Bing

Search in the name of love

Valentine's Day 2017 insights for digital marketers

Microsoft

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

Plan to celebrate Valentine's Day?[1]

Yes 54.8%

No 45.2%

Online shopping is steadily increasing from previous years for Valentine's Day.[2]

28% shopped online in 2016

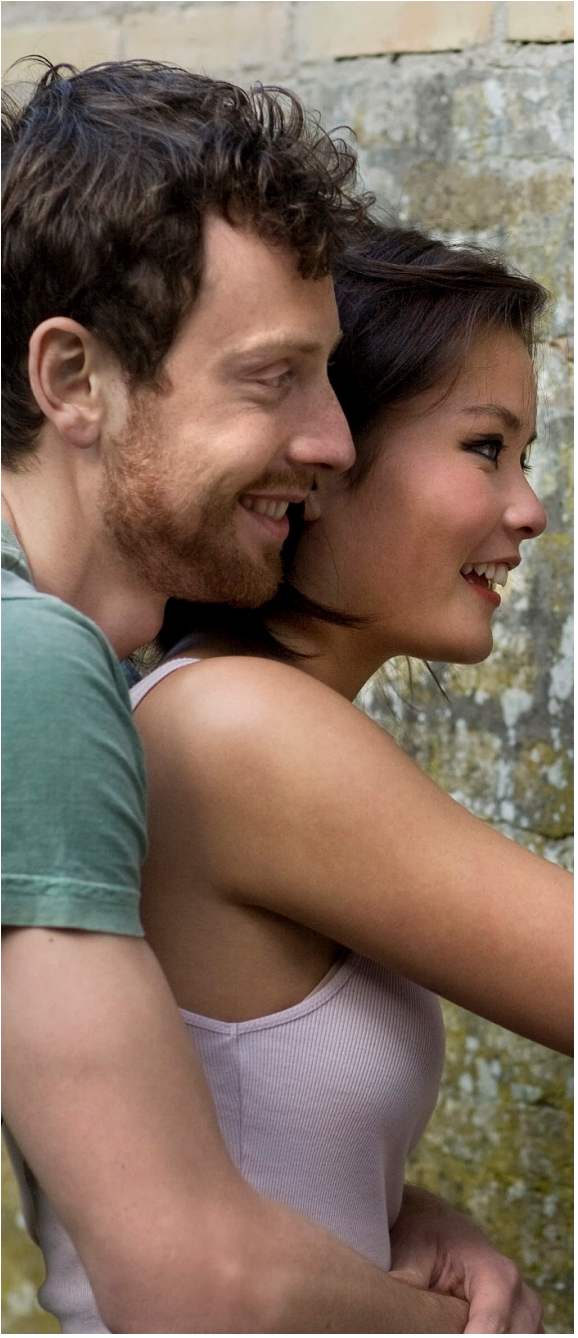
35% shopped online + in-store

31% more spent online

Shop in the name of love[1]

- **4% increase** from 2015 vs. 2016 in consumer spending
- **4th largest in spending** after winter holidays, back to school, & Mother's Day
- **$146+ average spent per celebrant** in 2016
- **$19.7 B record high** total spending in 2016

