



MICROSOFT ADVERTISING INSIGHTS

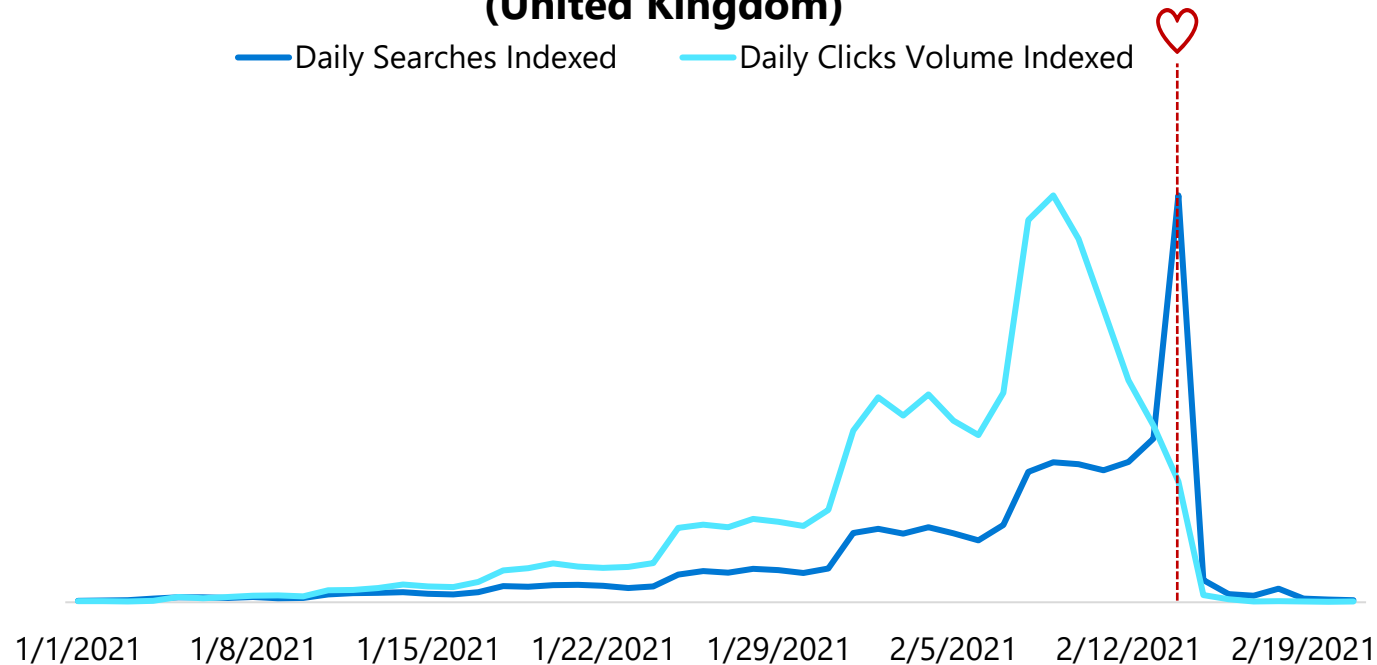
## Valentine's Day insights (UK)

Microsoft Advertising. Great relationships start here.



