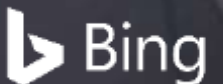


December 2016

# Search Bing for love

## Valentine's Day 2017 Insights for digital marketers

Speaker Name, @socialmediahandle



Only about half of all adults celebrate Valentine's Day, but each celebrant is spending more.

Plan to celebrate Valentine's Day?

**Yes 54.8%**



**No 45.2%**

Source: National Retail Foundation, Monthly Consumer Survey, 2016

 **4%**  
**increase**

from 2015 vs. 2016 in  
consumer spending

**\$19.7 B**   
**Record high**

total spending in 2016

• Shop in  
the name  
of love.

 **4<sup>th</sup>**  
**largest in  
spending**

after winter  
holidays, back to  
school, & Mother's  
Day

  
**\$146+**

**Average spent  
per celebrant  
in 2016**

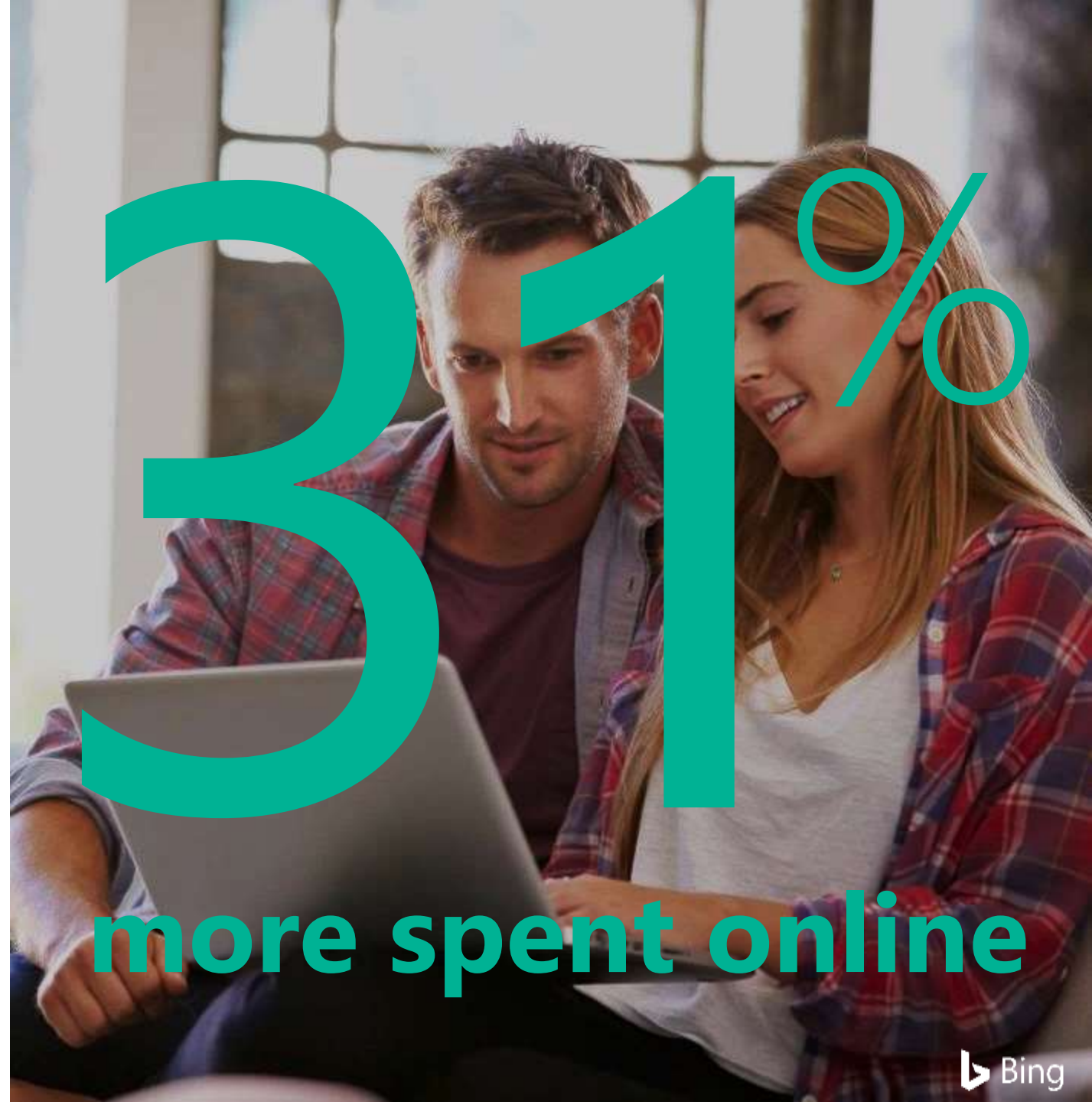
Cupid in the cart

**Online shopping** is steadily increasing from previous years.

**28%**  
shopped  
online in 2016

**35%**  
shopped online  
+ in-store

Source: National Retail Federation, Monthly Consumer Survey, 2016  
Linkdex, 38 Surprising Valentine's Day Statistics Marketers Will Love, 2015







# Agenda



## Valentine bios

Who celebrates  
Valentine's Day?



## Love comes & goes

The last-minute holiday



## Love & tech

Valentine's day prep  
with search



## The heart's desire


Trending gifts &  
experiences

A woman with long dark hair is shown in profile, smiling as she draws a heart on a whiteboard with a red marker. The background is slightly blurred, showing some papers and a blue object. The text is overlaid on the image.

# Valentine's Day profiles

Who celebrates Valentine's Day?

# Valentine's Day bios to target



**Relationship status, unmarried**  
Unmarried couples are the biggest spenders.


Average spending

\$107

In a Relationship – Not Married

\$96

Married




**Gender, male**  
Chivalry isn't dead. Men are the key drivers for Valentine's Day, spending on average twice as much as women.

53% of women would end a relationship if they didn't get something on Valentine's Day

\$133 average for men

\$62 average for women



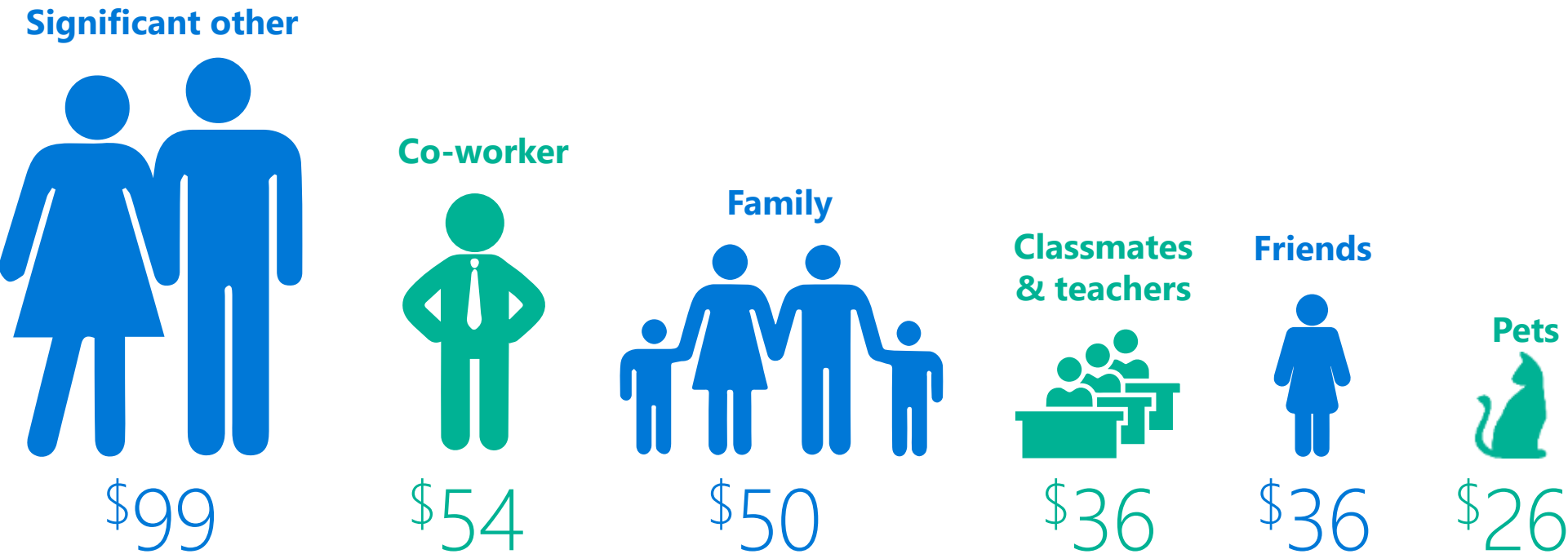
**Age, 25-34**  
Older millennials spend the most on Valentine's Day.

\$148	\$234	\$187	\$124	\$95	\$95
18-24	25-34	35-44	45-54	55-64	65+

Source: The Georgetown Institute for Consumer Research, 2015 Valentine's Day Consumer Intent Survey, 2015  
National Retail Federation, Monthly Consumer Survey, 2016  
Fundivo, Valentine's Day Statistics & Trends, 2016  
Wallet Hub, Valentine's Day Infographic, 2016

What's love got to do with it

Over half of adult Americans today identify themselves as being single, having no specific partner. So, romantic love is not the only theme to focus on.

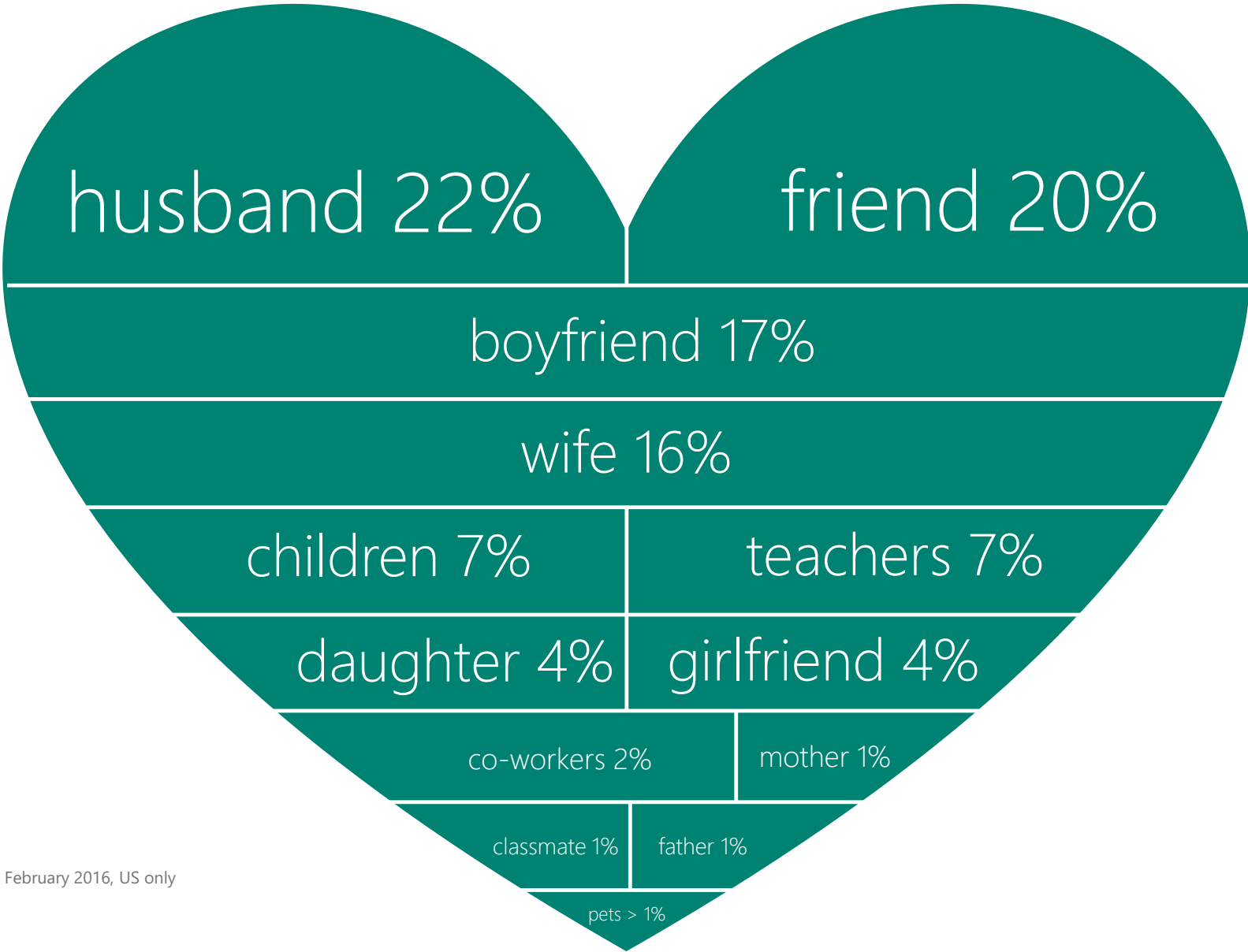


**TIP**  
Because shoppers spend less on non-significant others, create search and product ads for affordable gifts.

Planned Valentine's Day spending by recipient (average of buyers)



