



MICROSOFT ADVERTISING INSIGHTS

## Valentine's Day 2022

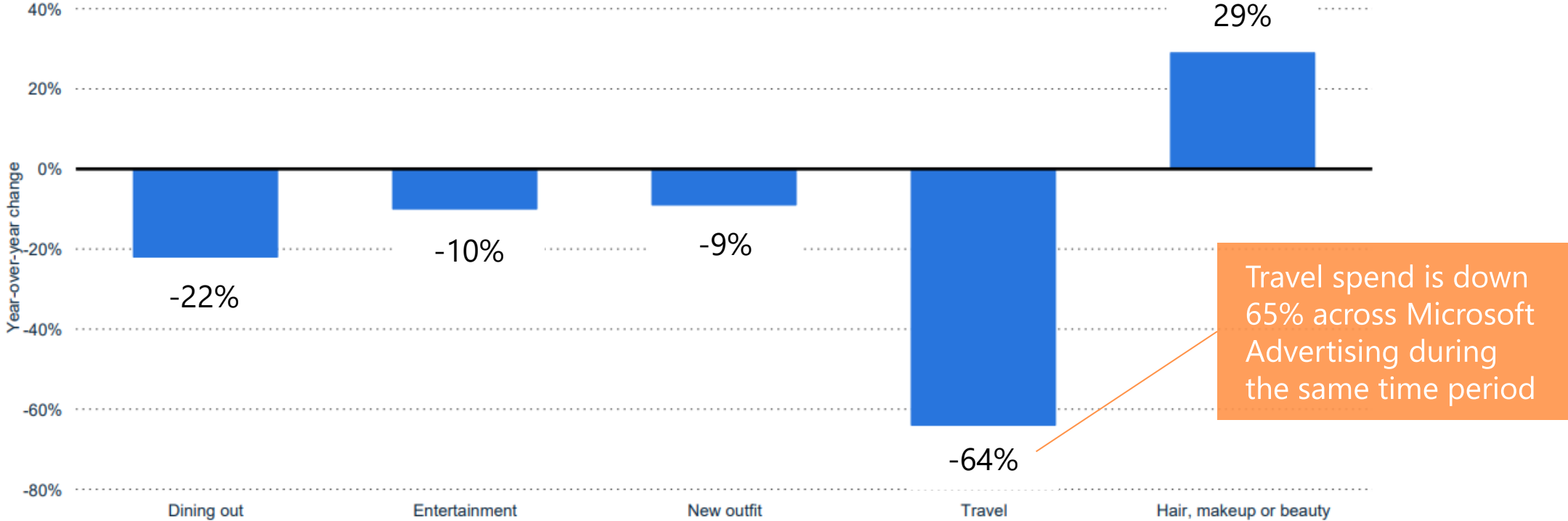
Microsoft Advertising. Great relationships start here.



# Spending is expected to return to previously seen trends

## Yearly change in spending on Valentine's Day activities in the United States between 2020 and 2021

Percentage change in Valentine's Day activity spending in the United States 2020-2021

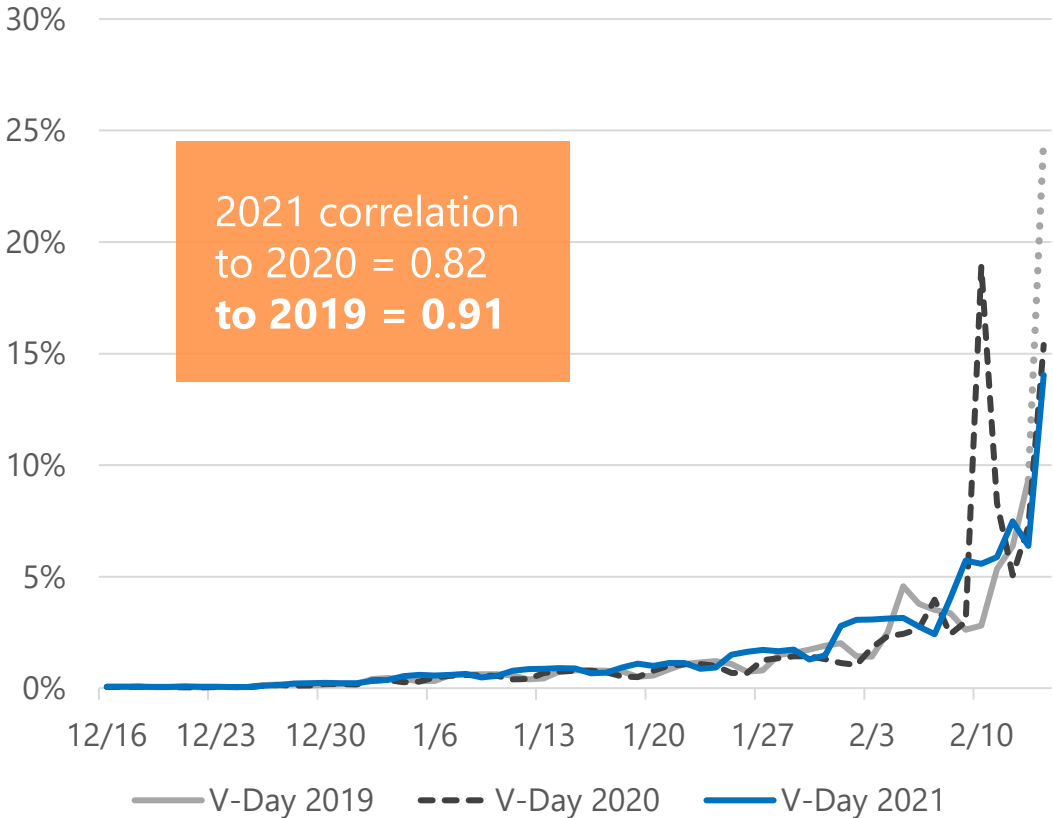


Finder.com, United States, Sept 2020, 18 years and older, 1800 respondents  
Microsoft Advertising internal data, 2020-2021