# Valentine's Day gains strong traction at the beginning of February

## Indexed daily 'Valentine' searches and clicks (United Kingdom)

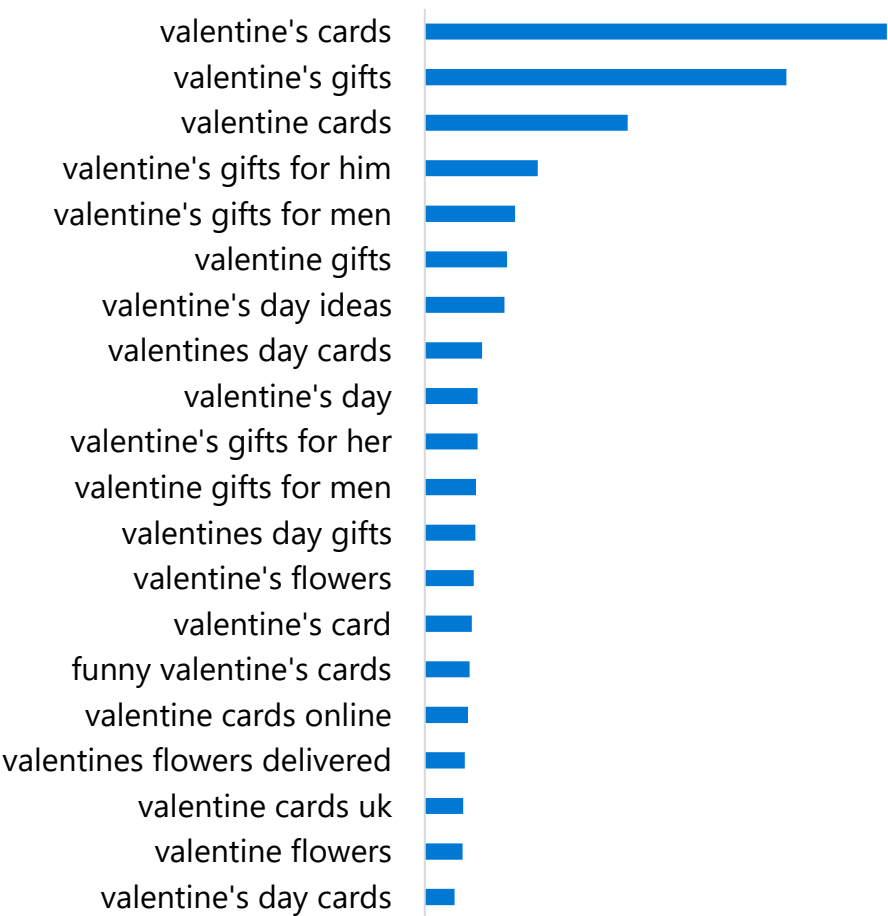


### Observations:

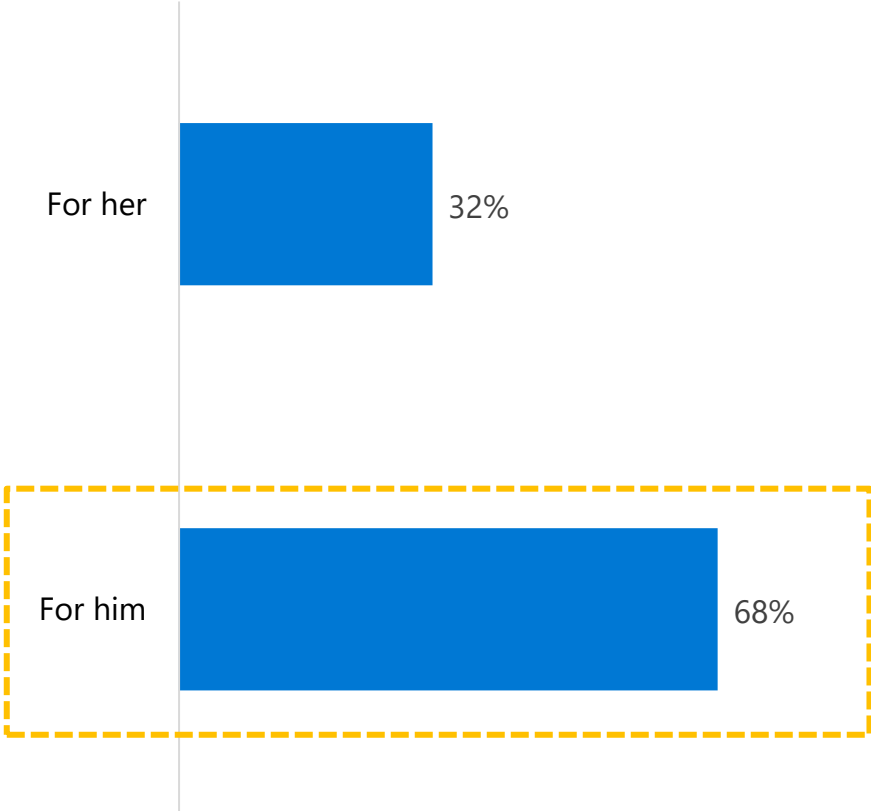
- Significant growth starts late January
- Clicks peak earlier than searches, reaching their highest point on Monday-Wednesday preceding Valentine's Day. Searches peak on Valentine's Day itself.
- Ensure campaigns are ready in the second half of January to capture Valentine's traffic