**Be there** when the Bing Network searches “Valentine’s Day gifts for..”



Microsoft internal data, daily search, January – February 2016, US only



Puppy love: America's pet obsession

19%

give Valentine's  
Day gifts to  
pets

\$681

million

total Valentine's Day gifts spent on  
pets

The average  
spending per  
shopper for pets

\$26

Source:  
Digiday, 5 Charts on Valentine's Day Spending, 2015  
National Retail Federation, Monthly Consumer Survey, 2016

## Be there for singles on Valentine's Day

$\frac{1}{2}$  of all consumers are single

$\frac{1}{4}$  of singles will do something for Valentine's Day

\$71 average single men spend on Valentine's Day

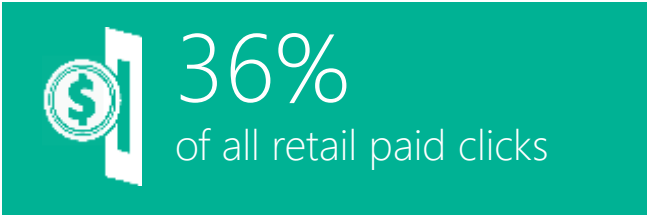
\$40 average single women spend on Valentine's Day

Source: National Retail Federation, Monthly Consumer Survey, 2016  
American Marketing Association, Why you must Market to Single People this Valentine's Day, 2014  
Talk Walker via Hubspot, A Data-Backed Approach to Hating Valentine's Day, 2015  
Webinterpret, Ecommerce Around Valentine's Day, 2016

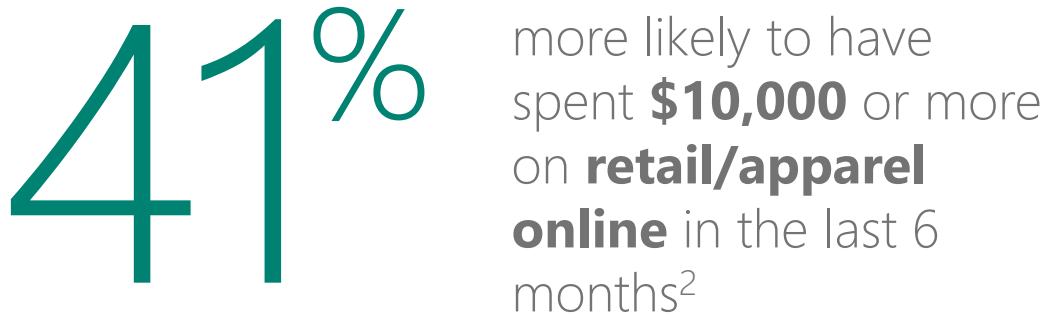


**Be there** to find your dream audience on the Bing Network

In March 2016 the Bing Network delivered an **effective marketplace**.



**Compared to Google**, the Bing Network audience is:



Source:  
1comScore qSearch (custom), US, March 2016; industry categories based on comScore classifications.  
2comScore Plan Metrix, US, April 2016, custom measure created using comScore indices and duplication.



**The Bing Network is an effective marketplace**, delivering value through the majority of paid clicks for all Valentine's Day staples over other search engines.

In March 2016 we delivered

**3.3 million**

Flowers/gifts/greetings searchers  
**not reached on Google**

**7 million**

total flowers/gifts/greetings  
**searches**



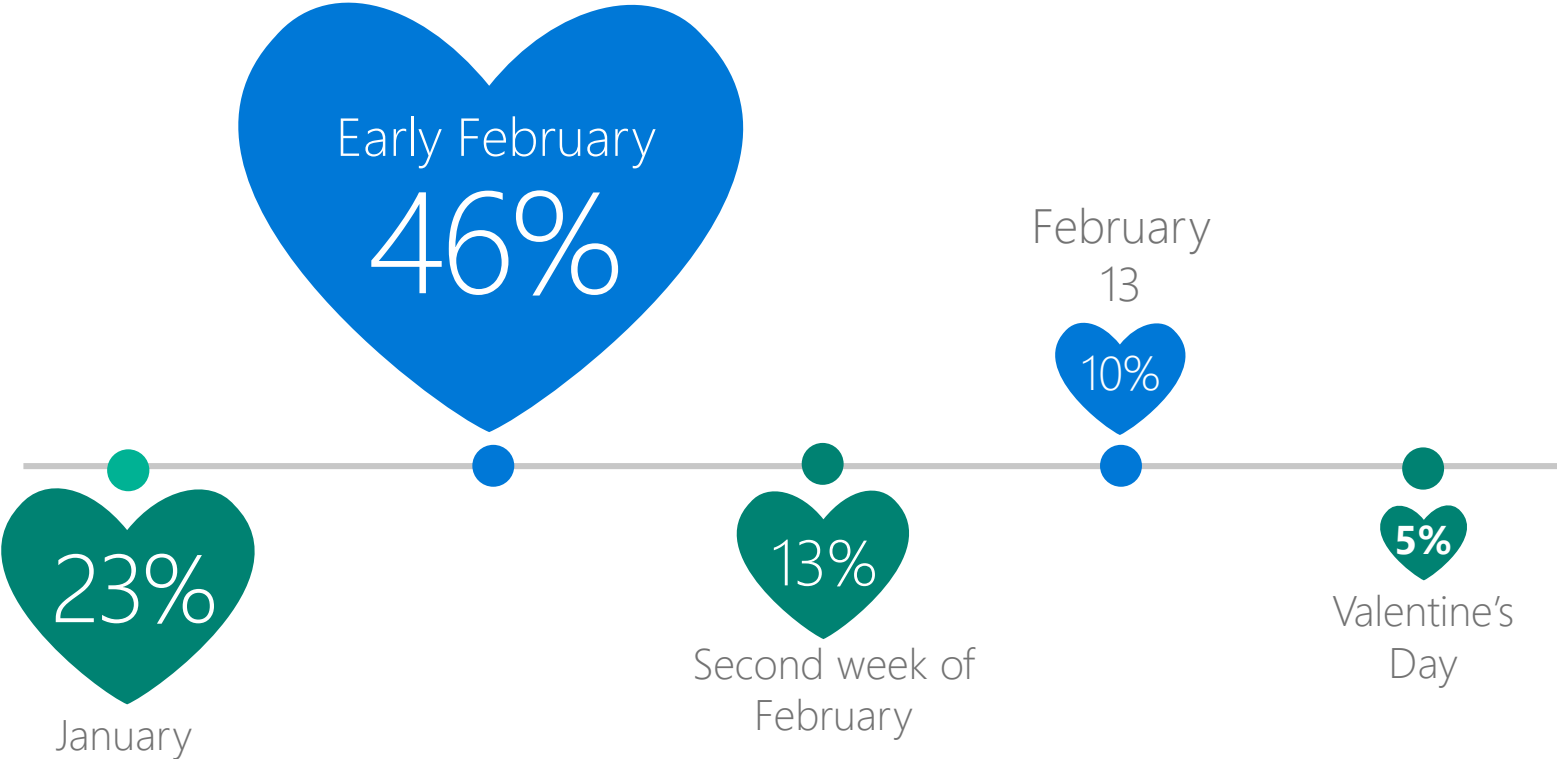
Source: comScore qSearch (custom), US, March 2016; industry categories based on comScore classifications.



# Love comes and goes

## The last-minute holiday

Valentine's Day has less ramp-up time than other holidays, with most shoppers searching and shopping 2-weeks before.



Source:  
Profitero, Fast Movers Report, 2015;  
Best Black Friday, Valentine's Day 2016 Shopping Survey, 2016