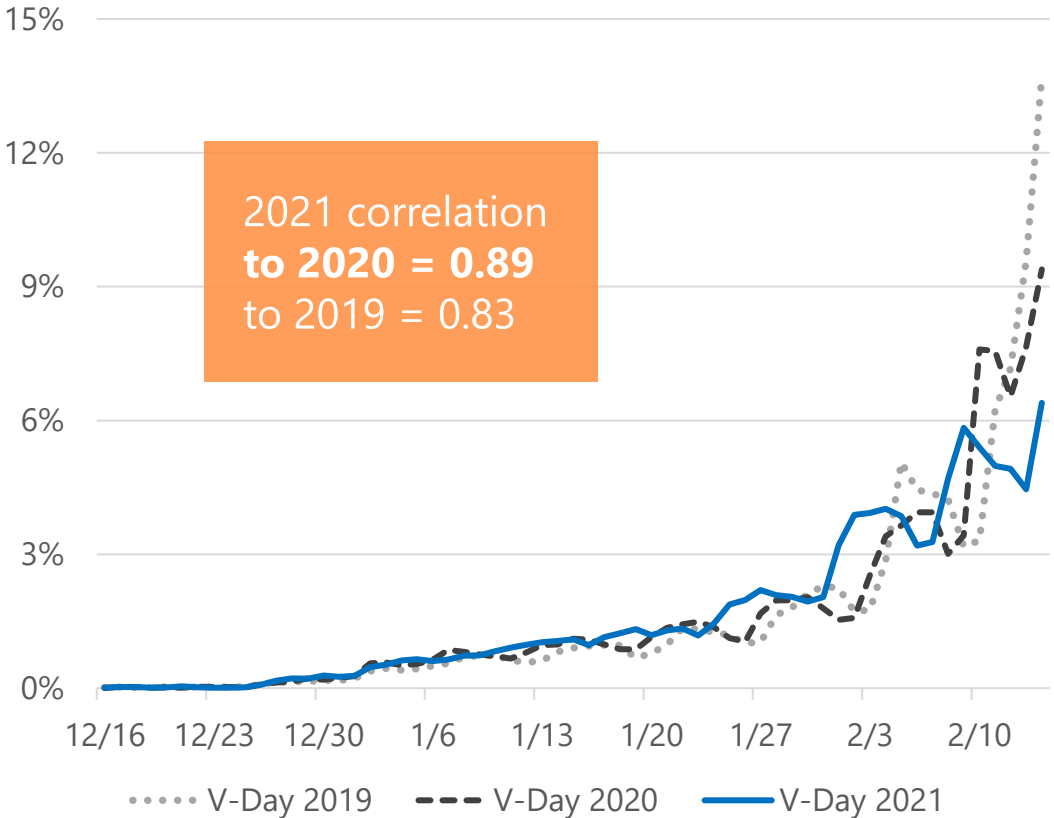


# 2021 traffic was spread amongst the weeks leading into the holiday

Top Valentine's gifting query search distribution by day



Top Valentine's gifting query click distribution by day



Microsoft Advertising internal data, top 521 Valentine's Day gifting queries by click volume, O&O + syndication, all ad types, 2018-2021