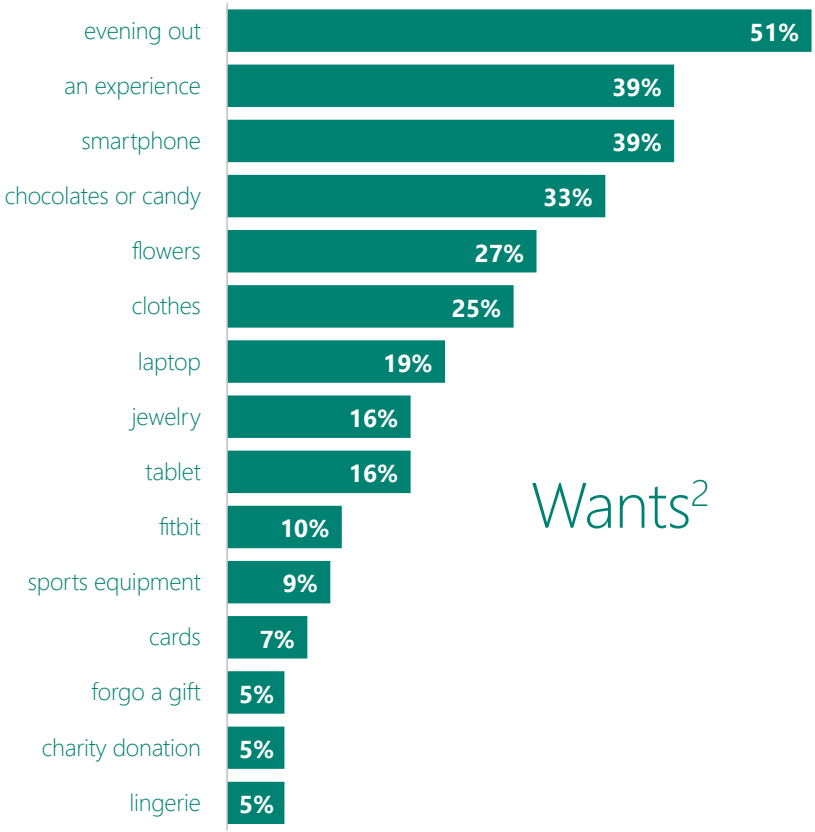
1) National Retail Foundation, Monthly Consumer Survey, 2016.
2) Linkdex, 38 Surprising Valentine's Day Statistics Marketers Will Love, 2015.



The heart's desires

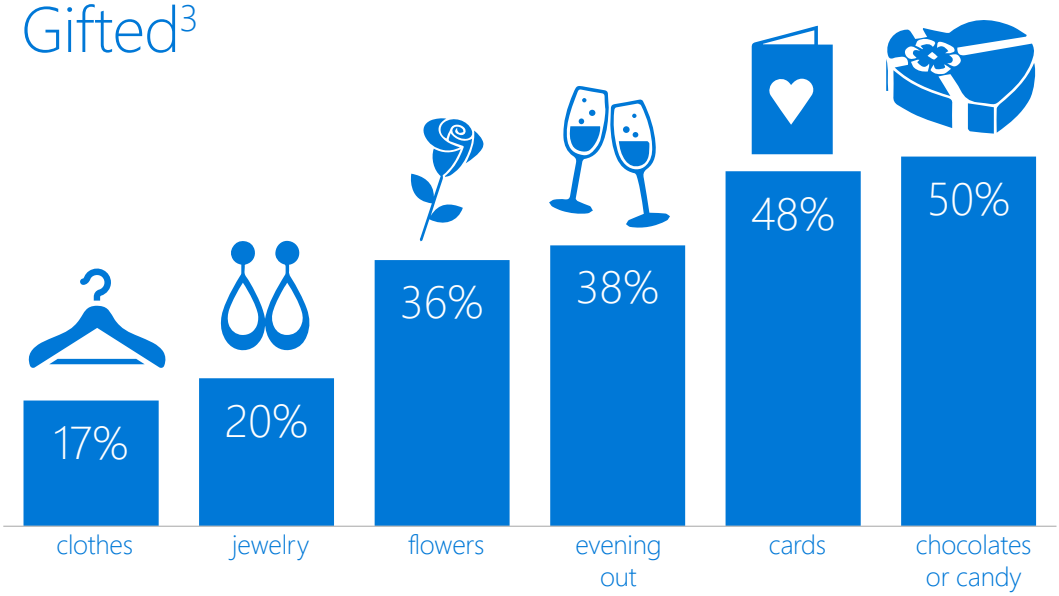
Trending gifts & experiences

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



Wants[2]

Gifted[3]



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

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.