Expect latecomers

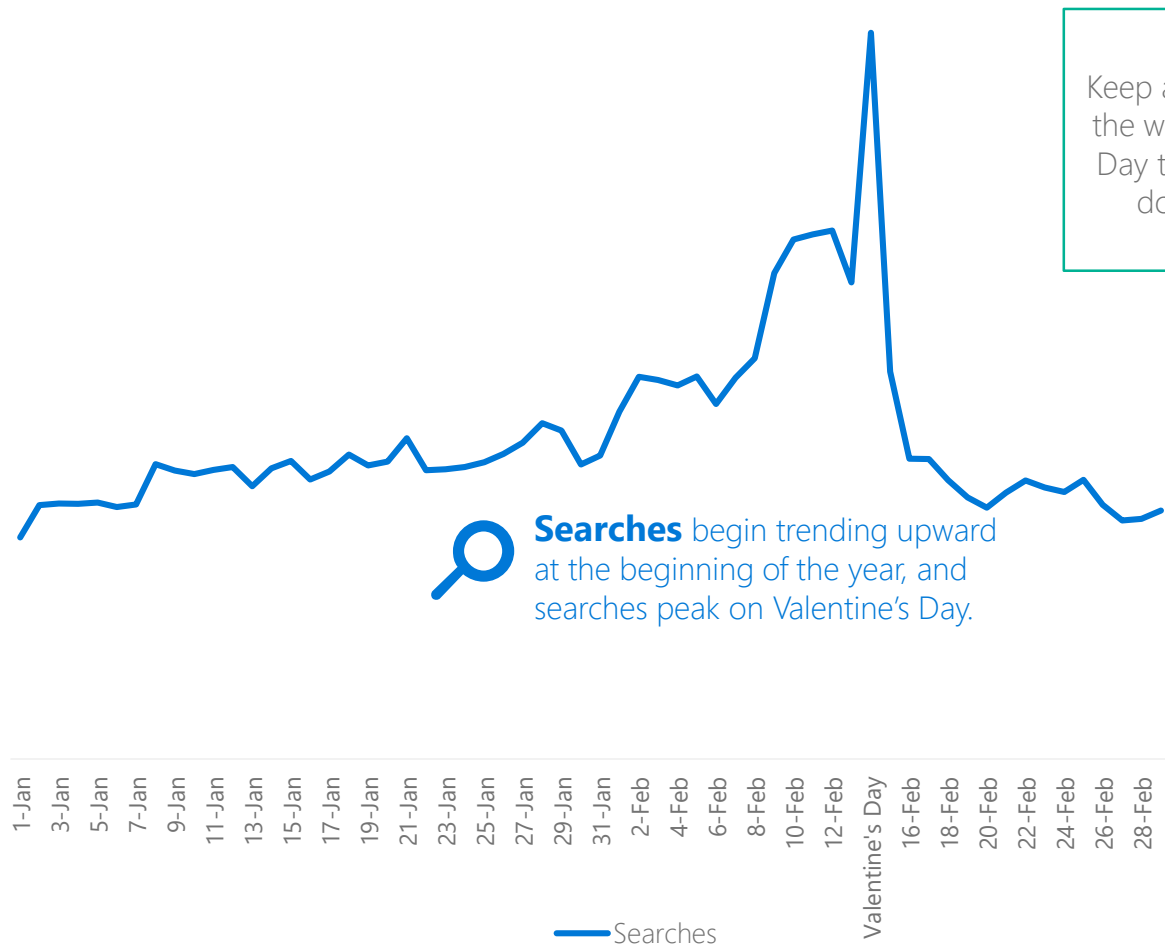


3 of 10

Americans delay Valentine's Day planning to February 14th

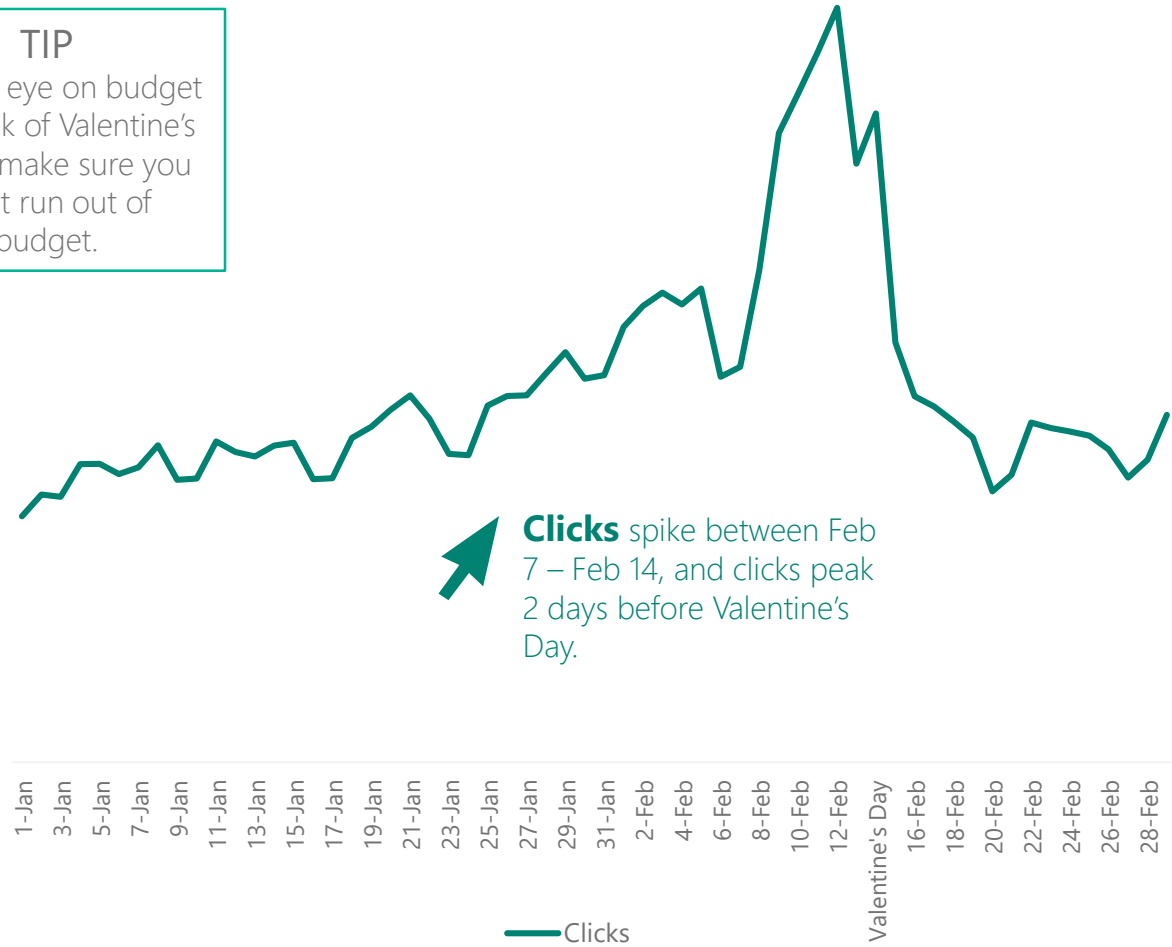
Be there when searches & clicks ramp

Valentine's Day searches



**TIP**  
Keep an eye on budget the week of Valentine's Day to make sure you don't run out of budget.

Valentine's Day clicks



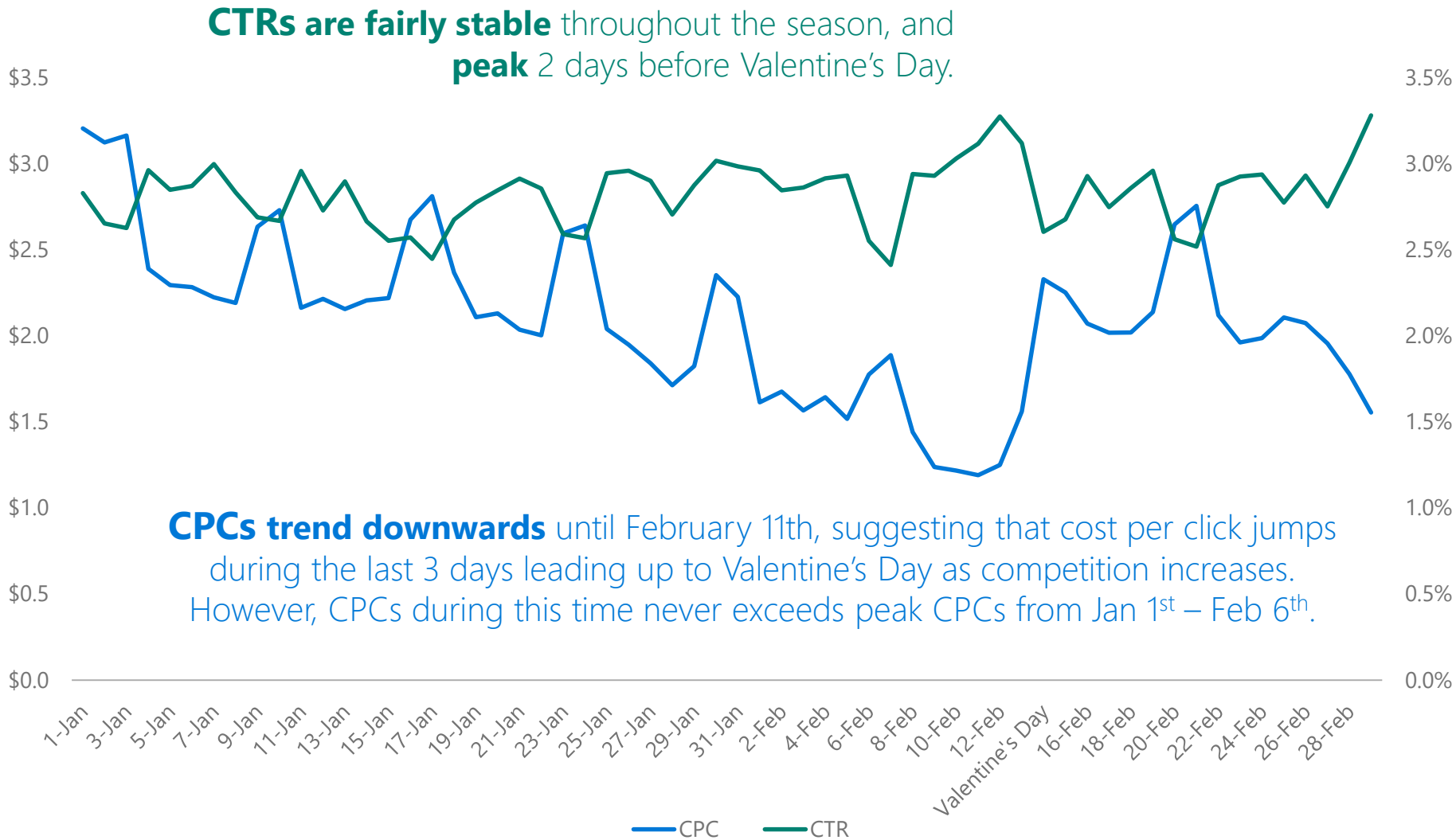
**Be there** when searches & clicks ramp

Bing data shows that last week leading up to Valentine's Day will get you the most clicks for your money.

**TIP**

The best time to advertise are weekdays. CTR are highest on weekdays, while CPC are lowest on weekdays.

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







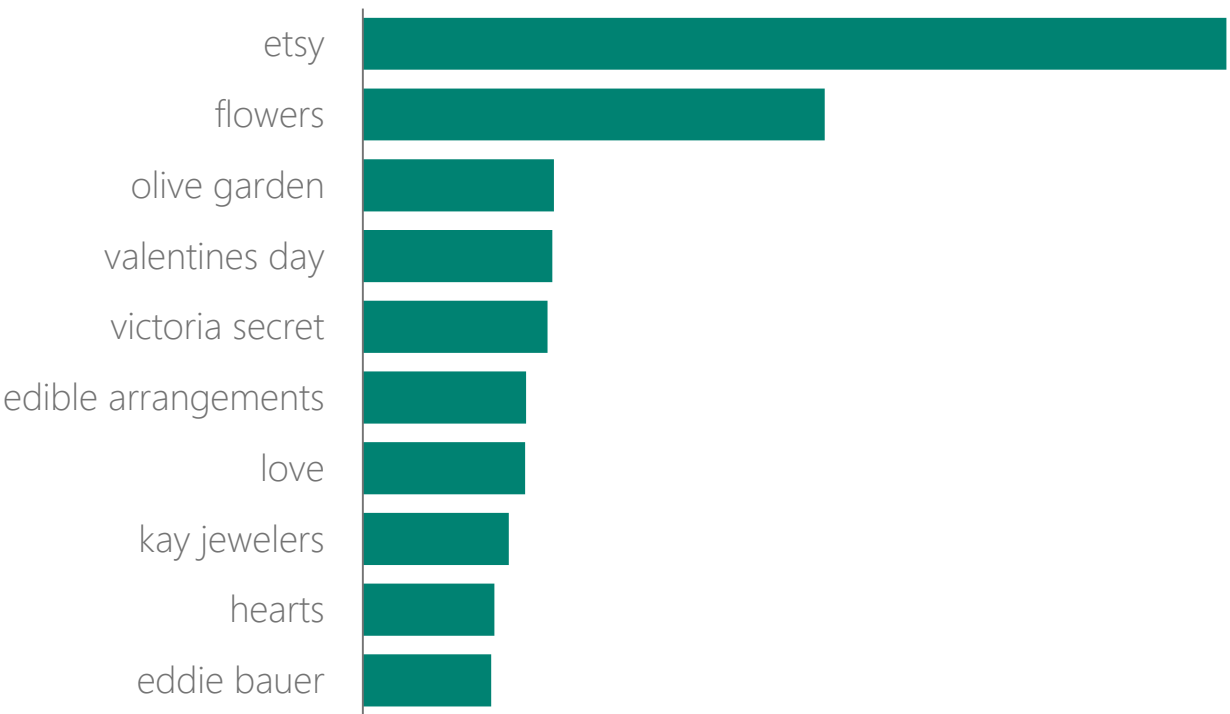
# Love & tech

## Valentine's Day prep with search

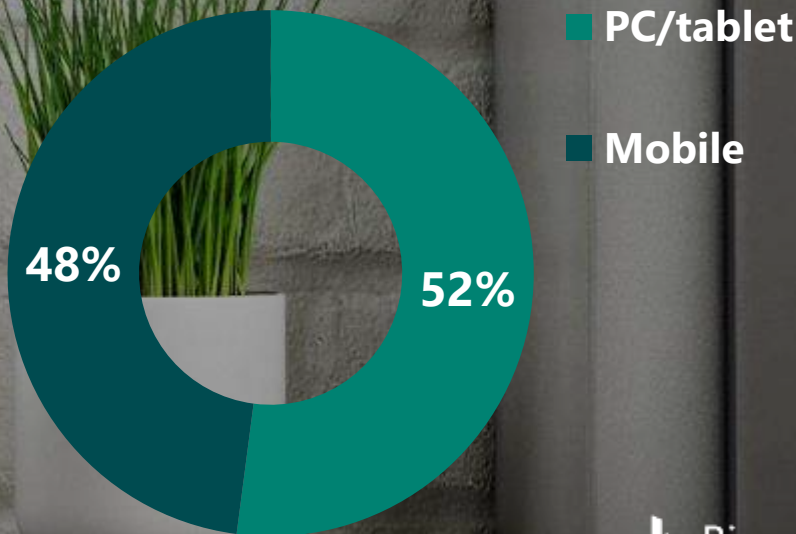
**Optimize desktop** for handmade or branded gifts, romantic staples, and well-known chain restaurants.

The split between devices for Valentine's Day searches is nearly 50/50 between desktop/tablet & smartphones.

**Top 10 searched terms - PC/tablet**



**Valentine's Day searches**



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



**Optimize mobile** search campaigns for well-kept surprises like jewelry and engagement rings, last-minute gifts, and online groceries for day-of romantic meal-prep.

**Top 10 searched terms - mobile**



**Be there** to make Valentine's Day plans with mobile

Mobile accounted for 48% of all Bing searches for Valentine's Day in 2016, growing from 40% from a year earlier.<sup>1</sup>



### Research

30.5% use mobile to research products or compare prices.



### Share

Getting input from friends, family or social media



### Navigate

One in five looked up retailer information on their devices such as location.



### Shop

36% will use apps to buy chocolates and flowers, or make dinner reservations.



### Evaluate

Giving feedback about their purchase

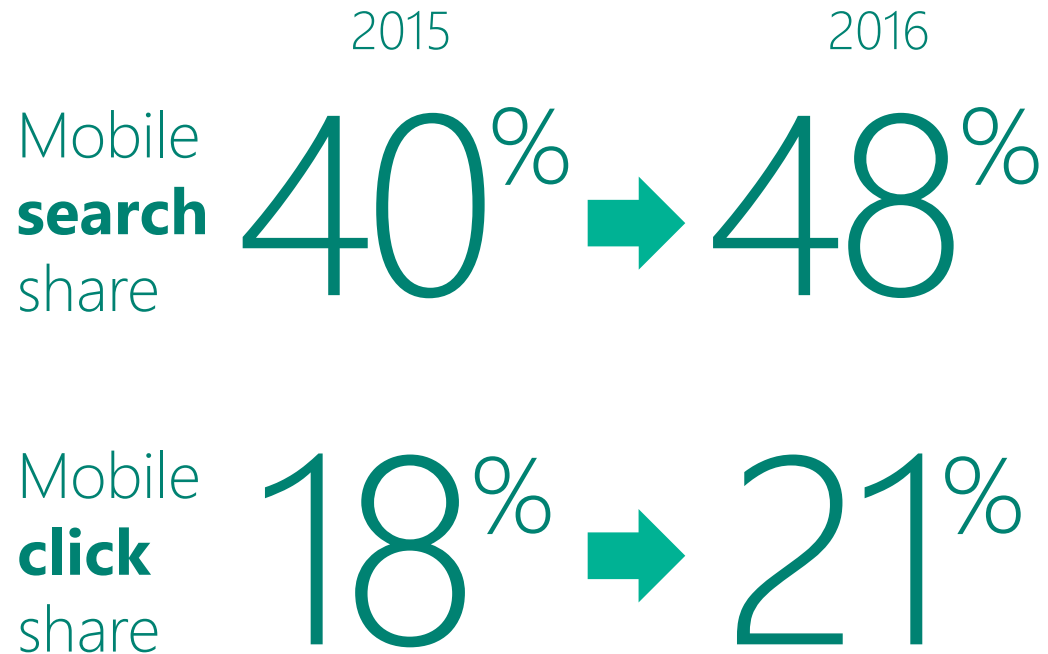
#### Source

1. Microsoft internal data, daily mobile shopping, 2016, US only
2. Microsoft internal data, daily searches Jan-Feb 2016, US only
3. IBM, Digital Analytics Benchmark, 2015
4. Linkdex, 38 Surprising Valentine's Day Statistics Marketers Will Love, 2015
5. National Retail Federation, Monthly Consumer Survey, 2016
6. Ipsos, Magnetic Survey, 2016
7. Quixey via Mobile Marketing Daily, Mobile Marketers: Target Established Couples On Valentine's Day, Not Dating Apps, 2015