# 2021 searches reveal that inspiration was needed for men's gifts

Top 20 clicked Valentine's Day queries

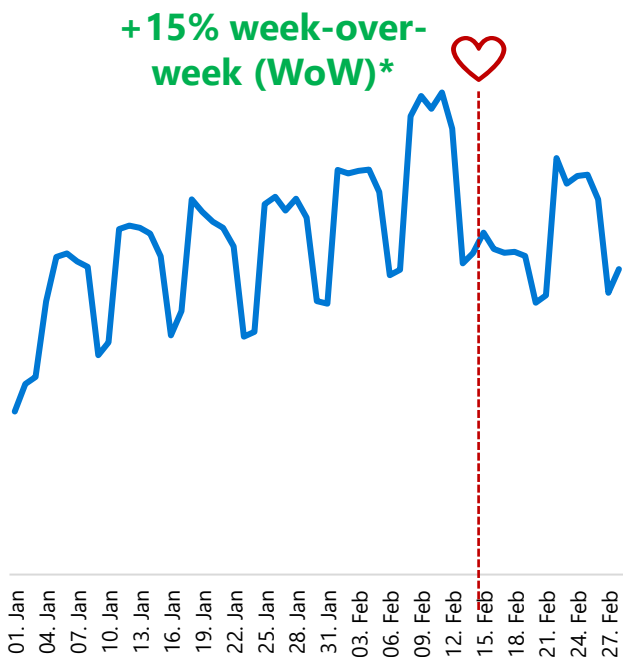


Share of clicks for her/him queries



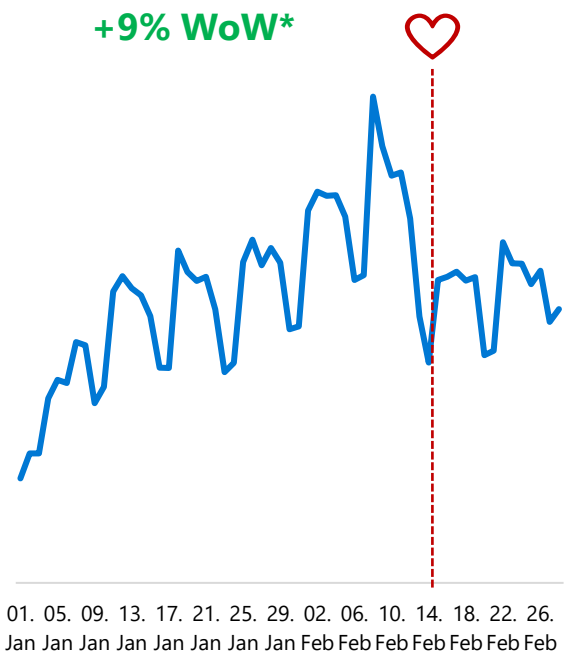
# 2021 Valentine's Flower trends

## Indexed daily searches



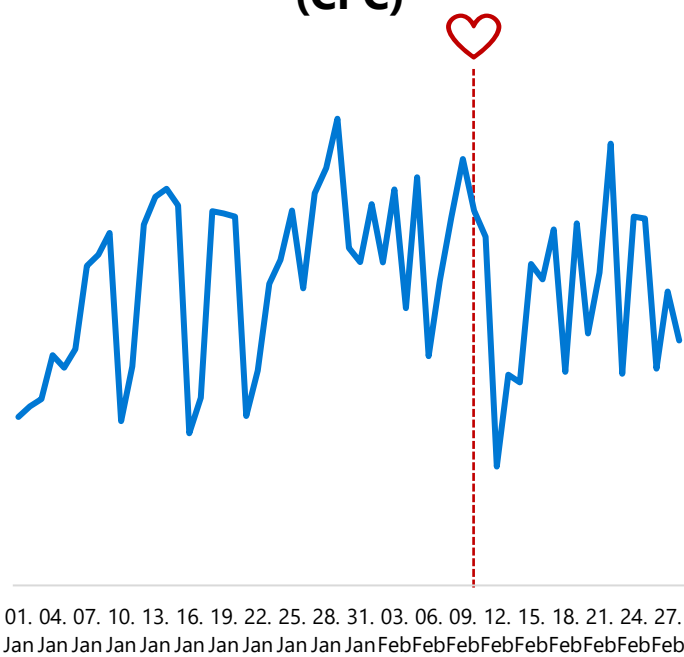
Uplift in search volume starts from the beginning of year. High interest levels are maintained until 10th February, peaking at **+15% week-over-week (WoW)**.