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 two weeks before.[1]

Expect latecomers

3 of 10

Americans delay Valentine's Day planning to February 14th[1]

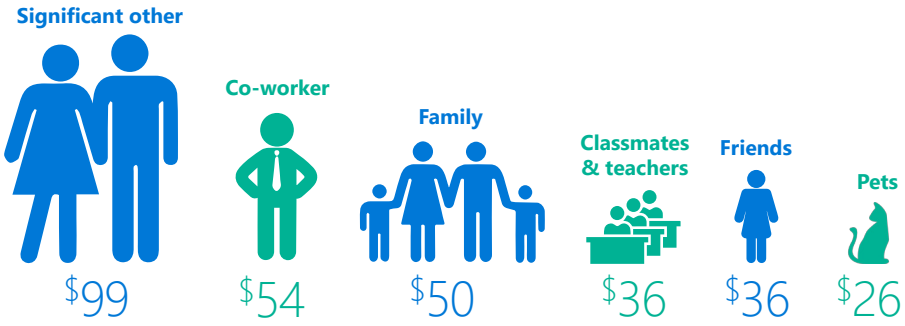
1) Best Black Friday, Valentine's Day 2016 Shopping Survey, 2016.

Valentine's Day profiles

Who celebrates Valentine's Day?

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

Planned Valentine's Day spending by recipient (average of buyers)[1]



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

Bing Network is your perfect match

3.3 million
flowers/gifts/greetings searchers not reached on Google[2]

7 million
total flowers/gifts/greetings searches[2]

51%
of all flowers/gifts/greetings paid clicks versus other search engines[2]

1) National Retail Federation, Monthly Consumer Survey, 2016.
2) comScore qSearch (custom), US, March 2016; industry categories based on comScore.

Valentine's Day bios to target

Gender: male

Chivalry isn't dead. Men are the key drivers for Valentine's Day, spending on average twice as much as women.[1]

$62 average for women[2]

$133 average for men[2]

53% of women would end a relationship if they didn't get something on Valentine's Day[3]

Relationship status: unmarried

Unmarried couples are the biggest spenders.

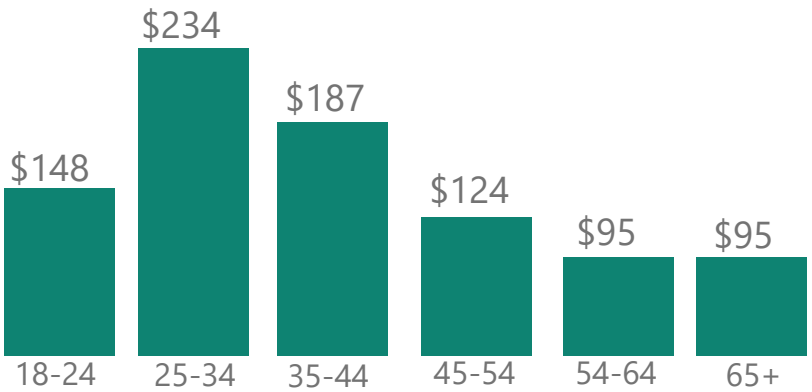
Average spending

$107 Not married

$96 Married

Age: 25-34

Older millennials spend the most on Valentine's Day.