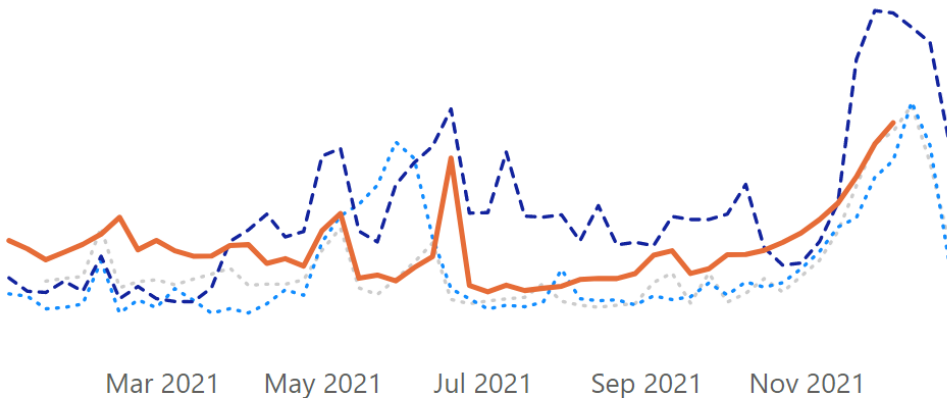
## Cards & Greetings



# Cards & Greetings clicks are following 2019 trends

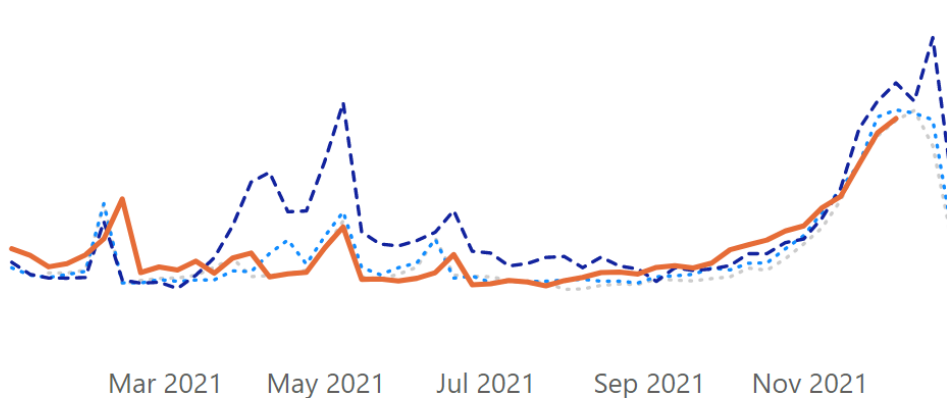
Searches by Week & Year

● 2018 ● 2019 ● 2020 ● 2021



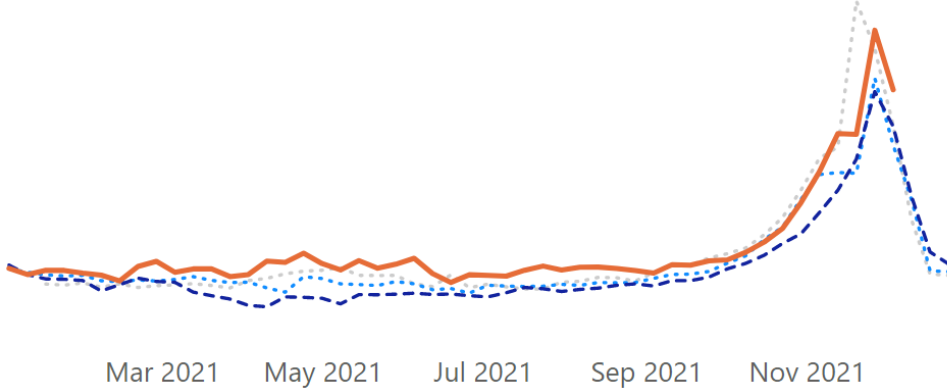
Clicks by Week & Year

● 2018 ● 2019 ● 2020 ● 2021



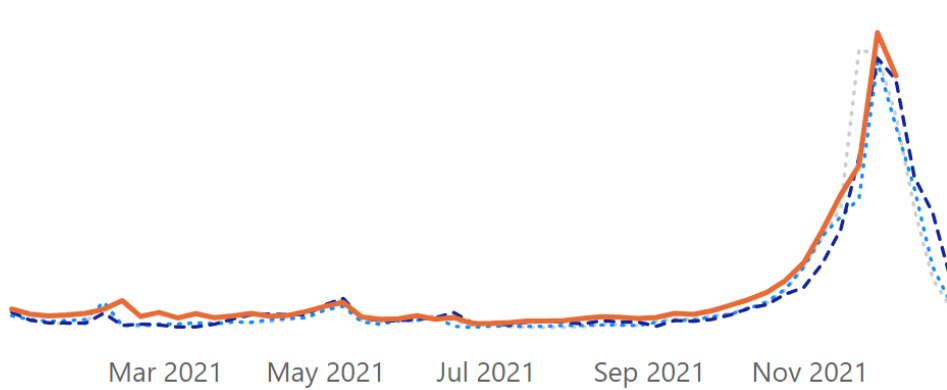
Cost per Click (CPC) by Week & Year

● 2018 ● 2019 ● 2020 ● 2021

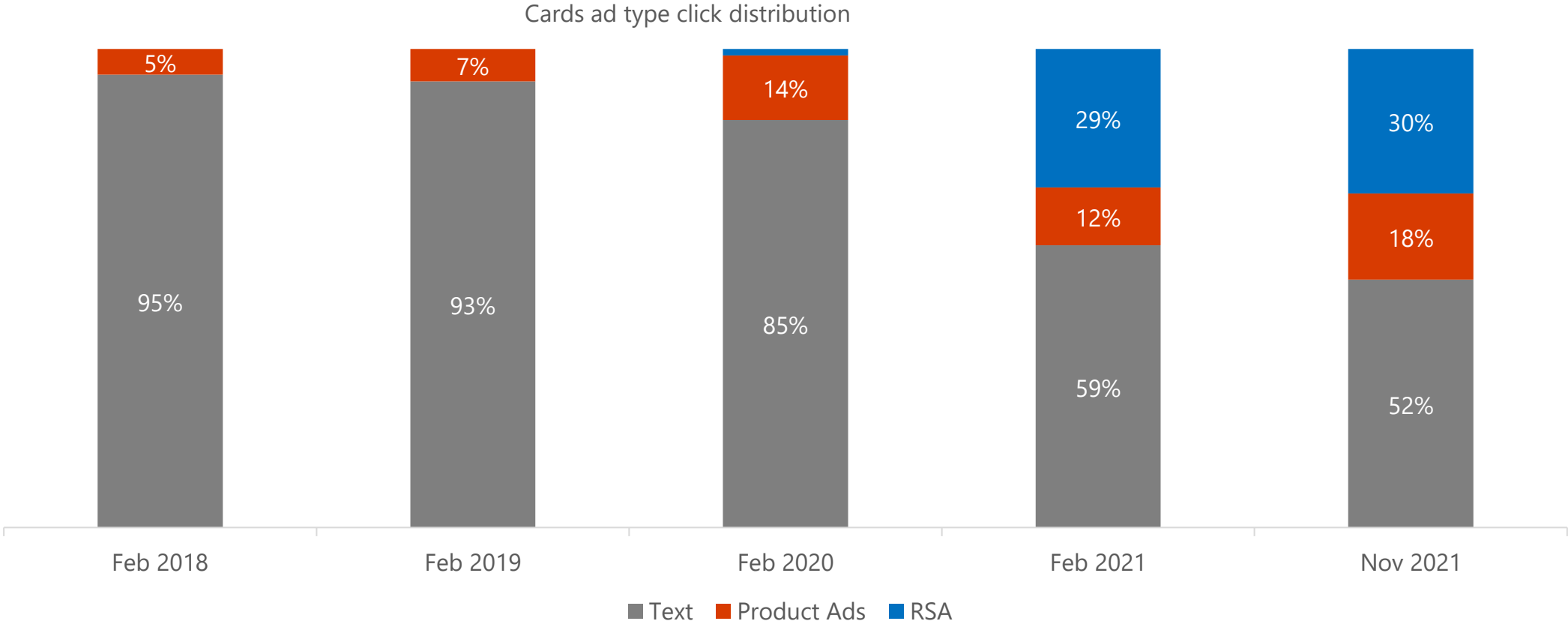


Spend by Week & Year

● 2018 ● 2019 ● 2020 ● 2021



# Responsive Search Ads (RSAs) represent nearly 1/3 of Cards click traffic

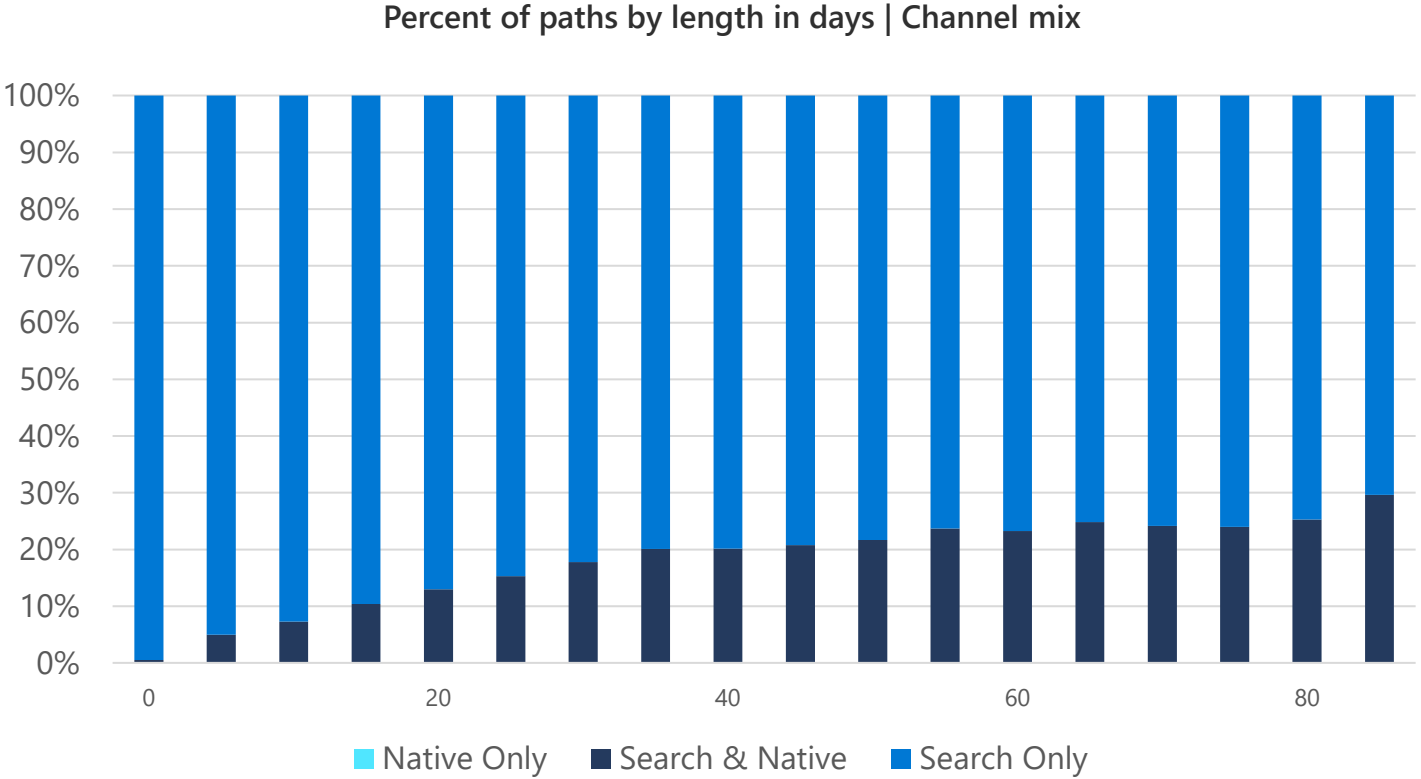


Microsoft Advertising internal data, cards clicks traffic, O&O + syndication, 2018-2021



# Consider a remarketing strategy spanning across native & search

Card shoppers are more likely to interact with both the Microsoft Audience Network & Microsoft Search Network when their path is longer



The average Card journey in the Microsoft Network lasted ~13 days

Microsoft internal data; Microsoft Advertising query path data for US Retailers, Sept 2021 – Nov 2021, 118K total unique paths; multi-touch attribution