## Indexed daily market clicks



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

## Daily market cost-per-click (CPC)

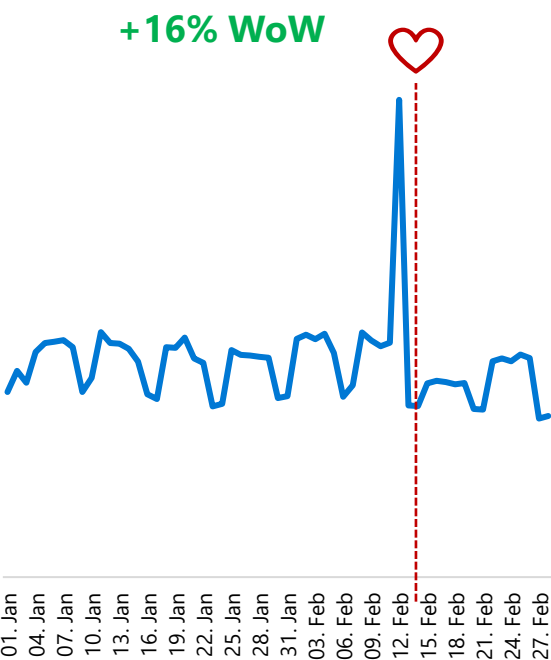


**Cost-per-clicks (CPCs)** drop down during Valentine's Day. No clear trend is visible moving into Valentine's Day.

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)

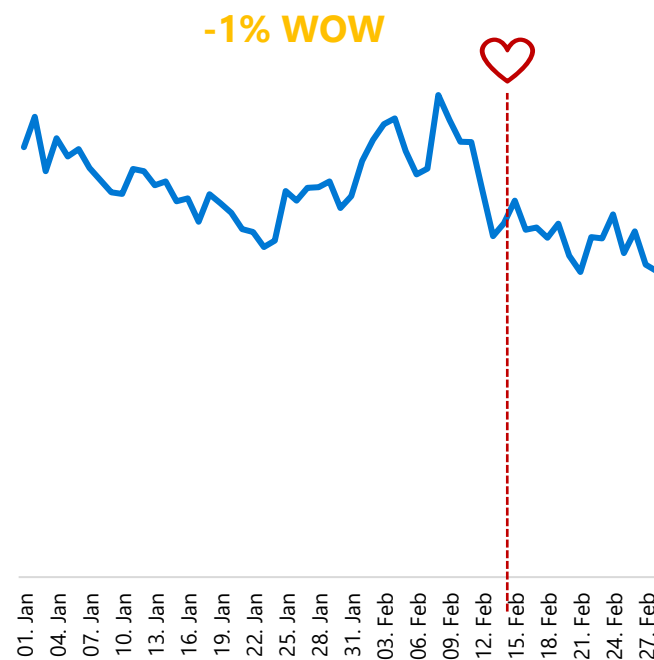
# 2021 Valentine's Fragrances & Perfumes trends

Indexed daily searches



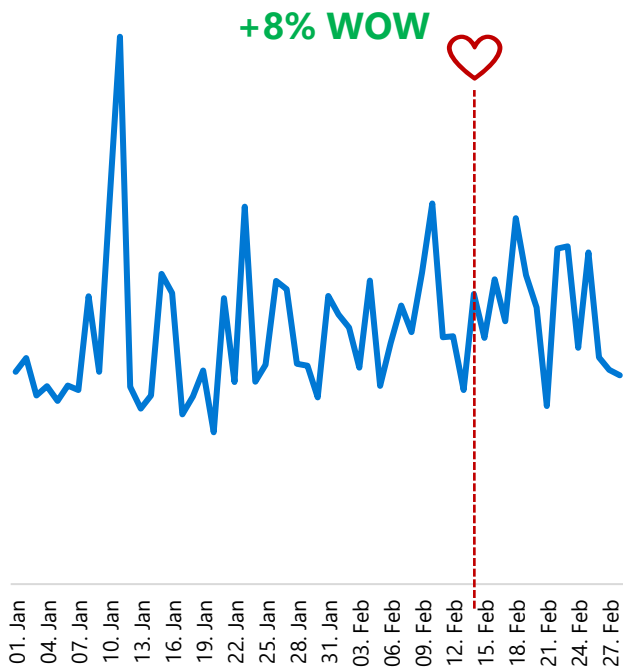
**Searches** for **Fragrances & Perfumes** rocket up 2 days prior to Valentine's Day, delivering +16% WoW growth compared to previous week