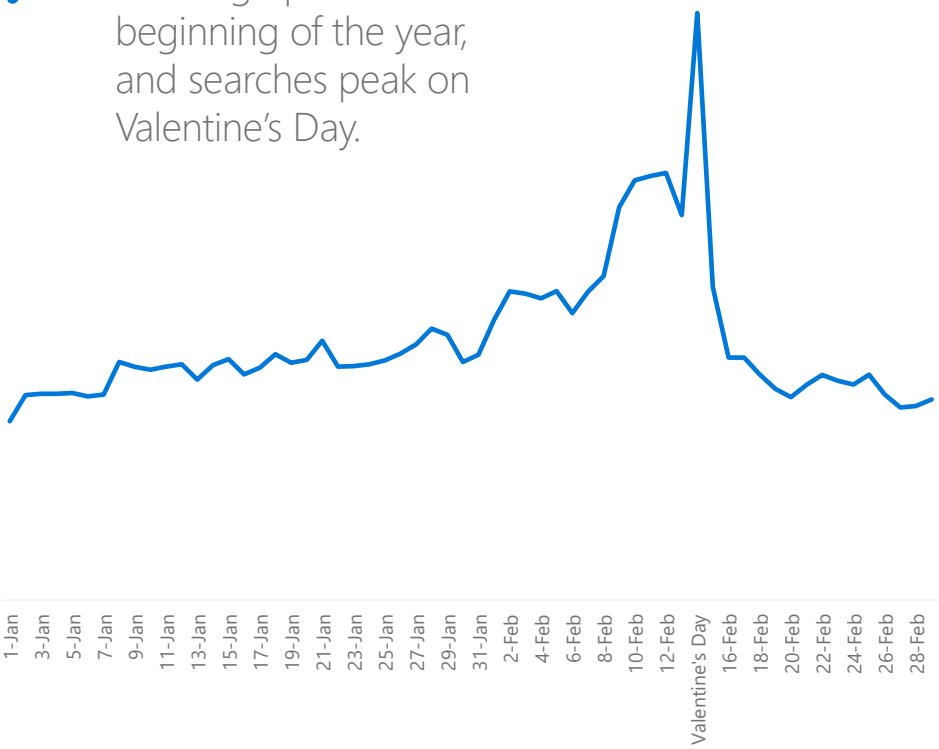


1) The Georgetown Institute for Consumer Research, 2015 Valentine's Day Consumer Intent Survey, 2015.
2) National Retail Federation, Monthly Consumer Survey, 2016 3) Wallet Hub, Valentine's Day Infographic, 2016.

Be there when searches & clicks ramp up

Valentine's Day searches

Searches begin trending upward at the beginning of the year, and searches peak on Valentine's Day.



January
Start ads now.
23%

Second week of February
Clicks spike. Dedicate most of your budget here.
13%

Early February
46%

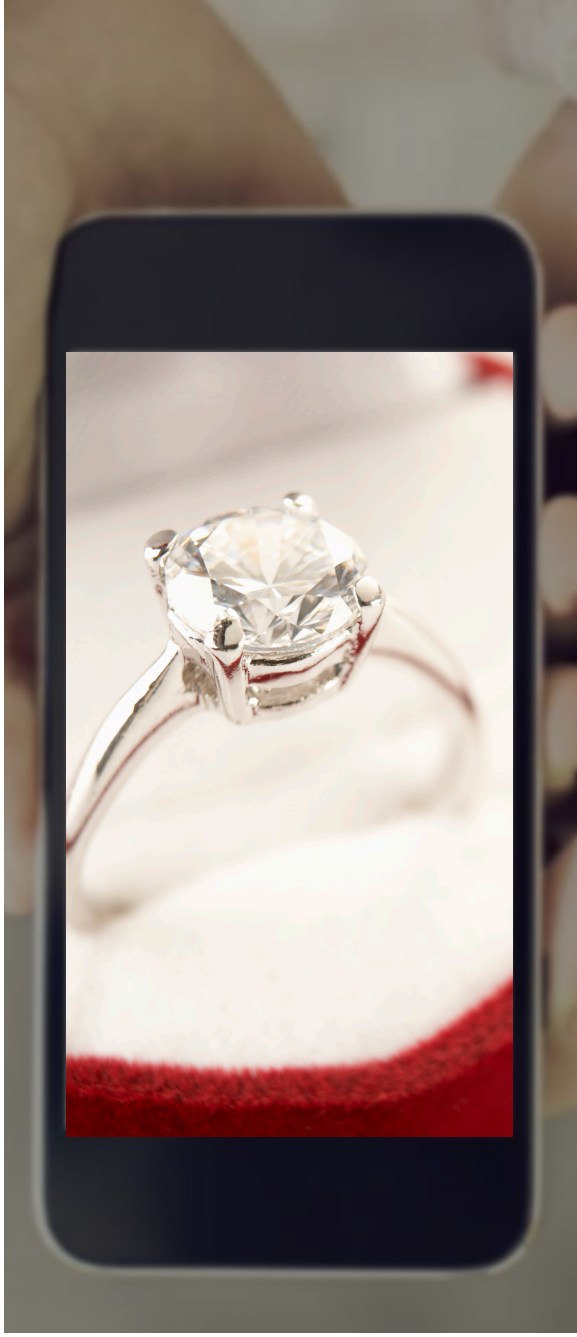
February 13
CTRs peaks. Don't run out of budget when there are last-minute shoppers.
10%

Valentine's Day
5%

The best time to advertise is weekdays: highest CTRs & lowest CPCs.