Commit to mobile search ads on Valentine's Day

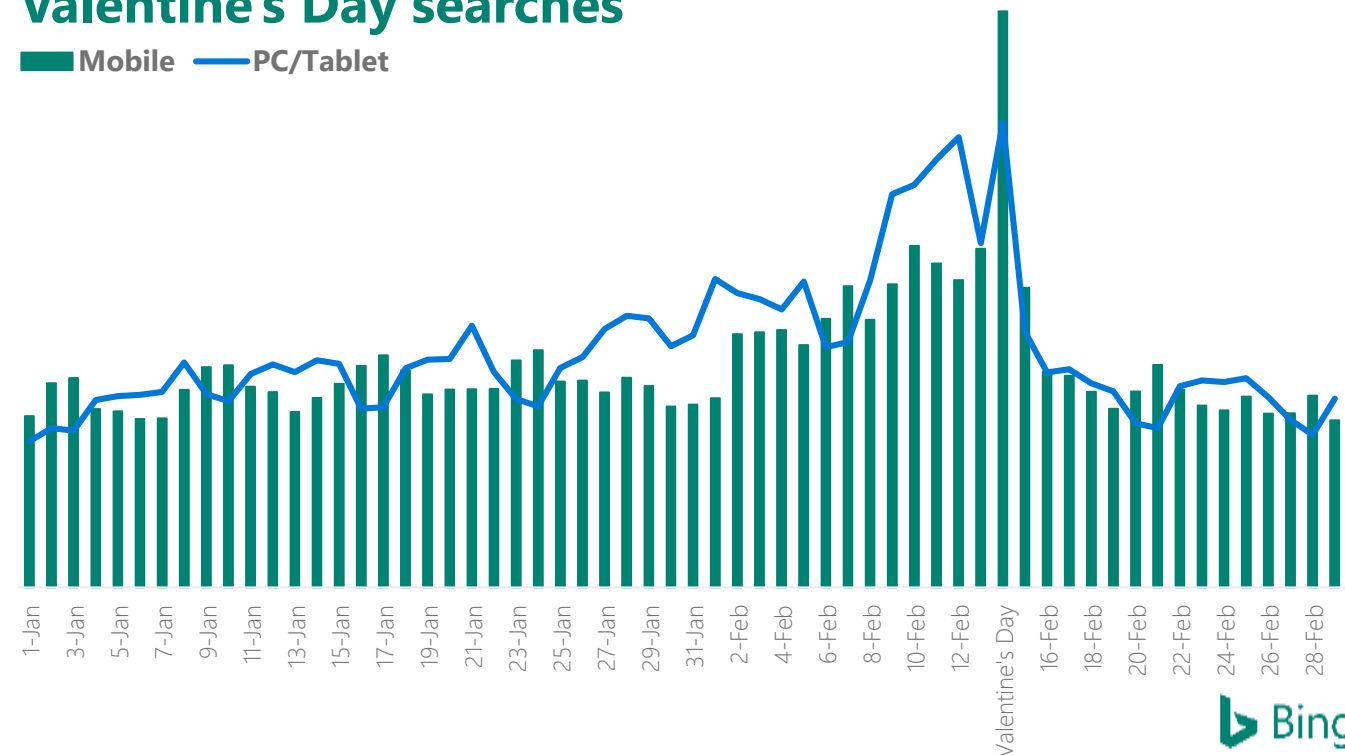
The Bing audience is turning to mobile year after year. Valentine's Day search and click share have increased from a year before.



As searchers walk away from desktops to be with their Valentine, **mobile searches surpass PC/tablet on the big day with 55% of searches.**

### Valentine's Day searches

■ Mobile — PC/Tablet



**Be there** to optimize your mobile Valentine's Day ads

# Multiple extensions drive engagement with mobile ads.

Up to

20%

higher click-through rates for mobile ads using **Sitelink Extensions**

10%–30%

higher click-through rates for mobile ads using **Location Extensions**

[Contoso Bistro](#)

[www.contoso.com](http://www.contoso.com)

Enjoy a romantic Valentine's Day meal at our local restaurant.  
123 Main Street – [Directions](#) 555-1234

[Menu](#)

[Reservations](#)

[Restaurant Gallery](#)

[Local ingredients commitment](#)

15%–25%

higher click-through rates with **Call Extensions**

Source

Microsoft internal data, daily mobile search, 2016, US only

Bing Network Internal data, Q1 2013 to Q1 2014

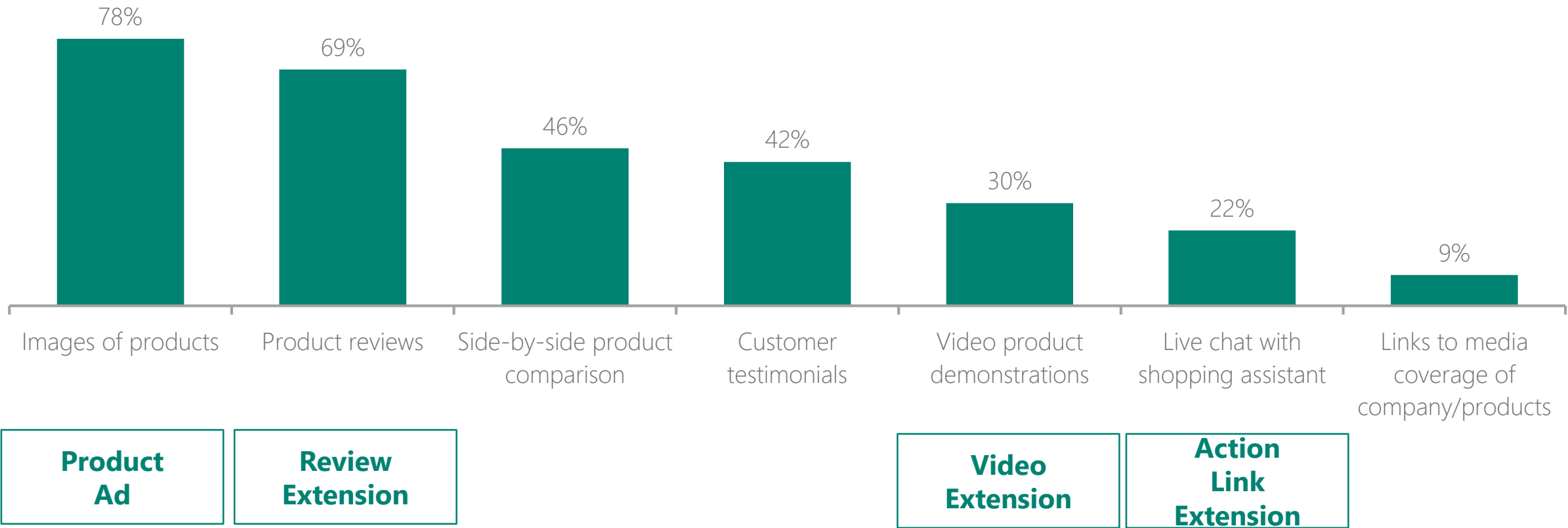
Marin Software, "Mobile Search Advertising Around the Globe: 2014 Annual Report"

Microsoft internal data, 2014

BIA/Kelsey, Call-Based Ads: Eliminating the Unknown From Advertising, May 2012

**Ad Extensions** compel action from the search page.

## What do shoppers want on a website when shopping online?



SOURCE:  
BigCommerce, "What Brands Need to Know About Omni-Channel Retail and Modern Consumer Shopping Habits," June 6, 2016.

**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.

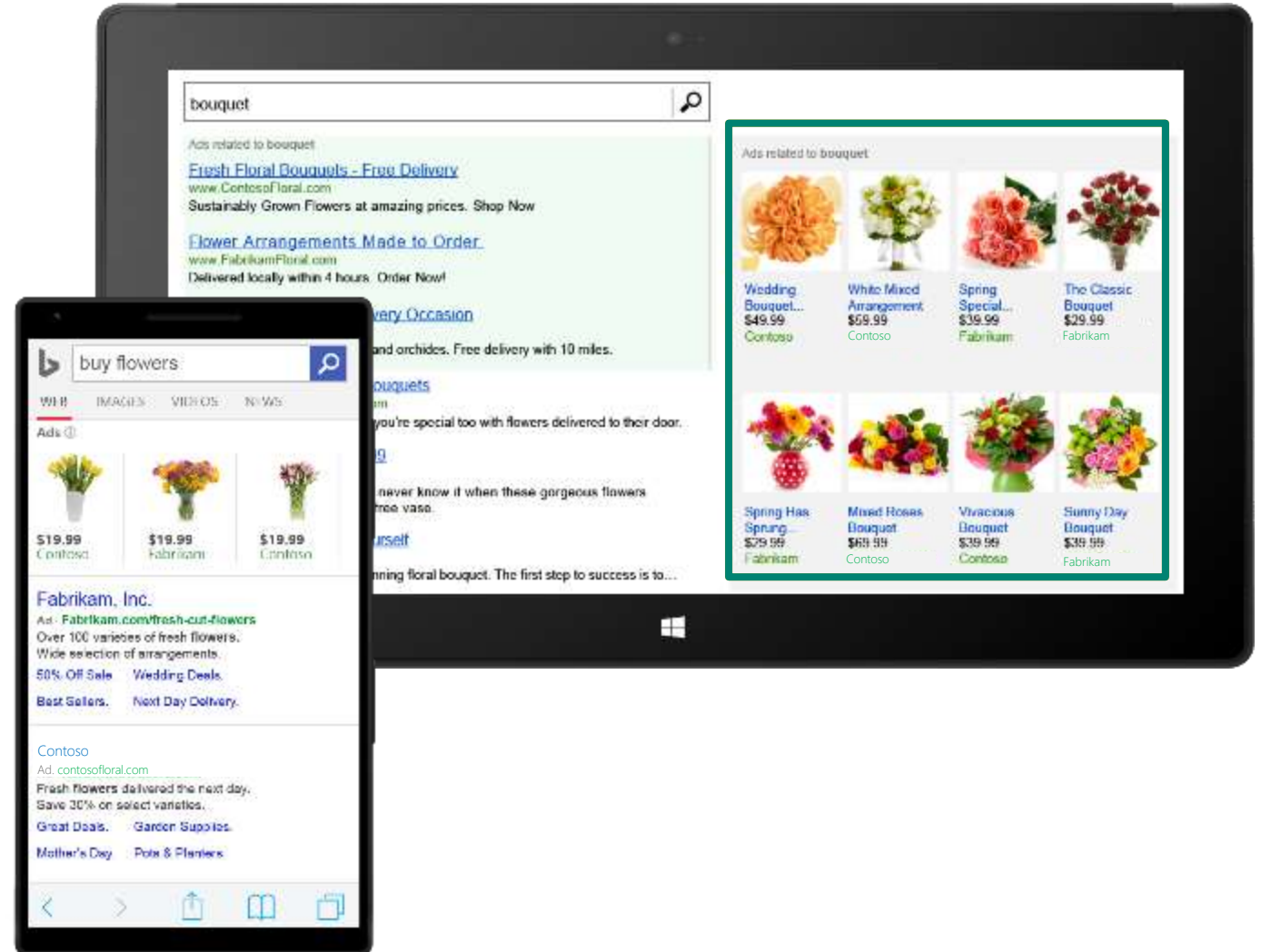
You can stand out from the crowd and attract attention by sharing images of the products you're selling online.

## 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









Ads ①

 Flowers: Kaleidoscope ... \$59.99 Contoso	 Two Dozen Vibrant Birthda... \$29.97 Fabrikam	 Flowers - Same Day Delivery - ... \$19.99 Contoso	 Cheap Flower Delivery: Pink ... \$24.99 Fabrikam
 Flowers: Fresh Cuts Lisianthu... \$44.99 Contoso	 Cheap Flower Delivery: Flora... \$18.99 \$36.00 Contoso	 Same Day Flower Deliver... \$39.95 Contoso	 Same Day Flower Deliver... \$49.95 Contoso

Display only for merchants with high ratings.









## Price Drop Alerts

Ads ①

 Flowers: Kaleidoscope ... \$59.99 Contoso	 Two Dozen Vibrant Birthda... \$29.97 Contoso ↓ 25% off	 Flowers - Same Day Delivery - ... \$19.99 Contoso	 Cheap Flower Delivery: Pink ... \$24.99 Contoso ↓ 25% off
 Flowers: Fresh Cuts Lisianthu... \$44.99 Contoso	 Cheap Flower Delivery: Flora... \$18.99 \$36.00 Contoso	 Same Day Flower Deliver... \$39.95 Contoso	 Same Day Flower Deliver... \$49.95 Contoso

Automatically detected by price changes in your data feeds.