Indexed daily market clicks



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

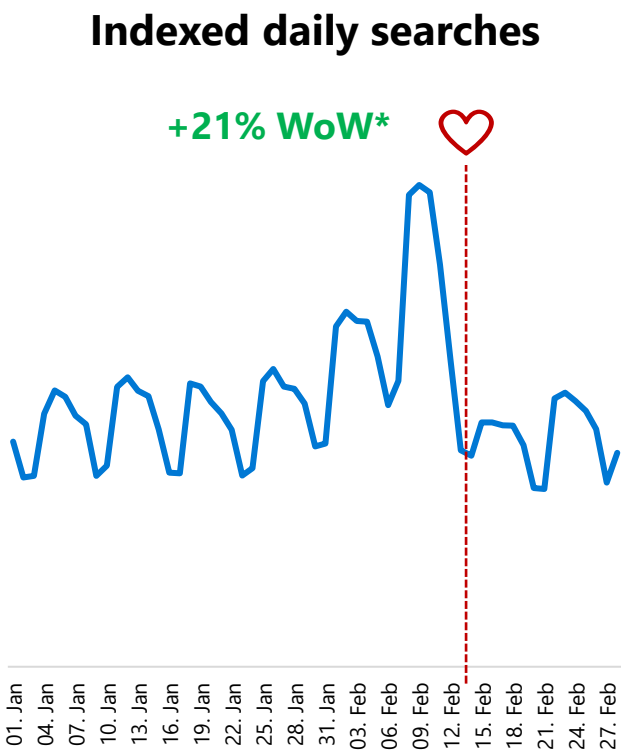
Daily market CPC



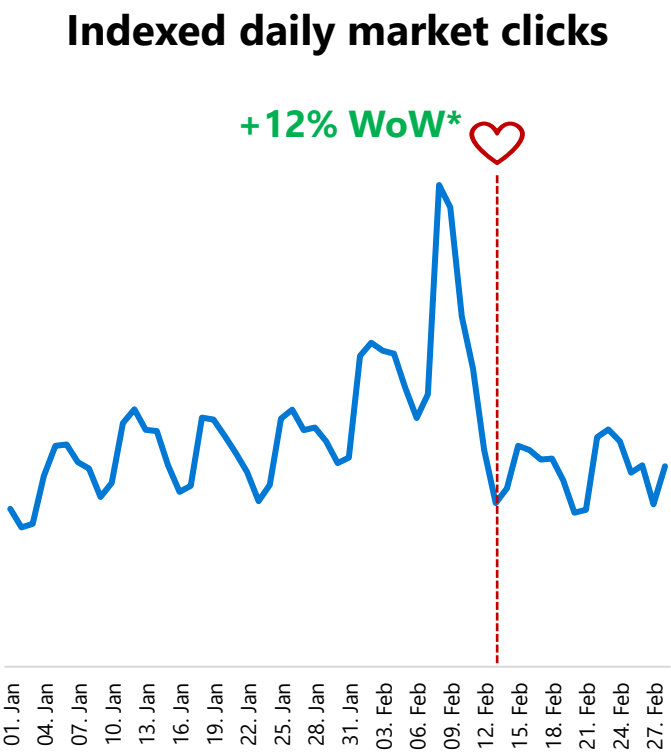
**CPCs** are lower during Valentine's Day, indicating lower investment during this time period

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)