1) 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.



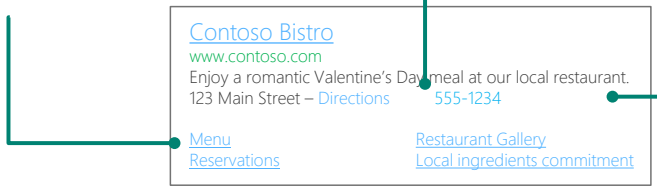
Top 10 searched terms – mobile[1]

Be there to optimize your mobile Valentine's Day ads

Multiple extensions drive engagement with mobile ads.

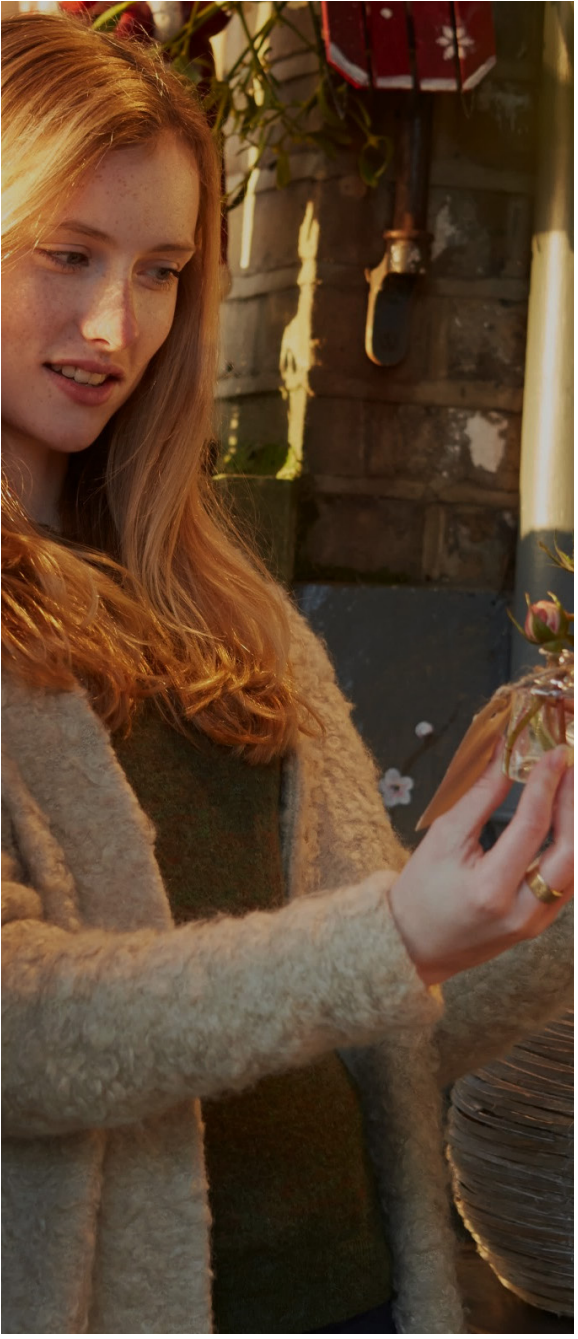
Up to **20%** higher click-through rates for mobile ads using **Sitelink Extensions** [2]

10%–30% click-through rate increase for mobile ads using **Location Extensions** [2]



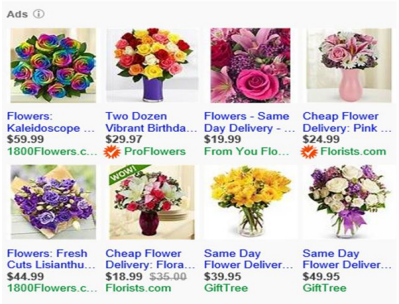
15%–25% Increase in click-through rates with **Call Extensions** [3]

1) Microsoft internal data, daily mobile search, 2016, US only.
2) Bing Network Internal data, Q1 2013 to Q1 2014.
3) BIA/Kelsey, Call-Based Ads: Eliminating the Unknown From Advertising, May 2012.