# Flowers

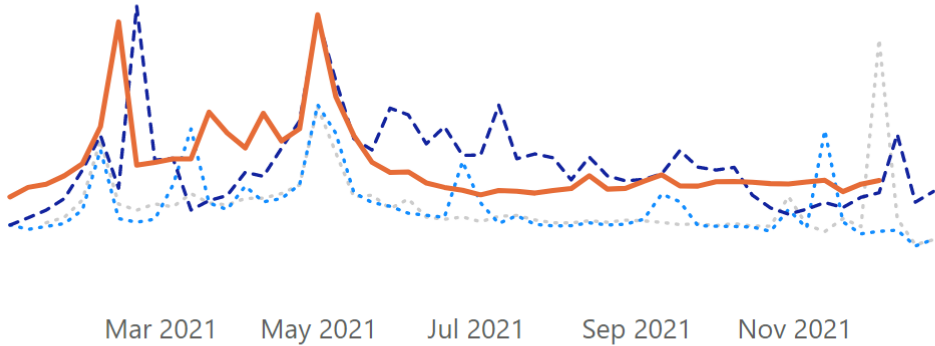




# Flowers search trends are like 2020, while clicks are like 2019

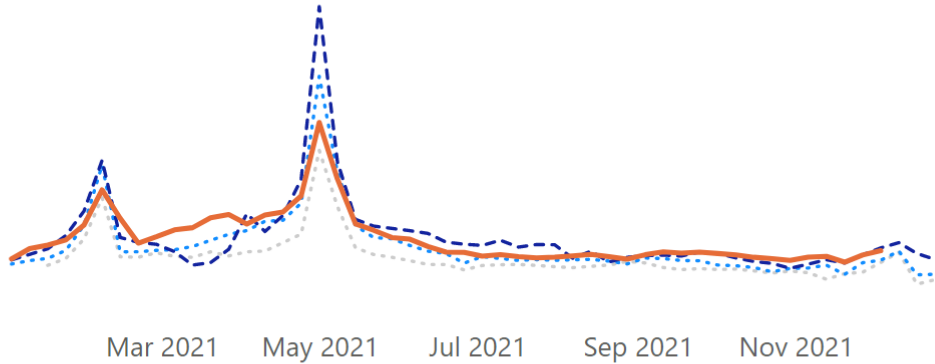
Searches by Week & Year

● 2018 ● 2019 ● 2020 ● 2021



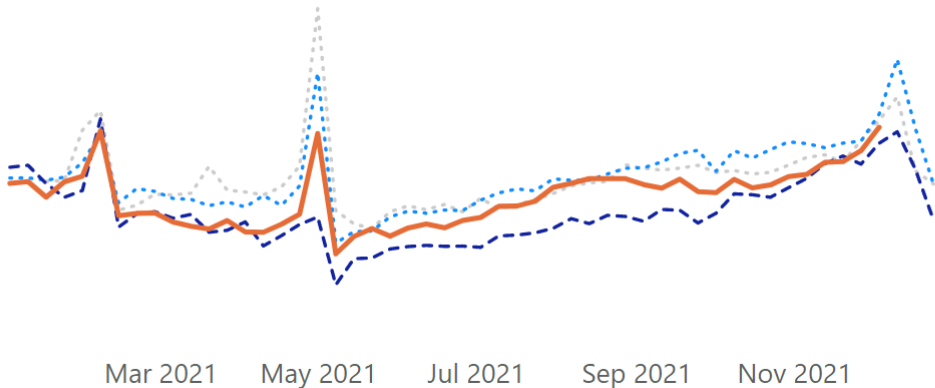
Clicks by Week & Year

● 2018 ● 2019 ● 2020 ● 2021



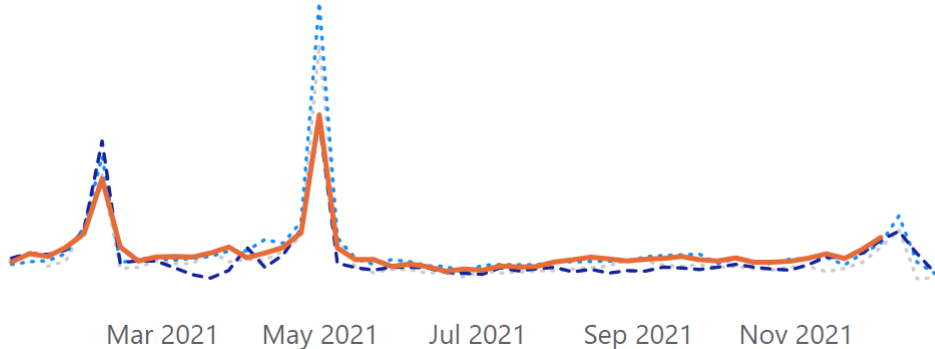
CPC by Week & Year

● 2018 ● 2019 ● 2020 ● 2021

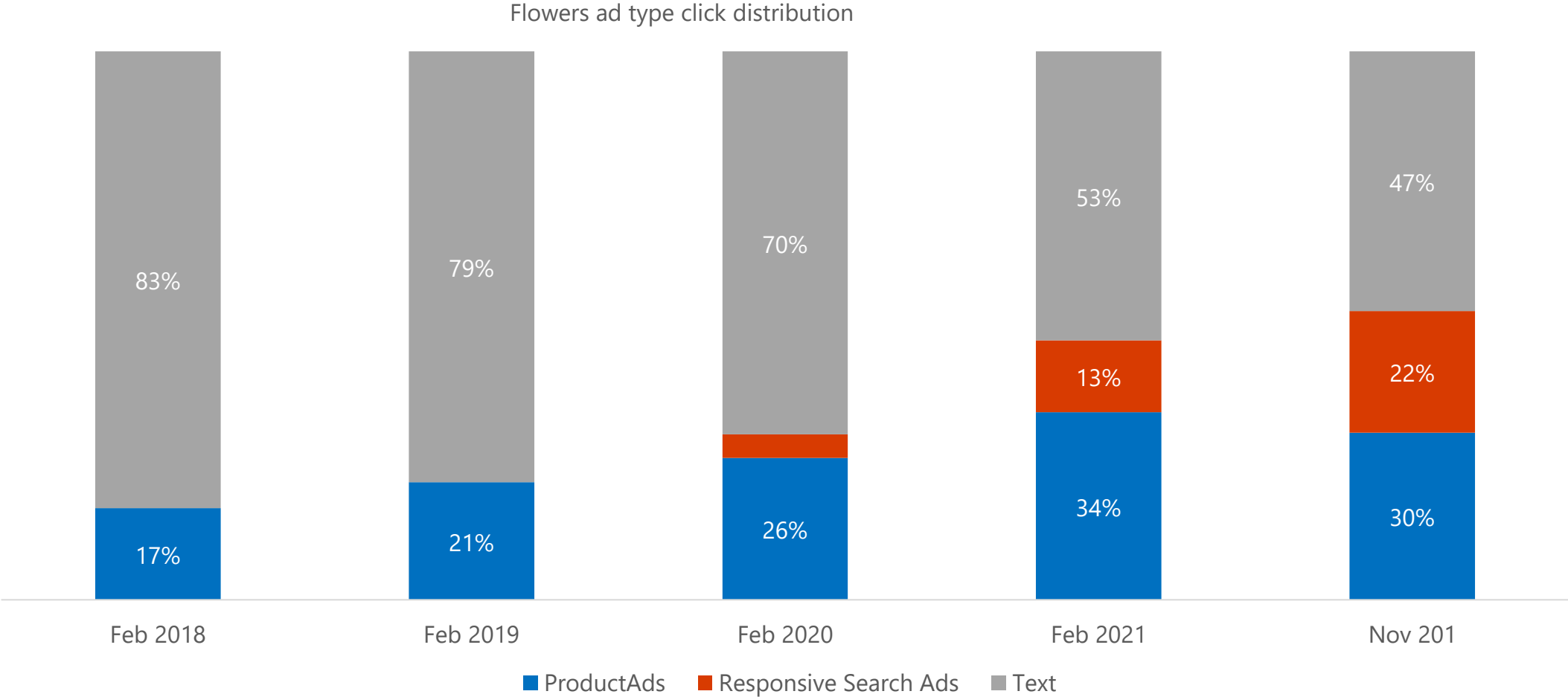


Spend by Week & Year

● 2018 ● 2019 ● 2020 ● 2021



# Half of 2021 Flowers ad clicks come from formats other than text



Microsoft Advertising internal data, flowers clicks traffic, O&O + syndication, 2018-2021