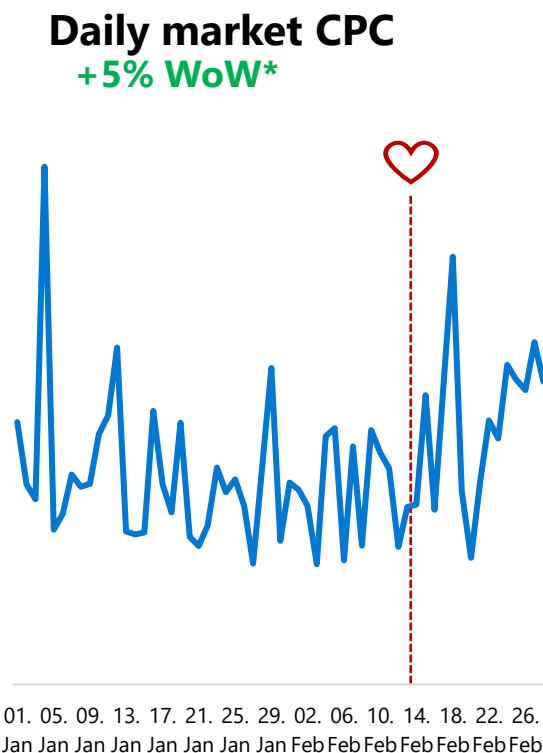
# 2021 Valentine Cards trends



**Card related** queries peak between 8<sup>th</sup> to 10<sup>th</sup> February and have a +21% WoW growth compared to Valentine's pervious week



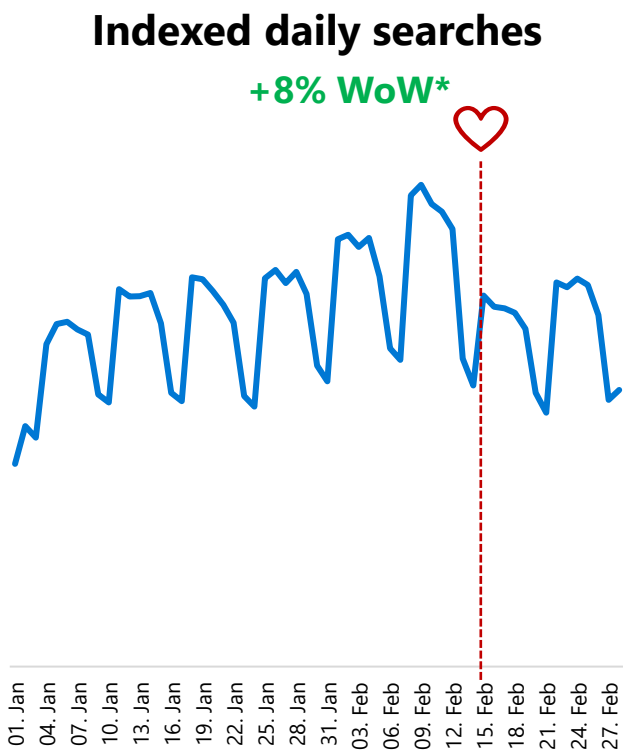
**Clicks** go up +12% WoW in Valentine's Week, spiking on 8<sup>th</sup> February