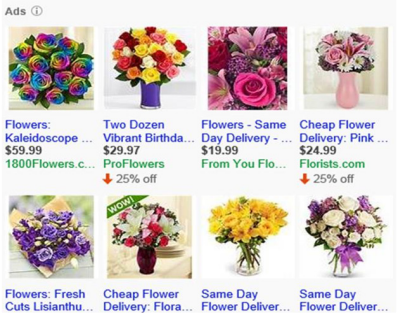
Bing Shopping Campaigns with new ad annotations put Valentine's Day searchers closer to a purchase decision.

Elite merchant badges



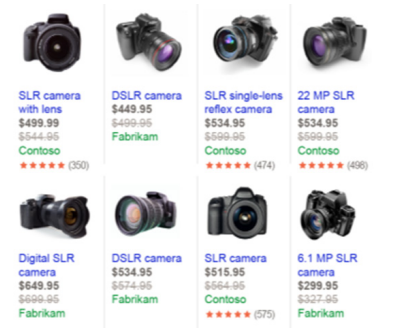
Display only for merchants with high ratings.

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.**

See the difference in Bing Shopping Campaigns with remarketing

1.53%
Shopping conversion rate

1.27%
Shopping CTR

7.76%
Shopping + remarketing conversion rate

2.33%
Shopping + remarketing CTR

1) Microsoft internal data, remarketing searches & Bing Shopping Campaigns, Jan 14, 2016 – Feb 22, 2016, US only.

Remarketing tactics

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.

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.**

Orders from Bing Ads grew +603% from 2011 to 2015

Valentine's Day orders grew +90% from 2015 to 2016

Download customer story

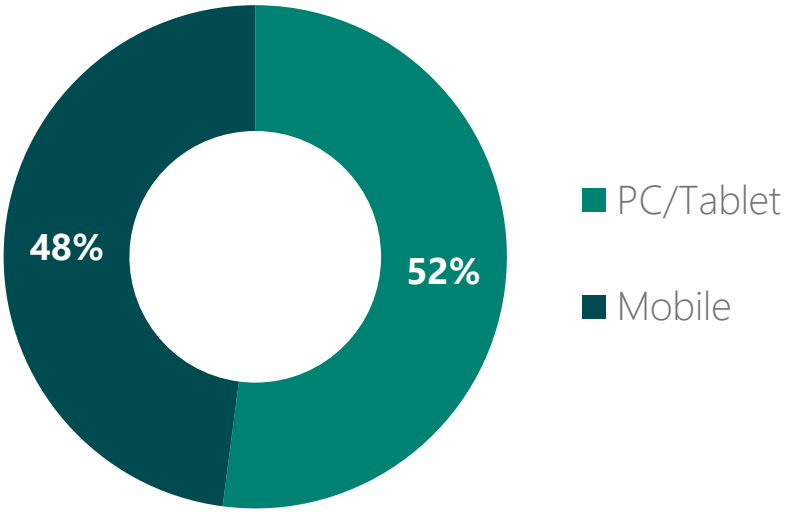
Want to learn more? Read the full story: From You Flowers: mandatory growth, mandatory fun
#BingAdsStories

