Search Bing for Love
Valentine’s Day 2017 Insights for Digital Marketers
Even though over 50% of Australians don't celebrate Valentine's Day, those who do, are spending more each year.

Plan to Celebrate Valentine's Day?  

No 54%  
Yes 46%

Source:  
1. Canstar Blue, Australia: Do we care about Valentine's Day?, 2015  
Cupid in the Cart

Online shopping is steadily increasing from previous years for Valentine’s Day.

+14% increase in online sales from 2015-2016\(^1\)

+11% increase in average order value the week leading up to Valentine’s Day\(^2\)

24% increase in conversions\(^2\)

Source
Agenda

Valentine’s Day Profiles
Who Celebrates Valentine’s Day on Bing?

Love Comes & Goes
The Last-Minute Shopping Season

The Heart’s Desire
Trending Gifts & Experiences

Love & Tech
Valentine’s Day Prep with Search
Valentine’s Day Profiles
The Audience You Want To Reach
Who is searching for gifts?

35% men  
65% women

Gender, Female
Women are the key drivers for Valentine’s Day gift searches

Age, 35-49
Middle aged gift hunters are driving the romance on Bing

30% of Bing gift searchers are between 35-49 years old

Compared to Google, Bing audience is 132% more likely to spend $150-$600 on Valentine’s Day celebration

Source: Nielsen Consumer & Media View National Database, Apr ’15 – Mar ’16| Base: 14+
The Bing Network is an effective marketplace, delivering more volume with less effort.

Source: comScore Explicit Core Search (custom) - Jun 2016, comScore qSearch (custom) - Aug 2016
Bing Network includes Microsoft Core Search sites and partner sites in AU.
Love Comes and Goes
The Last-Minute Shopping Season
Be there when demand ramps up. Searches tend to surge from early February. Last minute shoppers lead the momentum to Valentine’s Day.

TIP
Keep an eye on your budget the week before Valentine’s Day to make sure it doesn’t get depleted by increased demand.

Source: Microsoft internal data, daily searches on Valentine related terms Jan-Feb 2016, AU
Romantic Travel is normally planned at the beginning of the year.

Source: Microsoft internal data, daily searches indexed to weekly average, Jan-Feb 2016, AU

Romantic travel: weekend getaways, romantic getaways etc.

Week 1
Week 2
Week 3
Week 4
Week 5
Valentine's Day Week
Week 6
Week 7
Week 8

CTR
CPC

January

February

Valentine’s Day Week
Gifts searchers are actively planning 1 week before Valentine’s Day

Tips: Don’t forget the belated shoppers

Source: Microsoft internal data, daily searches indexed to daily average, Feb 2016, AU
Last week before Valentine’s Day brings the most Flowers searches

Source: Microsoft internal data, daily searches indexed to daily average, Feb 2016, AU
The Heart’s Desire
Trending Gifts & Experiences
Optimise desktop for flowers, luxury surprises and personalised cards / stationery

Source: Microsoft internal data, daily searches Jan-Feb 2016, AU

Top 10 searched categories—PC/Tablet

- Flowers
- Watches & Watch Accessories
- Valentine’s Day
- Hats
- E-Cards
- Personalized Stationery
- Lipsticks & Lip Glosses
- Pearls & Pearl Jewelry
- Gift Wrap & Ribbons
- Gold Jewelry
Optimise mobile search campaigns for generic Valentine’s Day searches and flowers

Top 10 searched categories—Mobile

- Valentine’s Day
- Flowers
- Antique Jewelry
- Lipsticks & Lip Glosses
- Gift Wrap & Ribbons
- Scarves & Shawls
- Headscarves & Bandanas
- Earrings
- Wedding Rings
- Cufflinks

Source: Microsoft internal data, daily searches Jan-Feb 2016, US only
Love & Tech
Valentine’s Day Prep with Search
### 3 days before

**9.00 a.m. – 3:00 p.m.**

<table>
<thead>
<tr>
<th>Device</th>
<th>Searches</th>
<th>CTR</th>
<th>Traffic share</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOBILE</td>
<td>1.5x</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>LAPTOP/ TABLET</td>
<td>1.4x</td>
<td>7%</td>
<td>85%</td>
</tr>
</tbody>
</table>

**TIPS**
- Make sure you stand out from competition as this is when customers are most engaged.
- Utilise bid modifiers to tailor your bidding strategy on time and device

### Valentine’s Day

**8:00 a.m. – 6:00 p.m.**

<table>
<thead>
<tr>
<th>Device</th>
<th>Searches</th>
<th>CTR</th>
<th>Traffic share</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOBILE</td>
<td>4.0x</td>
<td>4%</td>
<td>34%</td>
</tr>
<tr>
<td>LAPTOP/ TABLET</td>
<td>1.2x</td>
<td>3%</td>
<td>66%</td>
</tr>
</tbody>
</table>

**TIPS**
- Increase campaign budgets to embrace the huge traffic gain on Valentine’s day
- Great time to boost bids on mobile as mobile share more than doubled
- Be quick & useful (“quick”, “same day delivery”, location & call extension)

Source: Microsoft internal data, flowers & gifts daily searches by device, Feb 2016, AU
Combined Extensions
Combining ad extensions results in an increased average CTR

Maximise your presence and performance with **Expanded Text Ads**

Create a more compelling call to action by presenting customers with more information about your business.