## Product Ratings

 SLR camera with lens \$499.99 \$544.95 Contoso ★★★★★ (350)	 DSLR camera \$449.95 \$499.95 Contoso	 SLR single-lens reflex camera \$534.95 \$599.95 Contoso ★★★★★ (474)	 22 MP SLR camera \$534.95 \$599.95 Contoso ★★★★★ (498)
 Digital SLR camera \$649.95 \$699.95 Contoso	 DSLR camera \$534.95 \$574.95 Contoso	 SLR camera \$515.95 \$564.95 Contoso ★★★★★ (575)	 6.1 MP SLR camera \$299.95 \$327.95 Contoso

Ratings from advertiser's site & trusted 3rd parties.



Valentine's Day Bing Shopping Campaign 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 only

## See the difference in Bing Shopping Campaigns with Remarketing



1.53%

BSC  
conversion rate

1.27%

BSC  
CTR

7.76%

BSC + **Remarketing**  
conversion rate

2.33%

BSC + **Remarketing**  
CTR



## How retailers are turning searchers into buyers

Microsoft Stores achieved **5-10% higher average order values** with Bing Remarketing with Paid Search and **50% higher return on ad spend** compared to Google AdWords.

[See the full customer story](#)



**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 behaviors.



## **Broaden Keywords**

to top Valentine's Day search terms.



## **Adjust bid amounts**

for high-value audiences including shopping cart abandoners and previous customers.





A man in a blue apron is walking through a flower shop, carrying a large potted plant. He is surrounded by various other plants and flowers. The shop has a rustic feel with wooden walls and string lights.

## Customer success story | **From You Flowers**

When VP of Marketing, Michael Sabia, joined *From You Flowers*, Bing Ads was "a very small piece of the pie." That changed with **Bing Shopping Campaigns** and **Sitelink Extensions**.

Want to learn more? Read the full story:  
From You Flowers: mandatory growth, mandatory fun  
#BingAdsStories

**Orders from Bing  
Ads grew**

**+603%**

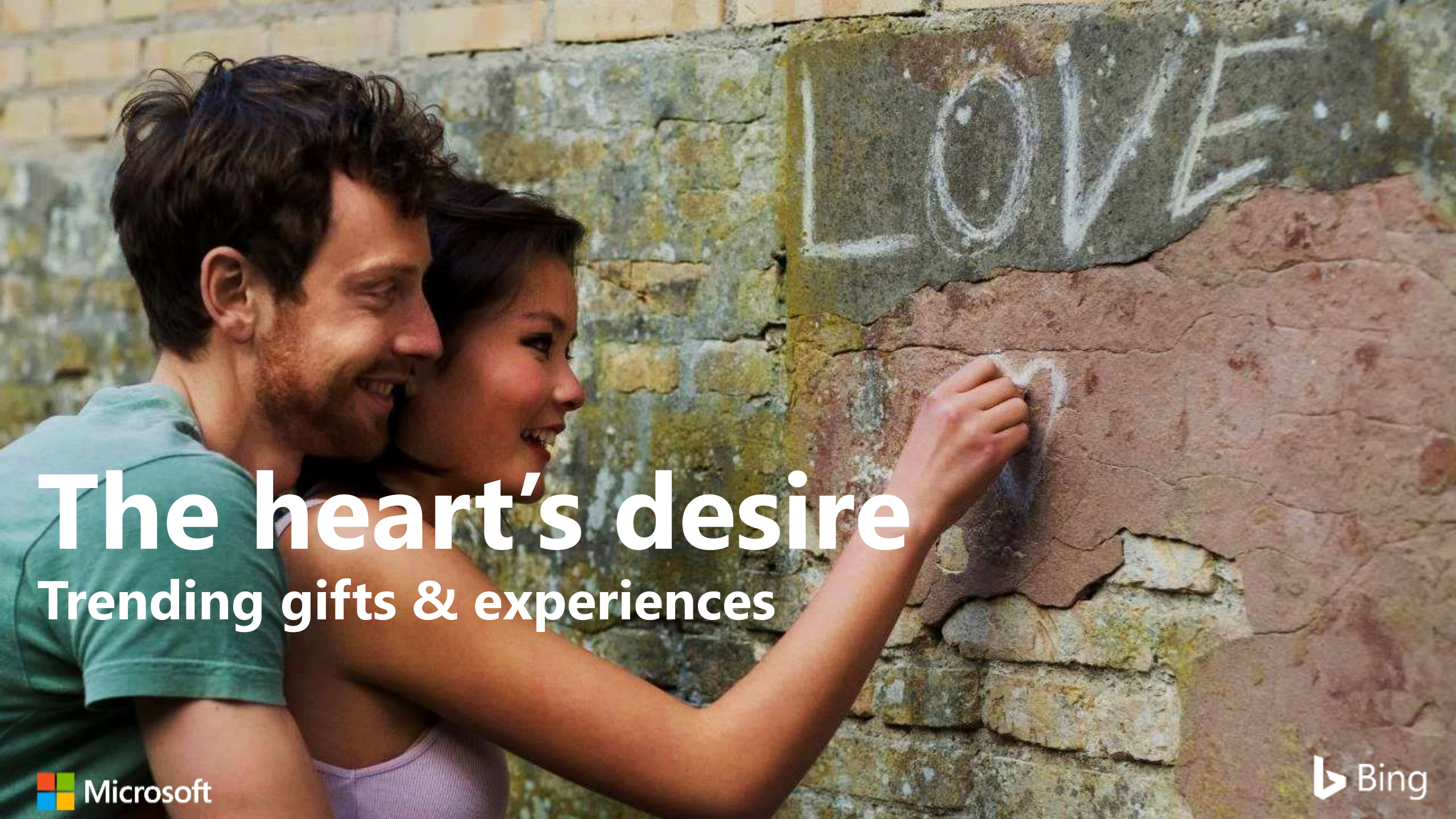
from 2011 to 2015

**Valentine's Day  
orders grew**

**+90%**

from 2015-2016





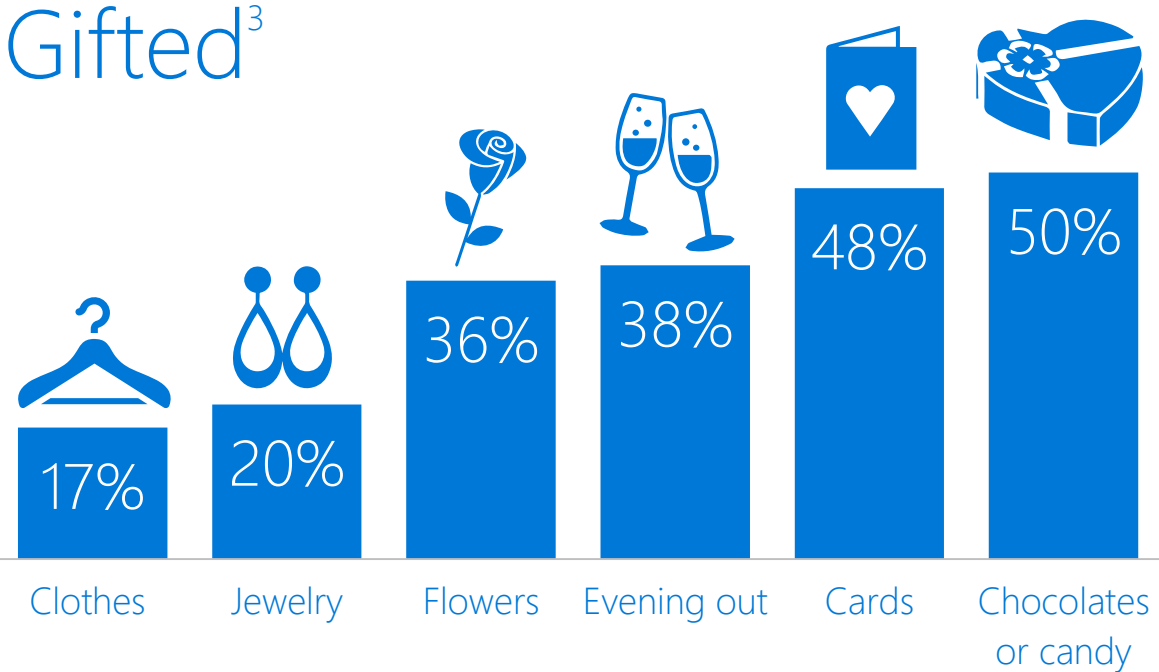
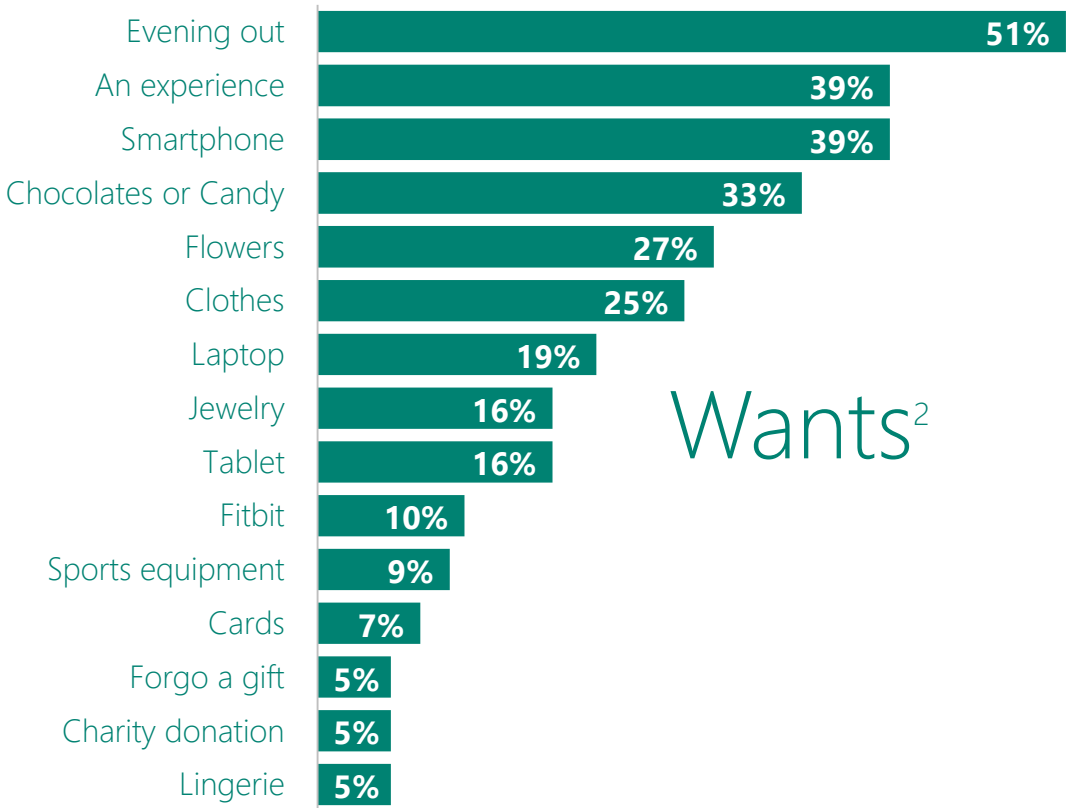
# The heart's desire

Trending gifts & experiences



You can't always get what you want

Most couples are more likely to choose gifts on their own, without input from their significant other<sup>1</sup>. This means gift recipients don't always get what they want.

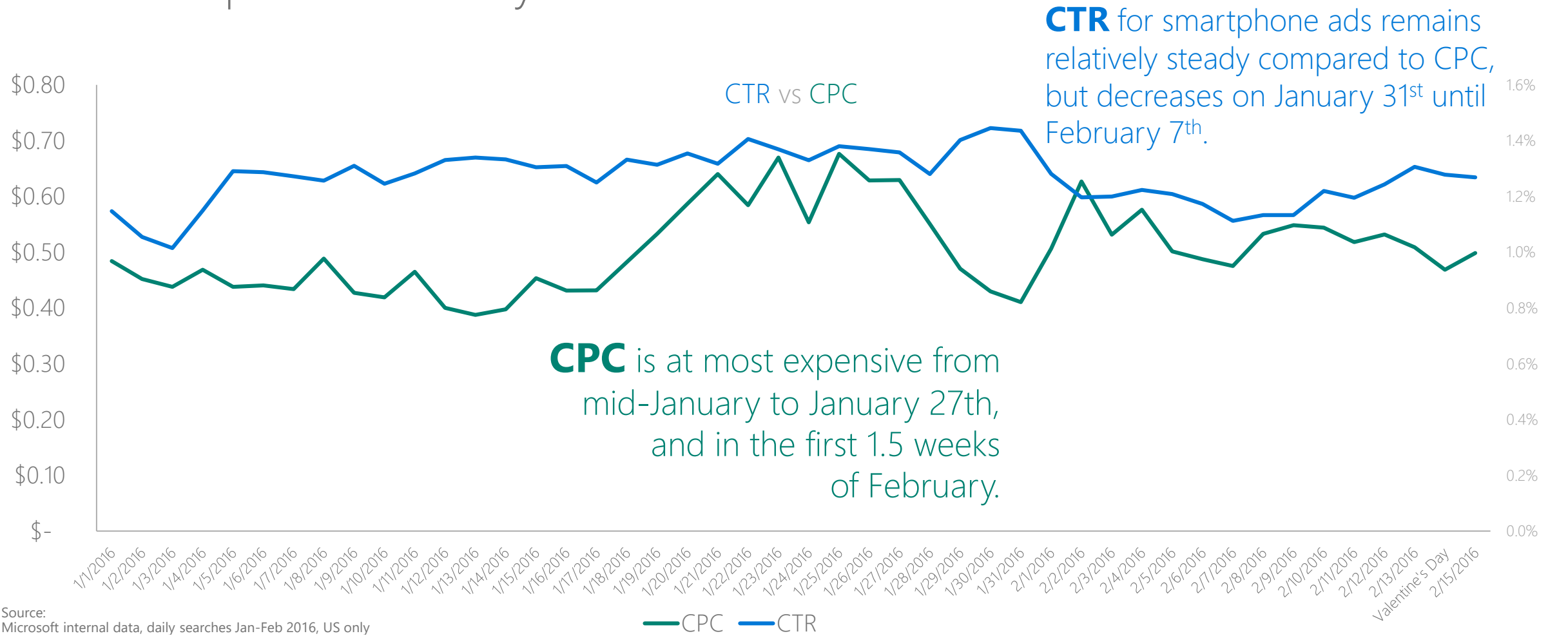


**Smartphones** are the most wished-for item, but most people are gifting the traditional candy, cards, and flowers.

Source:  
1. The Georgetown Institute for Consumer Research, 2015 Valentine's Day Consumer Intent Survey, 2015  
2. Usamp Survey on behalf of Ebates.com, 2015  
3. National Retail Foundation, Monthly Consumer Survey, January 2016

# Smartphones: The hottest Valentine's Day item

Schedule smartphone ads in the last week of January for Valentine's Day sales, as CPC drops until January 31st.