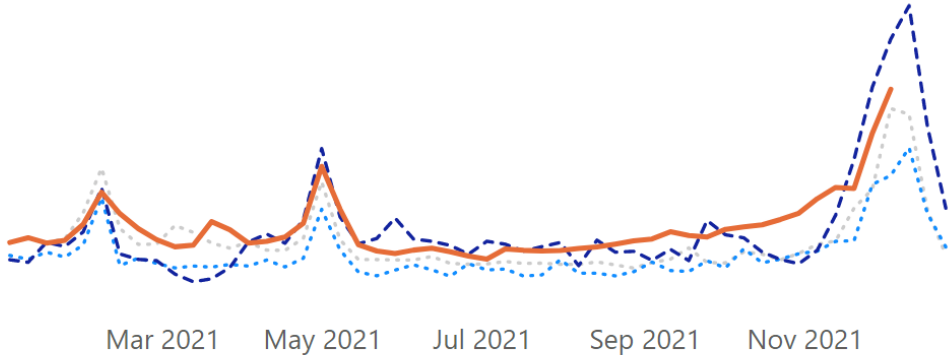
Gifts



# Gifts trends are largely in line with 2020 with higher cost per clicks (CPCs)

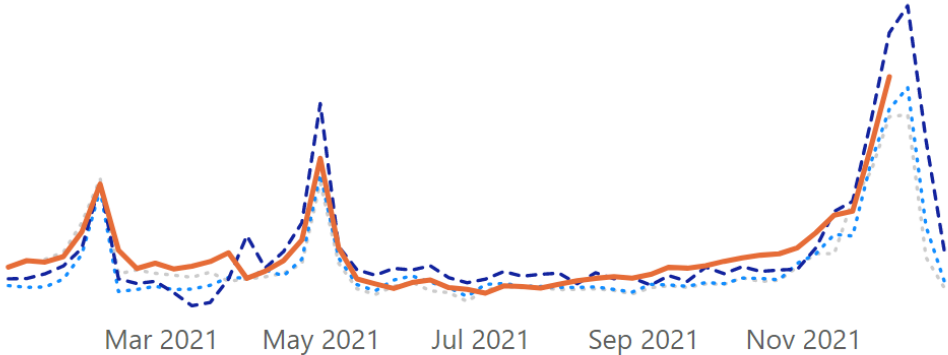
Searches by Week & Year

● 2018 ● 2019 ● 2020 ● 2021



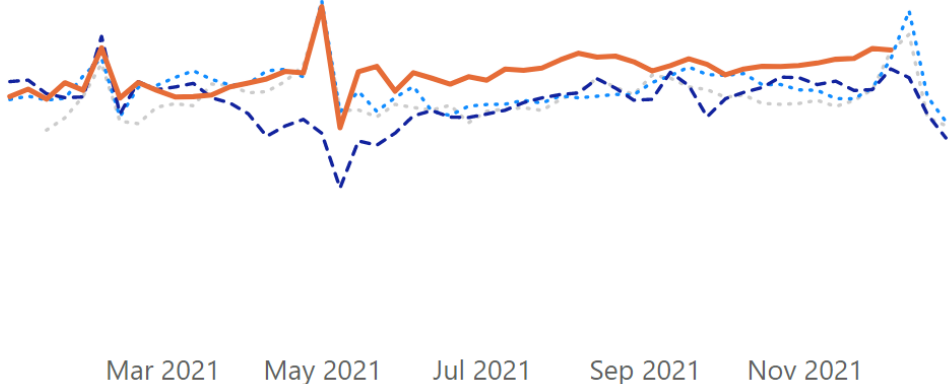
Clicks by Week & Year

● 2018 ● 2019 ● 2020 ● 2021



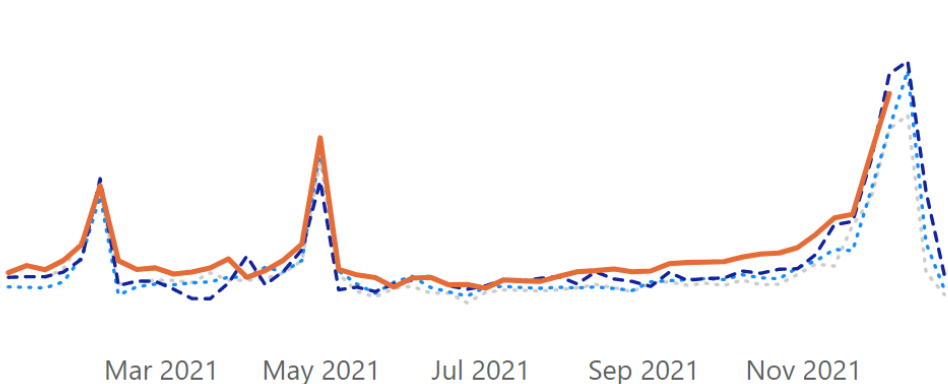
CPC by Week & Year

● 2018 ● 2019 ● 2020 ● 2021

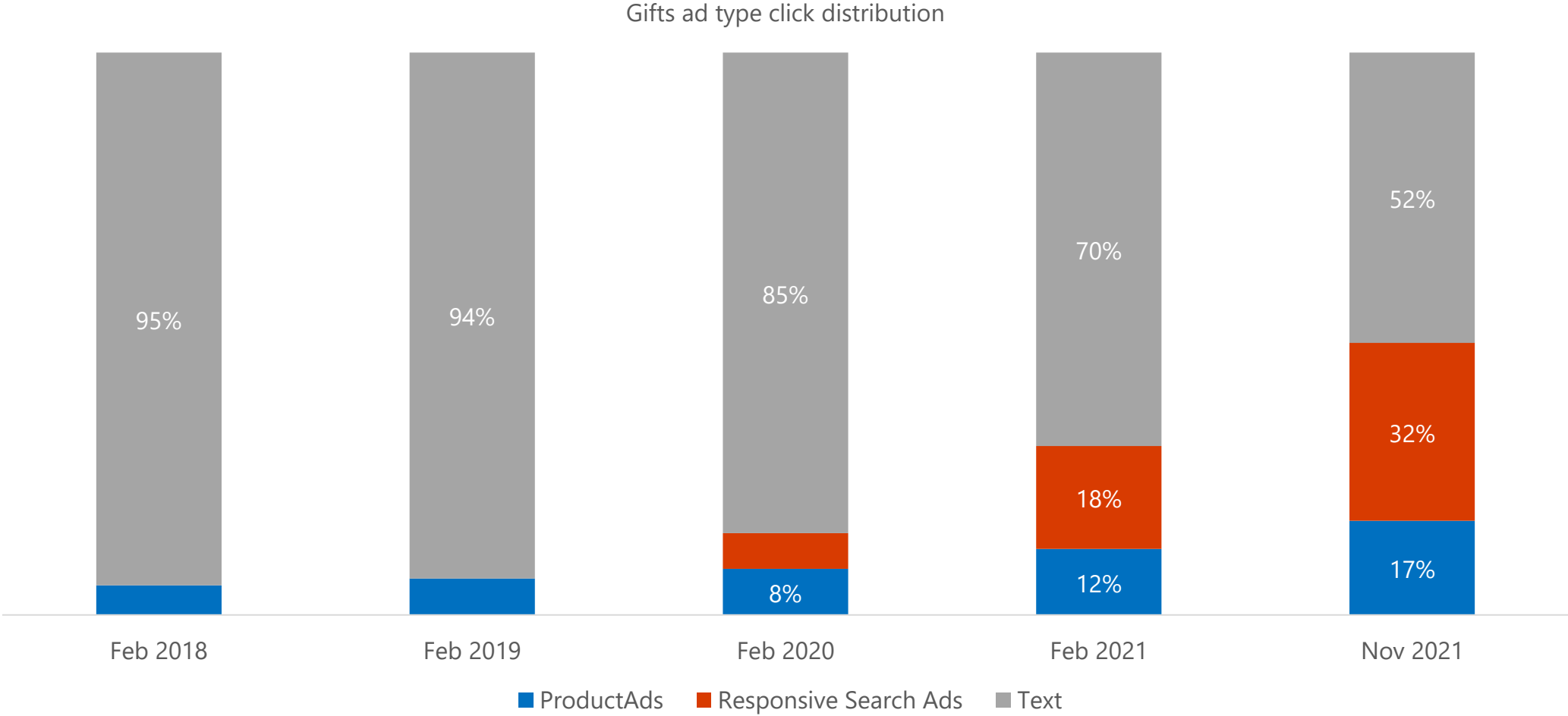


Spend by Week & Year

● 2018 ● 2019 ● 2020 ● 2021



# Nearly twice as many Gift ad clicks come through RSAs than product ads



Microsoft Advertising internal data, gift clicks traffic, O&O + syndication, 2018-2021