**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)

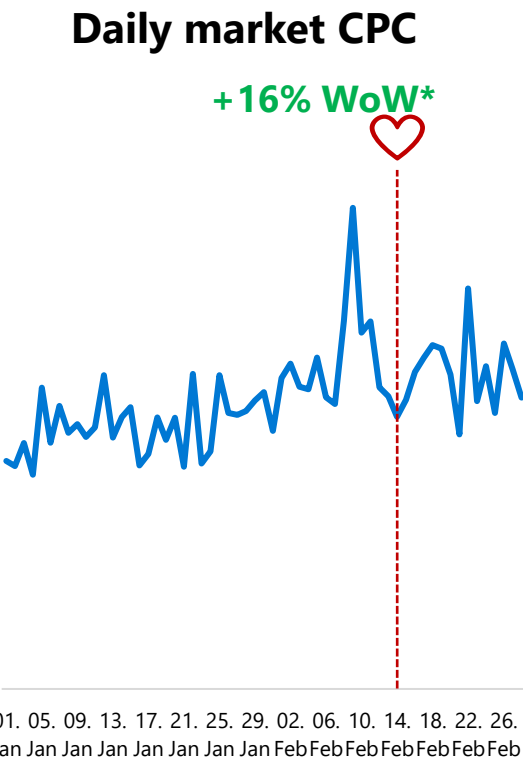
# 2021 Valentine Gifts trends



**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 9<sup>th</sup> of February

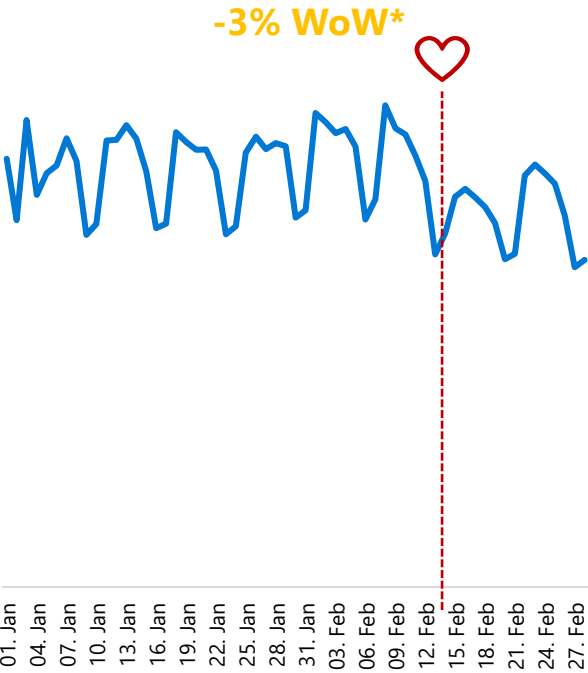


The growth of **CPCs** shows high competition which was on 9<sup>th</sup> of February in the last year

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

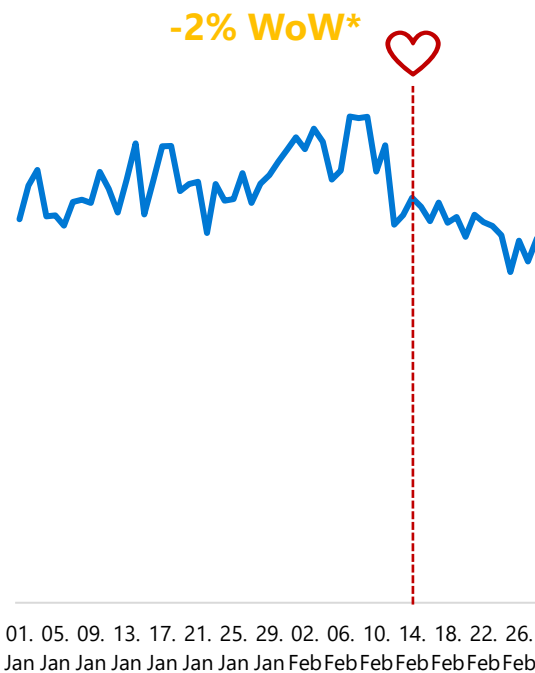
# 2021 Valentine Lingerie trends

Indexed daily searches



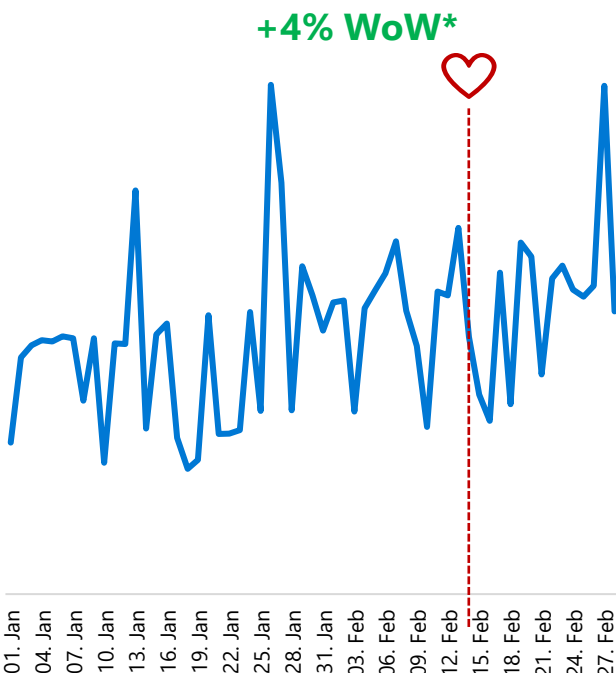
**Searches** for Lingerie start to grow in early January, and reached peak on 9<sup>th</sup> of February

Indexed daily market clicks



In line with searches, **clicks** grow from January and record higher performance on 9<sup>th</sup> of February

Daily market CPC



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 contains '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

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

To get actionable data, insights and best practices to help make decisions and grow your business, visit [MicrosoftAdvertising.com/Insights](https://MicrosoftAdvertising.com/Insights)



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