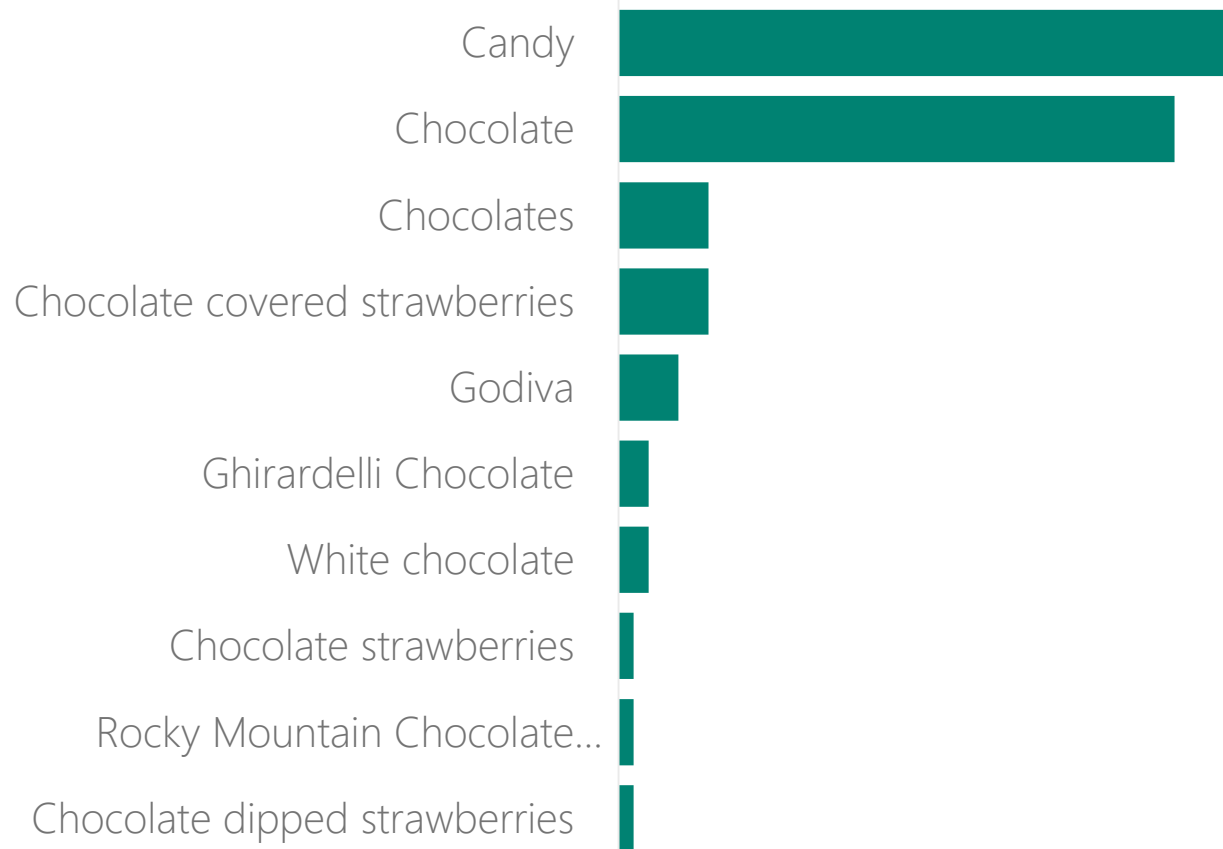


Source: Microsoft internal data, daily searches Jan-Feb 2016, US only



Although candy is the #1 most searched sweet, chocolate-related searches lead this category.

### Top 10 searches for sweets



Compared with Google,  
**the Bing Network audience is:**

27%

**more likely** to have spent

**\$50 – \$99**

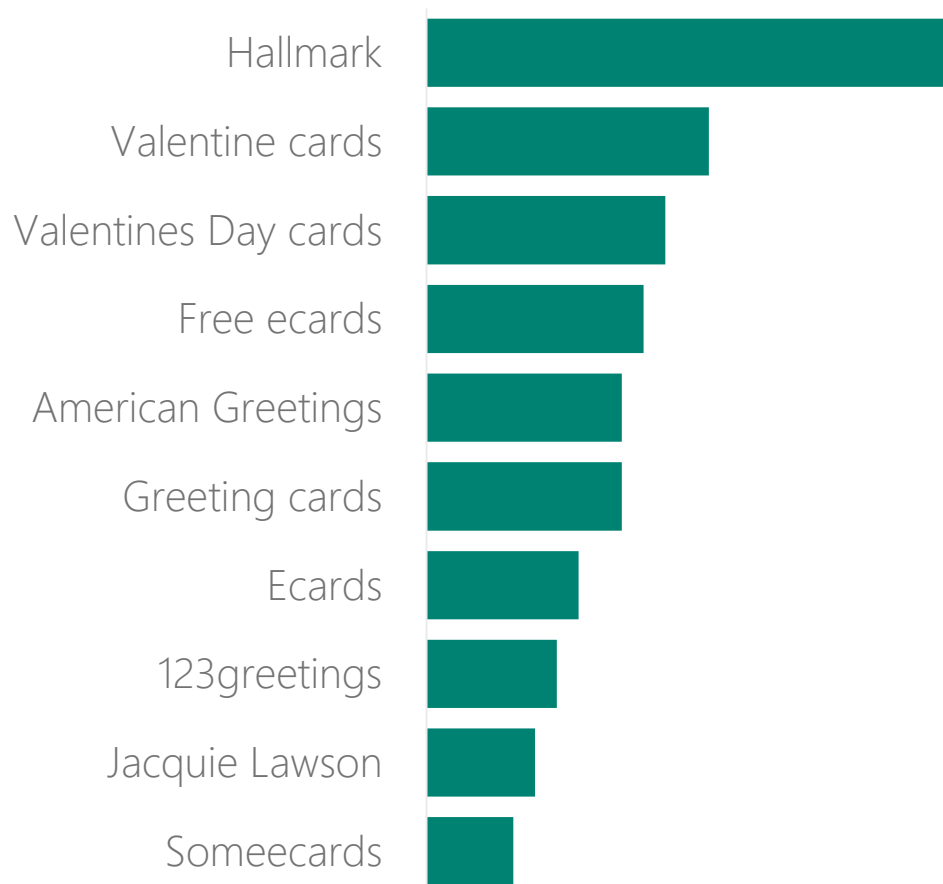
**on candy or gum**

(online or offline) in the last 30 days

Source: comScore Plan Metrix, US, January 2016, custom measure created using comScore indices and duplication. January was used to reflect the month prior to Valentine's Day  
Microsoft internal data, daily searches Jan-Feb 2016, US only

Branded cards were the most popular search terms for cards among the top 10 searches.

Top 10 searches for greeting cards



Compared with Google,  
**the Bing Network audience is:**

5%  
**more likely** to have spent  
\$50

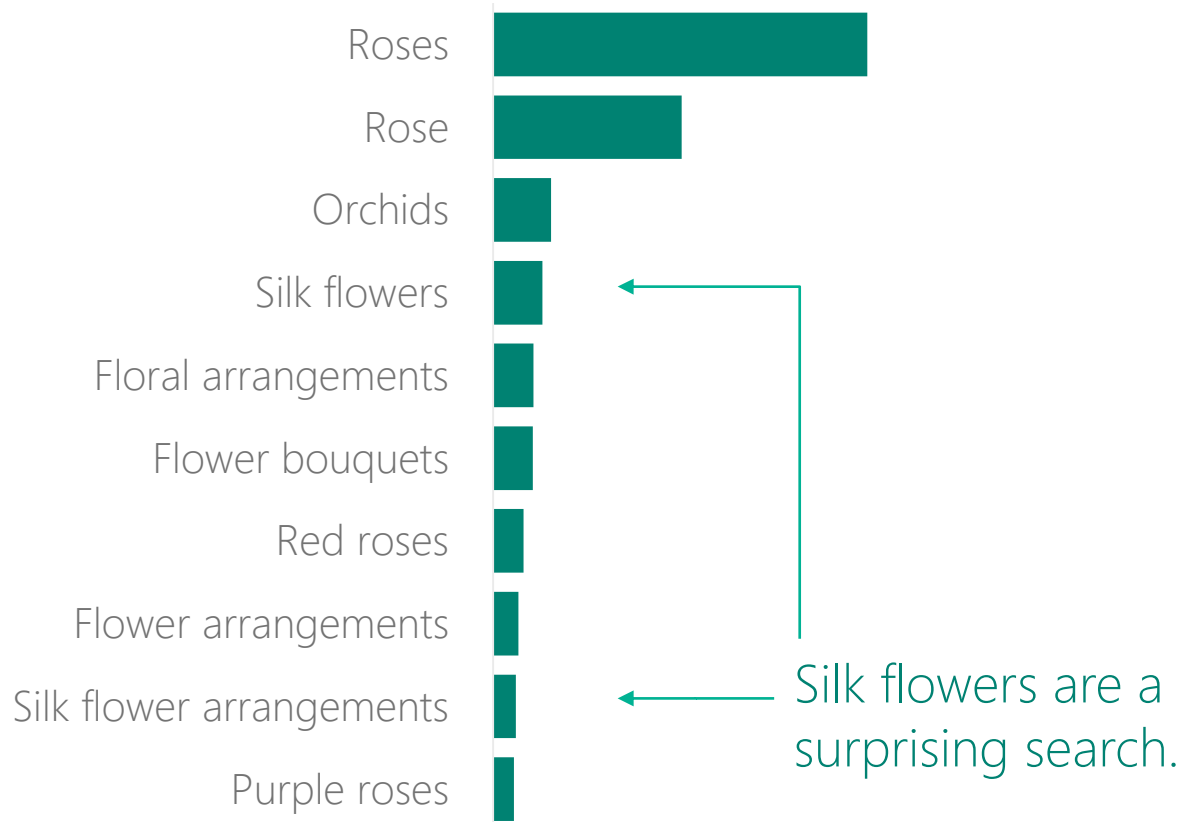
**on greeting cards**  
(online or offline) in the last 6 months

Source:

comScore Plan Metrix, US, January 2016, custom measure created using comScore indices and duplication. January data was used to reflect the month prior to Valentine's Day.  
Microsoft internal data, daily searches Jan-Feb 2016, US only