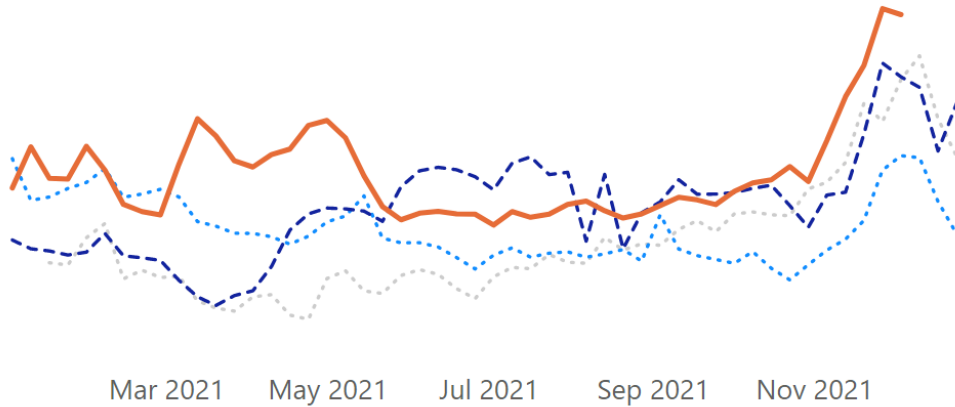
Jewelry



# Jewelry is trending at or near 4-year highs across most metrics

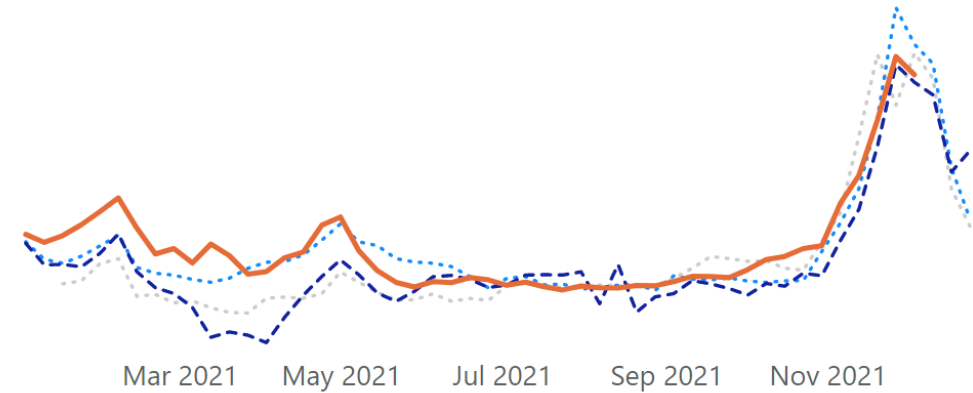
Searches by Week & Year

● 2018 ● 2019 ● 2020 ● 2021



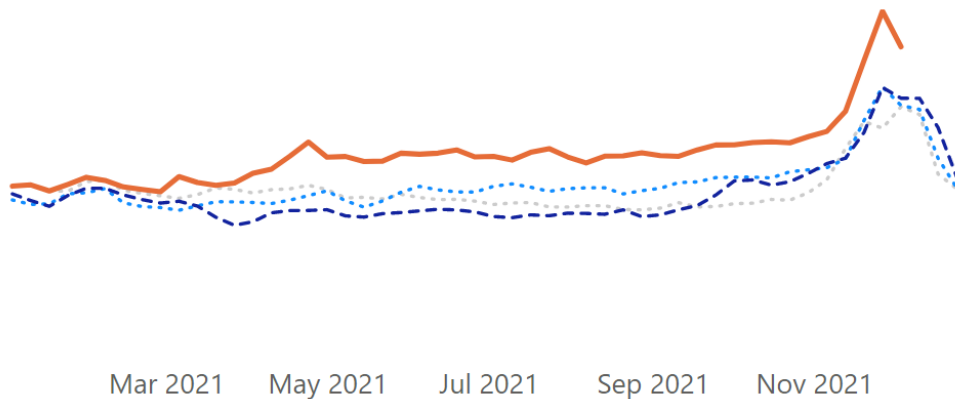
Clicks by Week & Year

● 2018 ● 2019 ● 2020 ● 2021



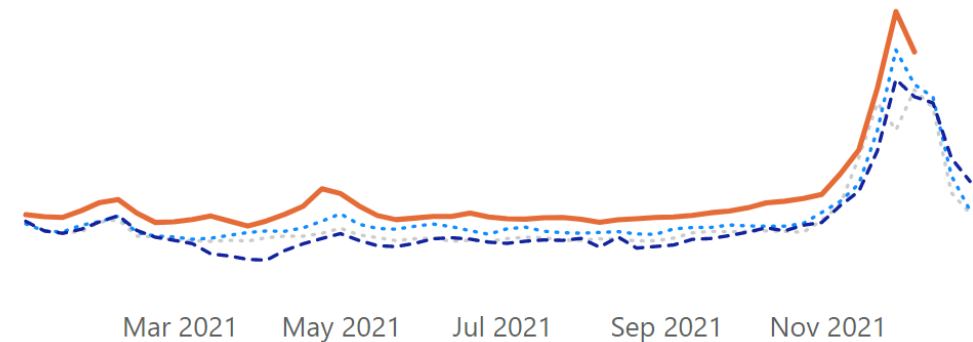
CPC by Week & Year