<table>
<thead>
<tr>
<th>Long ad title and text</th>
<th>Seamless across devices</th>
<th>Optimised for Upgraded URLs</th>
</tr>
</thead>
<tbody>
<tr>
<td>The character limit has been increased for the ad title and text</td>
<td>Ads are automatically mobile-optimised, reducing the need for multiple ads by device (mobile, tablet, desktop)</td>
<td>You can set up your Expanded Text Ads using final URLs</td>
</tr>
</tbody>
</table>

**STANDARD**

Contoso Flowers Online! | contosoflowers.com
Ad · contosoflowers.com
Up to 25% Off Beautiful Flowers Hand-Delivered by a Local Florist!

**EXPANDED**

Contoso Flowers Online! — Beautiful Flowers Anytime!
Ad · contosoflowers.com/birthday/flowers
Up to 25% Off Beautiful Farm Fresh Flowers Hand-Delivered by a Local Florist!

- Customisable paths
- Additional ad title
- 80-character ad text limit

Watch a short video about Expanded Text Ads or learn more from your Account Manager.
Get more space and showcase your products with Structured Snippet Extensions

Highlight specific products or services to provide more information about your business.

Increase audience engagement by providing additional information about your offerings.
Choose from 13 available categories to showcase up to 10 highlights per ad.
Combine with Callout Extensions and other ad extensions to increase your click-through rate.

Contoso Flowers
Ad · www.contoso.com
Wide Selection. Same Day Delivery Available.
100 Varieties · Fresh Flowers · Garden Supplies
Types: Flowers, Plants, Gift Baskets, Keepsake Gifts

Learn more about Structured Snippet Extensions or contact your Account Manager for more information.
Bing Shopping Campaigns put Valentine’s Day searchers closer to a purchase decision

Bing Shopping Campaigns manages Product Ads. Benefits of Product Ads are:

**Visually engaging ad format.**
You can stand out from the crowd and attract attention by sharing images of the products you’re selling online.

**More real estate.**
Product Ads enable you to highlight more than one product on the same search results page.

**Efficient setup.**
If you’re already running Google Shopping Campaigns, it’s easy to import them directly into your Bing Ads account.
New ad annotations drive more engagement.

**Elite Merchant Badges**
Display only for merchants with high ratings.

**Price Drop Alerts**
Automatically detected by price changes in your data feeds.

**Product Ratings**
Ratings from advertiser’s site & trusted 3rd parties.
Valentine’s Day shopping performance increased overall in gift product categories with remarketing.

Source: Microsoft internal data, remarketing searches & Bing Shopping Campaigns, Jan 14, 2016 – Feb 22, 2016, US.
Be there to help boost ad performance by re-engaging with high-value users who have previously visited your site.

- **Implement Universal Event Tracking**
  across web & mobile sites.

- **Repurpose Holiday Remarketing Lists**
  Existing lists have been tested and just need to be refined for Valentine’s Day behaviours.

- **Broaden Keywords**
  to top Valentine’s Day search terms.

- **Adjust bid amounts**
  for high-value audiences including shopping cart abandoners and previous customers.
Bing Ads Valentine’s Day Checklist

Prioritise high-value audiences
- Create search and product ads for affordable gifts for non-significant others (co-workers, friends, relatives, classmates, teachers and pets.)
- Don’t forget singles who are buying luxury gifts for themselves.

Last-minute timing
- Schedule campaigns 1 month before 14th February as there’s less ramp time compared to other holidays.
- Don’t run out of budget in the last 2 weeks before Valentine’s Day when the most clicks and searches happen.
- Be prepared for day-before & day-of purchases.

Be the local favourite by prioritising mobile search
- Optimise ads for mobile by using call extensions, location extensions, and site link extensions.

Capitalise on search with Bing Shopping Campaigns
- Refresh your product feed often to keep it fresh. Upload a new feed at least every 30 days to avoid going dark.
- Make sure to implement sales price and sale price effective date into your feed for Valentine’s Day sale items.
- Apply larger bids to your best-selling items.
- Apply remarketing to Bing Shopping Campaigns.

Create campaigns around trending Valentine’s Day gifts
- Flowers, cards, and jewellery are still the most gifted items.
- People want the gift of experiences and an evening out.
- Target keywords on gifts for family, friends, and pets.
Already advertising on Google AdWords?

It’s quick and easy to import your Google AdWords campaigns directly into Bing Ads with just a few clicks.

Learn how to import your campaigns
Thank You
Connect with a Search Specialist who can help you get started today.

Call 1800 030 716 or check out
Getting started

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