# Roses rule Valentine's Day flower searches.

## Top 10 searches for flowers

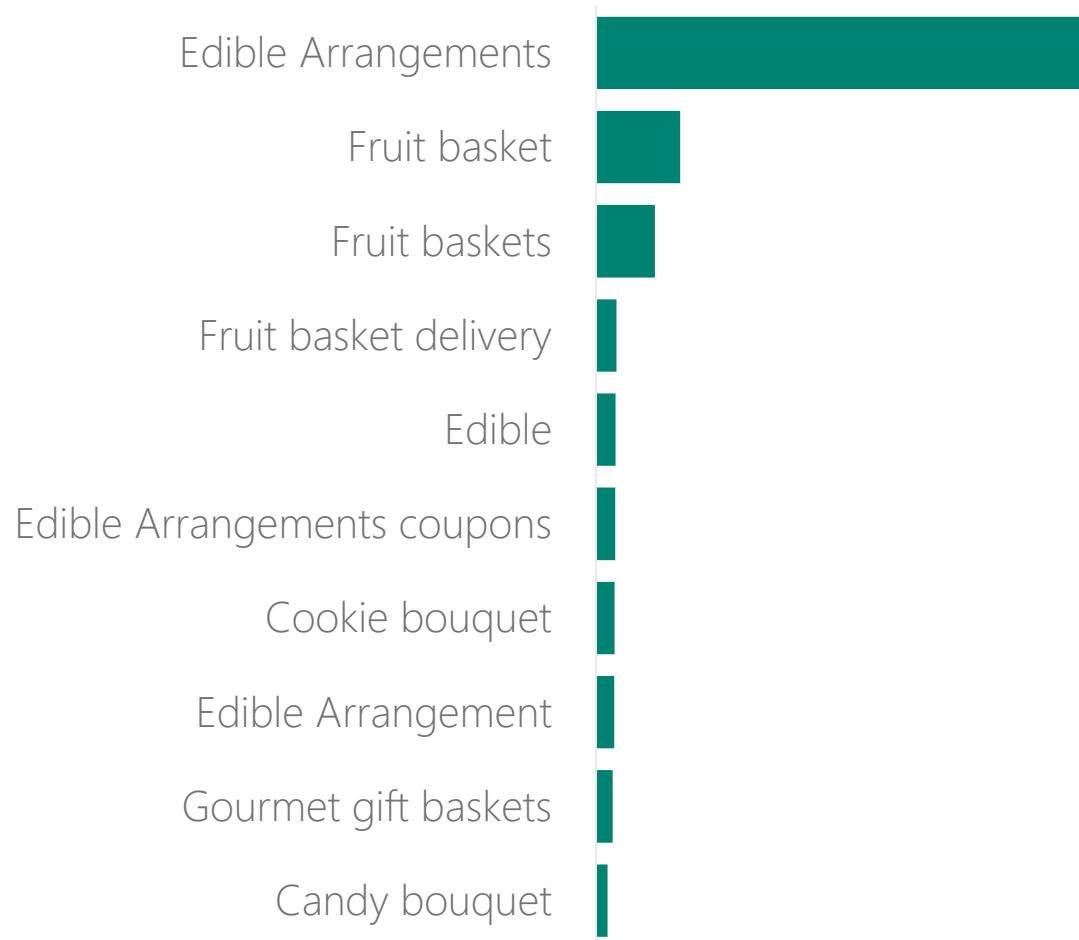


Compared with Google,  
**the Bing Network audience is:**

**11%**  
**more likely** to have spent  
**\$100-\$199**  
**on flowers**  
(online or offline) in the last 6 months

# Fruit baskets and fruit bouquets dominate gift basket searches, over cookies and candy baskets.

## Top 10 searches for gourmet gift baskets



Compared with Google,  
**the Bing Network audience is:**

7%

**more likely** to have spent

**\$200-\$499**

**on gift foods**

(online or offline) in the last 30 days



Jewelry generates the second-most revenue during the Valentine's Day shopping season.

\$4.5B

Total jewelry spending in 2016

Source: comScore Plan Metrix, US, January 2016, custom measure created using comScore indices and duplication. January was used to reflect the month prior to Valentine's Day.

Compared with Google,  
**the Bing Network audience is:**

8%

**more likely** to have spent

\$200 —

\$499

**on jewelry / accessories**

in the last 6 months

6%

**more likely** to have bought  
**jewelry and watches** in an **online auction**

in the last 6 months

Bing on the ring

About 50% of marriage proposals happen on Valentine's Day<sup>1</sup>, so shoppers will be searching for engagement rings.

21%

Engagement ring-related  
search share  
among top 10 jewelry searches<sup>2</sup>

Rings generated the most  
traffic and conversions  
during the first

7 days  
in February<sup>3</sup>

Source:

1. Fatwallet, Two Dozen Valentine's Spending Facts, 2016
2. Microsoft internal data, daily searches Jan-Feb 2016, US only
3. Search Marketing Daily, Valentine's Day: Fruits, Flowers, and Bling on the Ring, 2016



# The gift of experience

39% of people would love to get the gift of experience. Theater tickets (24%) are more popular than live comedy shows (21%) among searches for events.



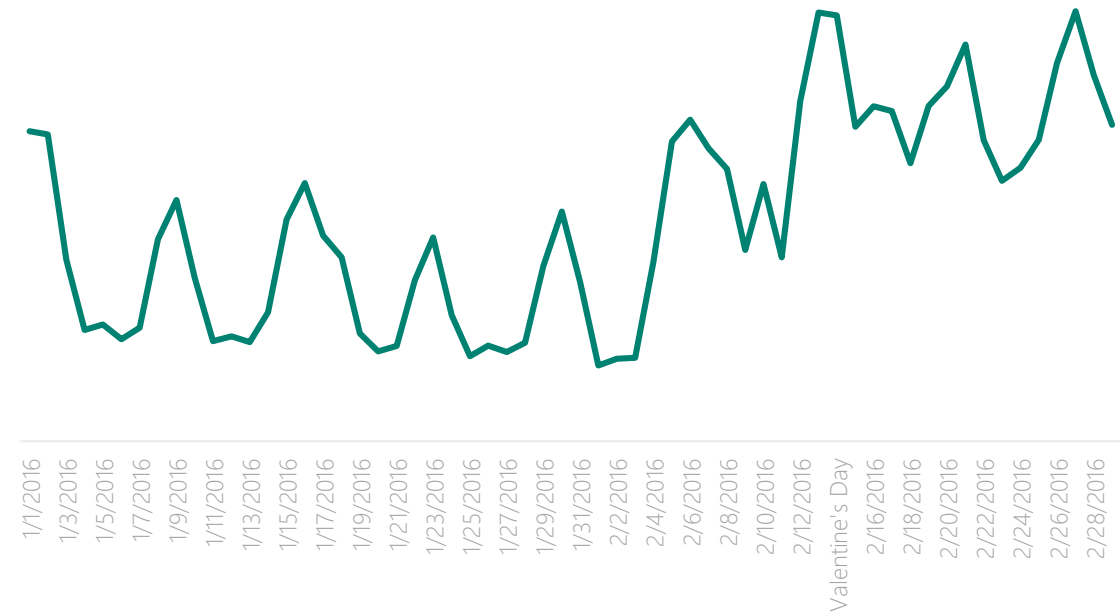
# 35.1%

of consumers will spend

# \$3.6 B

on experiences

## Movie ticket searches

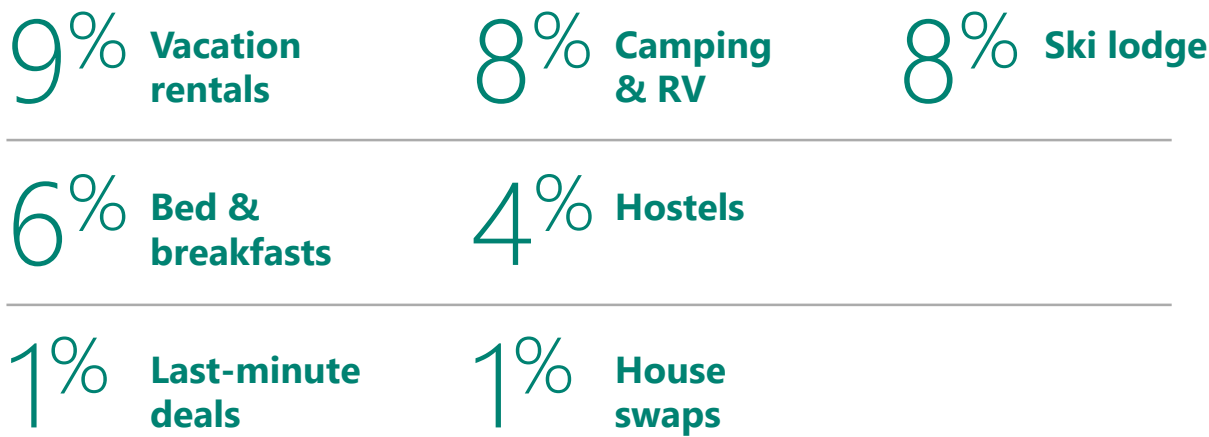


**Tip:** As expected, schedule movie ticket ads for weekends. Movie ticket searches peak on Valentine's Day and the day before.



# Hotels take the lion's share of Valentine's Day accommodations.

40%  
Hotels, motels & resorts

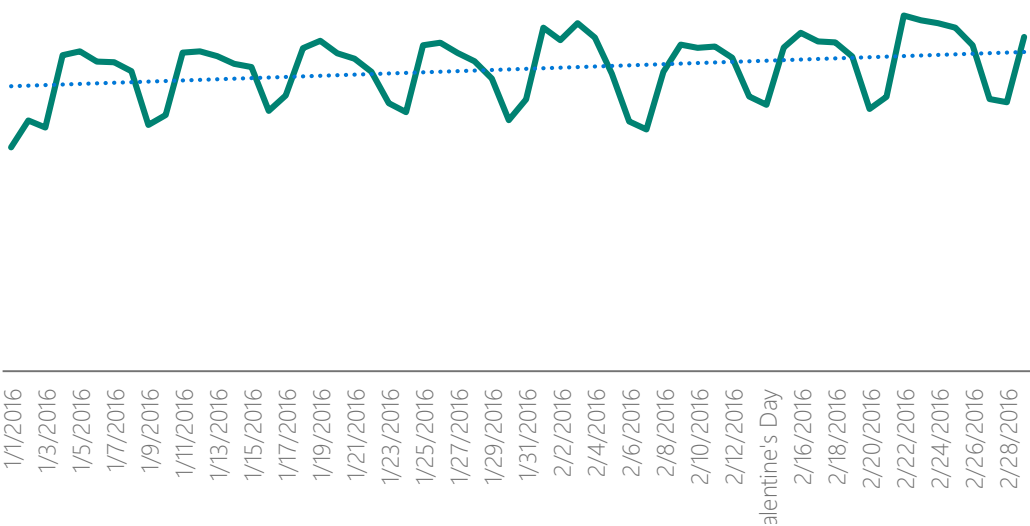


**TIP:** Schedule hotel & lodging ads for **weekdays**. Hotel searches peak on Tuesday/Wednesday and dip on weekends, but over all the trend is steady from January – February.

## Top 10 hotel & lodging searches

- |                        |                                    |
|------------------------|------------------------------------|
| 1. Verbo               | 6. Hampton Inn                     |
| 2. Marriott            | 7. Loft                            |
| 3. Hilton              | 8. All-inclusive resorts Caribbean |
| 4. Holiday Inn Express | 9. Choice Hotels                   |
| 5. Camping             | 10. Las Vegas Nevada Hotel         |

## Hotel & lodging search volume







Eat your heart out

Valentine's Day is the second-busiest day for restaurants in America with **34% of people going out to eat<sup>1</sup>.**

American **comfort food, steakhouses** and **seafood** were the most searched restaurant types in February 2016.

Regional top restaurant searches

New York City

- 1. Applebee's
- 2. TGI Fridays
- 3. Chili's
- 4. Capital Grille
- 5. Kona Grill

Houston

- 1. Pappadeaux
- 2. Chili's
- 3. Pappasito's
- 4. Denny's
- 5. Perry's Steakhouse

Los Angeles

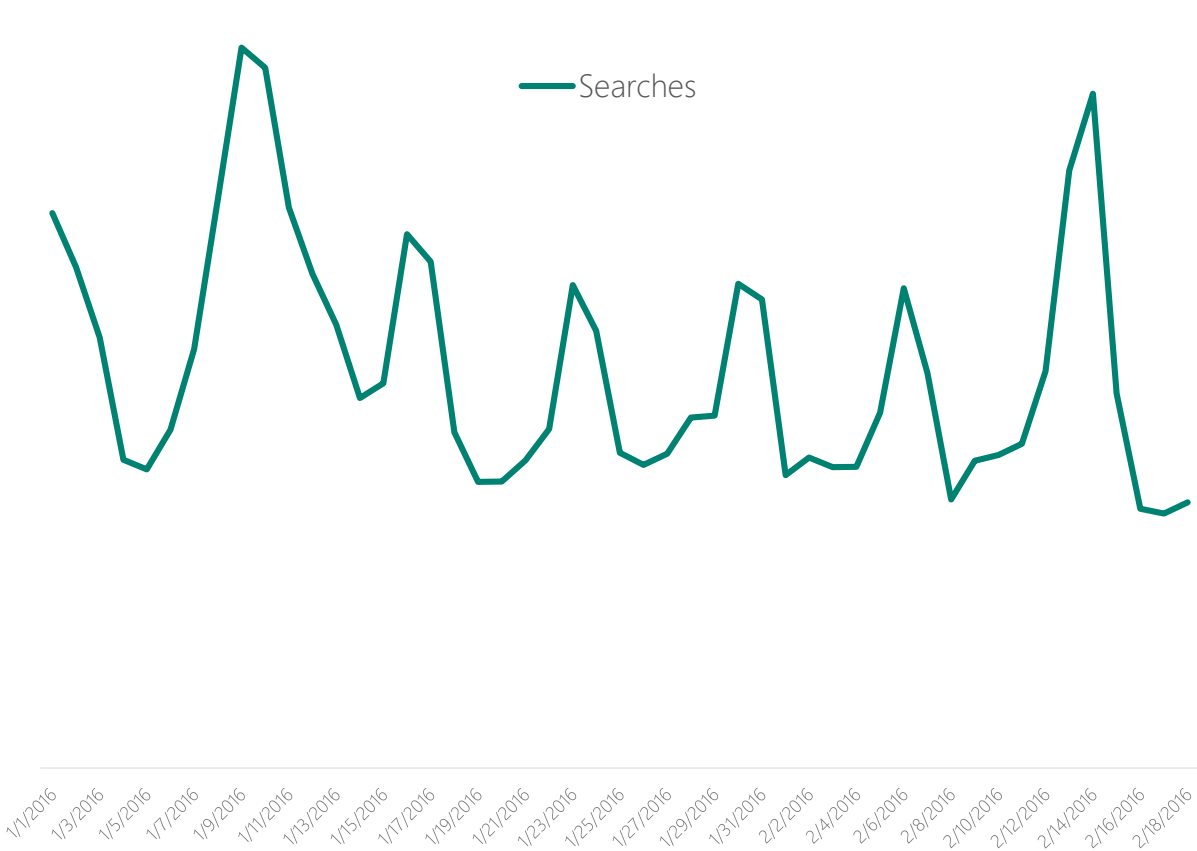
- 1. Seafood Restaurants
- 2. Denny's
- 3. Breakfast Restaurants
- 4. Steakhouse
- 5. Chili's