● 2018 ● 2019 ● 2020 ● 2021

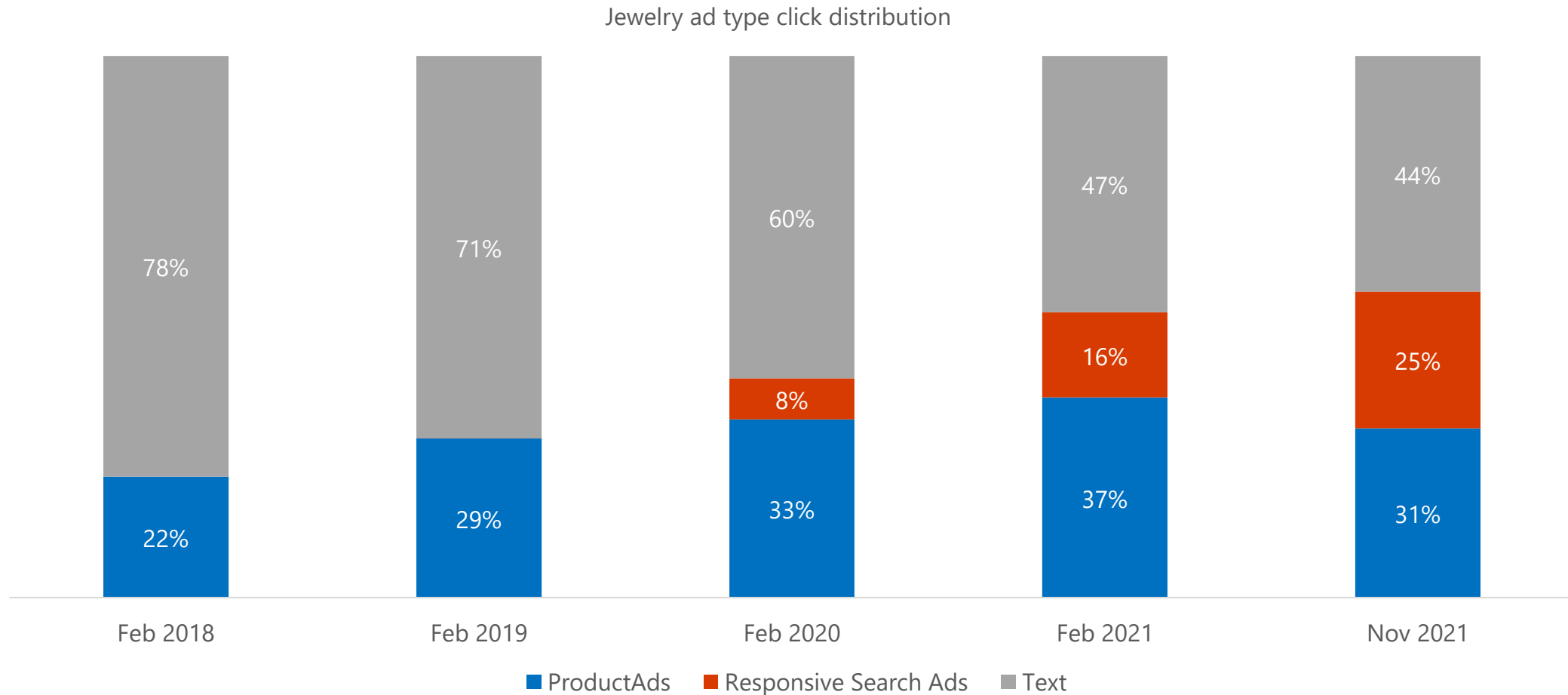


Spend by Week & Year

● 2018 ● 2019 ● 2020 ● 2021

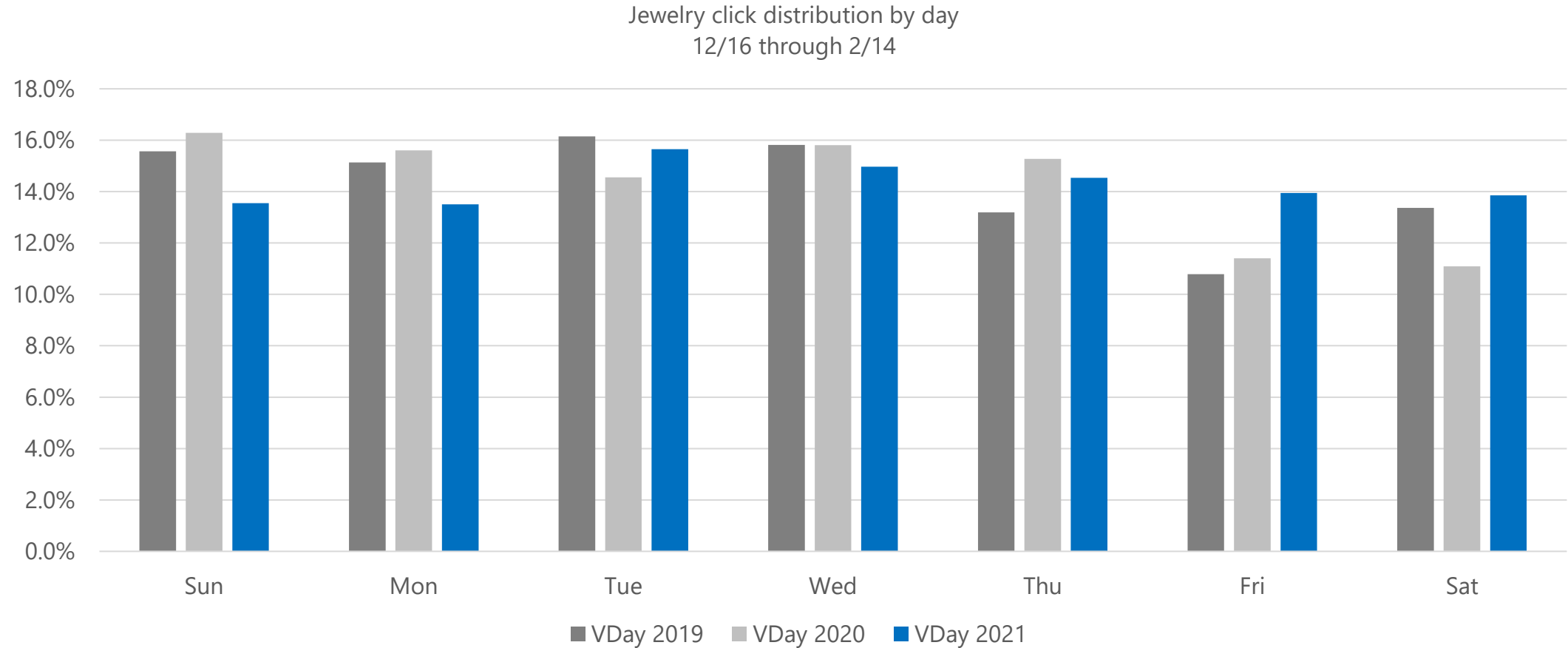


# More than half of 2021 Jewelry ad clicks came from ad formats other than text





# Jewelry clicks were evenly spread through the week



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