Get engaged with your Valentine’s Day campaigns

❤️ Cupid is a last minute thing

What does this mean?

Most customers have done their Valentine's Day shopping by the 13th of Feb.

Help Cupid hit the mark

Clicks dropped by 44% on Valentine’s Day (14th Feb).

Mobile queries with Valentine's intent

Top negative keywords to keep in mind

Help Cupid hit the mark

Show your bids & budgets plenty of love, especially in the last few days leading up to 14th of February.

Have relevant keywords and plenty of love in your ad copy for target audience.

Ensure optimal bids for higher performing and relevant keywords that capitalise on increasing searches during this period to increase your traffic and sales.

Review your negative keyword list to make it heavenly.

Flowers

Gifts

Top categories

Top keywords

1. Flowers
2. Valentine’s Day
3. Florist
4. Flower delivery
5. Flowers online
6. Send flowers
7. Bouquets
8. Flowers delivered
9. Hampers

Top negative keywords to keep in mind

LOVE

- Love
- Love Actually
- Brandi Love
- Shakespeare in Love
- Courtney Love

FLOWERS

- Mayflower Theatre
- Flower girl dresses
- Cheesecake flower show
- Petals (for logo)
- Wildflower
- Cauliflower cheese (recipes)

CHOCOLATES

- Charlie and the chocolate Factory
- Chocolate cake

POEMS

- Funeral poem
- Monday child’s poems
- Highwayman poems

BOUQUET

- Bouquet of barbed wire
- Wedding bouquets

VALENTINE

- Bullet for my valentine
- Shirley valentine

ENGAGEMENT

- Rule of Engagement