begins</td>
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<td>Valentine’s Day 2022 falls on a Monday. Clicks are expected to peak Monday-Friday in the preceding week.</td>
<td>Clicks are expected to peak the week before Valentine’s Day. Make sure budgets are sufficient.</td>
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<td><strong>Inspiration</strong> is mostly needed for gifts to men</td>
<td>Target consumers with ‘for him’ / ‘for her’ types of keywords where feasible</td>
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<td>Categories that are showing clear Valentine’s increases are <strong>Flowers, Fragrances &amp; Perfumes, Cards, Gifts, and Lingerie</strong></td>
<td>Next to these categories, other relevant categories like Food Ordering, Personal Care, Jewelry might also show specific Valentine’s Day increases</td>
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