Miami

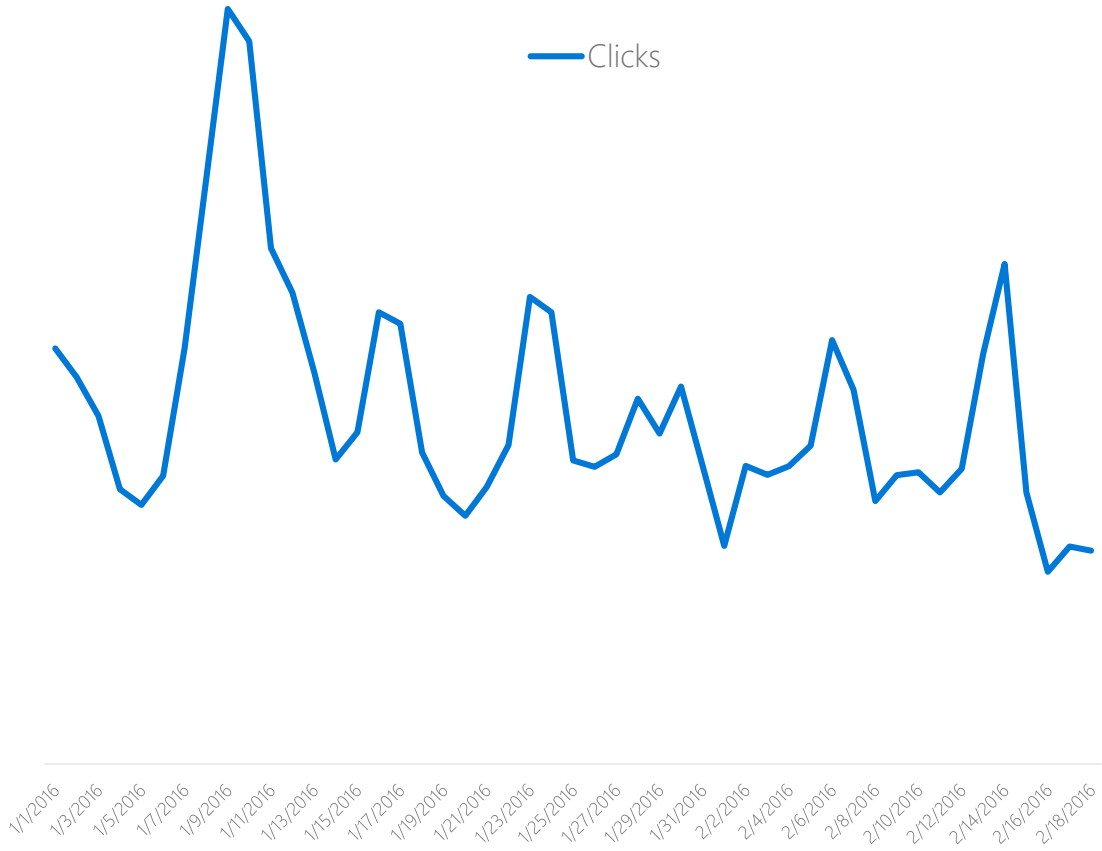
- 1. Chili's
- 2. Applebee's
- 3. Denny's
- 4. Texas de Brazil
- 5. Seafood Restaurants

**Restaurant searches & clicks** peak the day-of Valentine's Day. Overall, searches peak at the beginning of the weekend on Fridays/Saturdays and drop at the end of the weekend on Sundays/Mondays during the Valentine's Day season.

Dine-In Restaurant Searches  
(all devices)

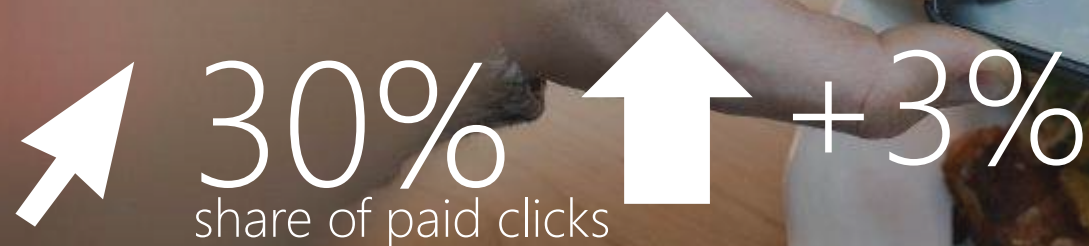


Dine-In Restaurant Clicks  
(all devices)



Helping local customers find your business

Local searches are increasing  
YoY on the Bing Network.





## Staying in is the new date night

Surprisingly, most people are staying home for Valentine's Day. As celebrants get older, the desire to celebrate at home increases. That means couples spending the evening inside may choose to cook or order delivery.



53%

Stay home

Source:  
Best Black Friday, 2016 Valentine's Day Shopping Survey, 2016  
Eater, What America Eats on Valentine's Day, 2016  
Fatwallet, Two Dozen Valentine's Spending Facts, 2016  
Netflix, Netflix Valentine's Day Survey, 2016  
GrubHub, Couples Valentine's Day Orders, 2015



About 1/3 will watch a movie at home

72%

Netflix

72% of those in a relationship said that staying in and watching Netflix is one of their favorite date nights.



Popular delivery food for Valentine's Day

Couples

Asian cuisine

Singles

Comfort food (pizza, etc.)



# Top ad copy combinations

## Top ad title and description combinations across devices

<b>Flowers &amp; arrangements</b>	<a href="#">Edibles</a>	<a href="#">CTA : Buy/Shop</a>	<a href="#">Call To Action</a>	<a href="#">Call To Action</a>	<a href="#">% Off</a>
	Customized	Cards	Price/Pricing	Quality/Guarantee	Deals
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
<b>Phones &amp; wireless devices</b>	<a href="#">Cellphone</a>	<a href="#">Brand: Apple</a>	<a href="#">Deals/Save</a>	<a href="#">Phone Plans</a>	<a href="#">Phone Plans</a>
	Brand: Moto	Dynamic Keyword Insertion	Dynamic Keyword Insertion	Free	Online
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
<b>Computers, hardware &amp; tablets</b>	<a href="#">Tablets</a>	<a href="#">Superlatives</a>	<a href="#">Price/Pricing</a>	<a href="#">Param Insertion</a>	<a href="#">Computer Accessories</a>
	Price/Pricing	Tablets	Laptops/Computers	CTA : Get/Shop	Superlatives
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
<b>Delivery restaurants</b>	<a href="#">Restaurant Co./Chain</a>	<a href="#">Restaurant Co./Chain</a>	<a href="#">Services</a>	<a href="#">Dish: Pizza</a>	<a href="#">Delivery</a>
	Features	Restaurant Co./Chain	Superlatives	Restaurant Co./Chain	Time
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
<b>Dine-in restaurants</b>	<a href="#">CTA:Now</a>	<a href="#">CTA:Now</a>	<a href="#">Ingredients</a>	<a href="#">Ingredients</a>	<a href="#">Official Site</a>
	Official Site	CTA:Now	Official Site	Superlatives	Dishes
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL

### Flowers & arrangements

Ad copy performs best when there is either a **Call to Action**, or a **% Off discount** in the ad title. Pair with details about **Price/Pricing**, **Quality/Guarantee**, **Deals** or if flowers come with **Cards** in the ad description to increase ad quality. Alternatively, for arrangements that are **Edibles**, be sure to include **Customized** in the description.

### Phones & wireless devices

Ad copy performs best when there is specific **Brand** in either the title or description. Additionally, unbranded terms like **Cellphone** and **Phone Plans** worked best for ad titles. Align your description to what your audience is searching for by using **Dynamic Keyword Insertion**, and include information about **Free** or **Online** phone plans to further boost interest.

### Computers, hardware & tablets

Ad copy performs best when **Price/Pricing** information is either the title or description for **Laptops/Computers** and **Tablet** ads. Use **Superlatives** (e.g. "best," "top," "great" in either the title or description for **Tablets** and **Computer Accessories**. You can also align your title to what your audience is searching for by using **Parameter Insertion** and pairing with the **CTA:Get/Shop**.

### Delivery restaurants

Ad copy performs best when the **Restaurant** name is either the title or description, and paired with **Features**, or a specific **Dish**. Other top ad copy combinations include **Delivery** or **Services** in the title, along with **Time** and **Superlatives**.

### Dine-in restaurants

Ad copy performs best when the **CTA:Now** is either the title or description, and paired with **Official Site**. Include **Ingredients** in the title along with **Superlatives** or **Official Site** in the description. For ad titles featuring **Official Site**, be sure to include **Dishes** in the description.

# Top ad copy combinations

## Top ad title and description combinations across devices

Lodging	<a href="#">CTA : Save</a>	<a href="#">CTA : Save</a>	<a href="#">CTA : Save</a>	<a href="#">Online</a>	<a href="#">Online</a>
	Locations	Resorts	Vacations/Tours	Locations	Resorts
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
Jewelry	<a href="#">Auctions</a>	<a href="#">Auctions</a>	<a href="#">Call To Action</a>	<a href="#">Occasion</a>	<a href="#">Free</a>
	DKI	Percent	Colors	Colors	Official Site
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
Wedding rings	<a href="#">Occasion: Engagement</a>	<a href="#">Jewelers</a>	<a href="#">Jewelers</a>	<a href="#">DKI</a>	<a href="#">Jewelry Store</a>
	Jewelry	Jewelers	Location	Material: Diamond	Online
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL
Clothing & accessories	<a href="#">Online</a>	<a href="#">% Off</a>	<a href="#">% Off</a>	<a href="#">Bags/Backpacks</a>	<a href="#">Sunglasses</a>
	Sunglasses	DKI	Sunglasses	Accessories	DKI
	DisplayURL	DisplayURL	DisplayURL	DisplayURL	DisplayURL

### Lodging

Ad copy performs best when the title contains the **CTA: Save** with **Location, Resorts**, and **Vacations/Tours** in the description. Using **Online** in the title also works best with **Locations** or **Resorts** in the description.

### Jewelry

Ad copy performs best when the title contains **Auctions** with **Dynamic Keyword Insertions** or **Percents** in the description. Ad descriptions containing jewelry **Colors** work best with a **Call to Action** or an **Occasion**. Alternatively, who doesn't like a free gift? Use **Free** in the ad title paired with **Official Site** in the description.

### Wedding rings

Ad copy performs best when the title contains **Engagement** with **Jewelry** in the description. **Jewelers** in the ad title also work with repeating **Jewelers** in the description or a **Location** in the description. Align your title to what your audience is searching for by using **Dynamic Keyword Insertion** for descriptions containing **Diamond**. Alternatively, online jewelers should use **Jewelry Store** in the title and **Online** in the description.

### Clothing & accessories

Ad copy performs best for **Sunglasses** or **Bags/Backpacks**. Pair them with either **Online**, **% Off**, or a **Dynamic Keyword Insertion**. Discounts boost ad copy performance, so include **% Off** in the title and align your description to what your audience is searching for by using **Dynamic Keyword Insertion**.

# Bing Ads Valentine's Day Checklist

## Prioritize High-Value Audiences

- ❑ Men spend more than women.
- ❑ Older millennials spend more than all other age categories.
- ❑ Don't forget singles who are buying luxury gifts for themselves

## Last-Minute Timing

- ❑ Schedule campaigns 1 month – 2 weeks before February 14<sup>th</sup> as there's less ramp time compared to other holidays.
- ❑ Be prepared for day-before & day-of purchases.

## Prioritize Mobile Search

- ❑ Bid on trending keywords specific to mobile device searches for Valentine's Day.
- ❑ Optimize ads for mobile by using call extensions, location extensions, and site link extensions.

## Capitalize 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.
- ❑ Implement Remarketing with Bing Shopping Campaigns.

## Create Campaigns around Trending Valentine's Day Gifts

- ❑ Candy, cards, and flowers are still the most gifted items.
- ❑ People want the gift of tech: smartphones, laptops, tablets & wearables.
- ❑ People also want either the gift of experience or to stay-in creating opportunities for dinner delivery, cooking at home, and movies.
- ❑ Target keywords on gifts for family, friends, and pets.
- ❑ Target keywords for engagement rings for those planning to pop the question on Valentine's Day.







**Thank You**

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