Love & tech

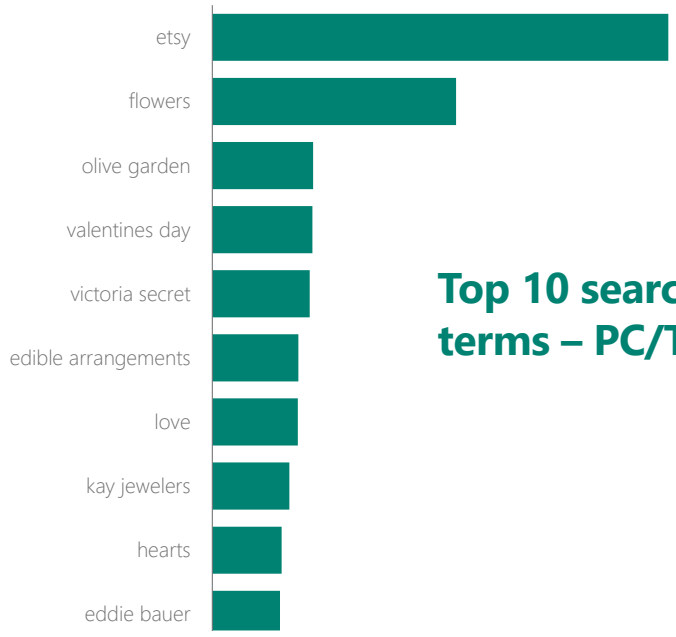
Valentine's Day prep with search

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

Valentine's Day searches



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

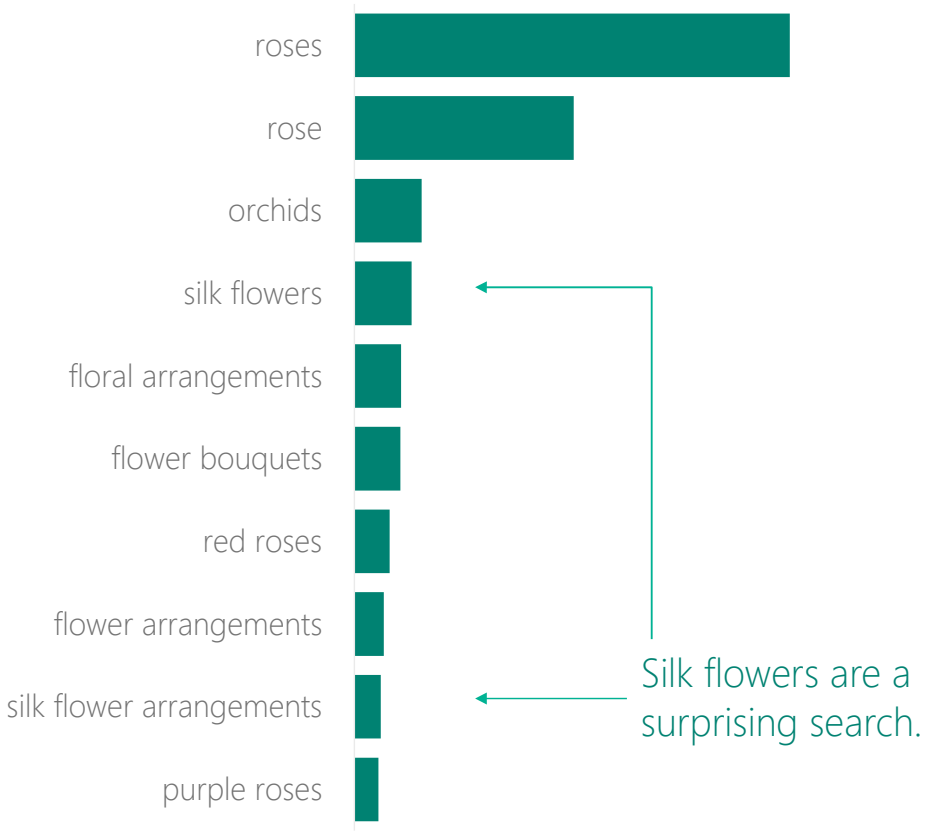


Top 10 searched terms – PC/Tablet

1) Microsoft internal data, daily searches Jan-Feb 2016, US only.

Roses rule Valentine's Day flower searches.

Top 10 searched terms for flowers[1]



Compared with Google, the Bing Network audience is:

11% more likely to have spent

$100–$199 on flowers (online or offline) in the last six months[2]

1) Microsoft internal data, daily searches Jan-Feb 2016, US only.
2) 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.

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

$4.5 B

Total jewelry spending in 2016[1]

Compared with Google, the Bing Network audience is:

8% more likely to have spent **$200–$499** on jewelry / accessories in the last six months[2]

6% more likely to have bought jewelry and watches in an online auction in the last six months[2]

1) National Retail Federation, Monthly Consumer Survey, February 2016.
2) comScore Plan Metrix, US, January 2016, custom measure created using comScore indices and duplication.

Valentine's Day is the second-busiest day for restaurants in America with 34% of people going out to eat[1].

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

Regional top restaurant searches[2]

New York

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

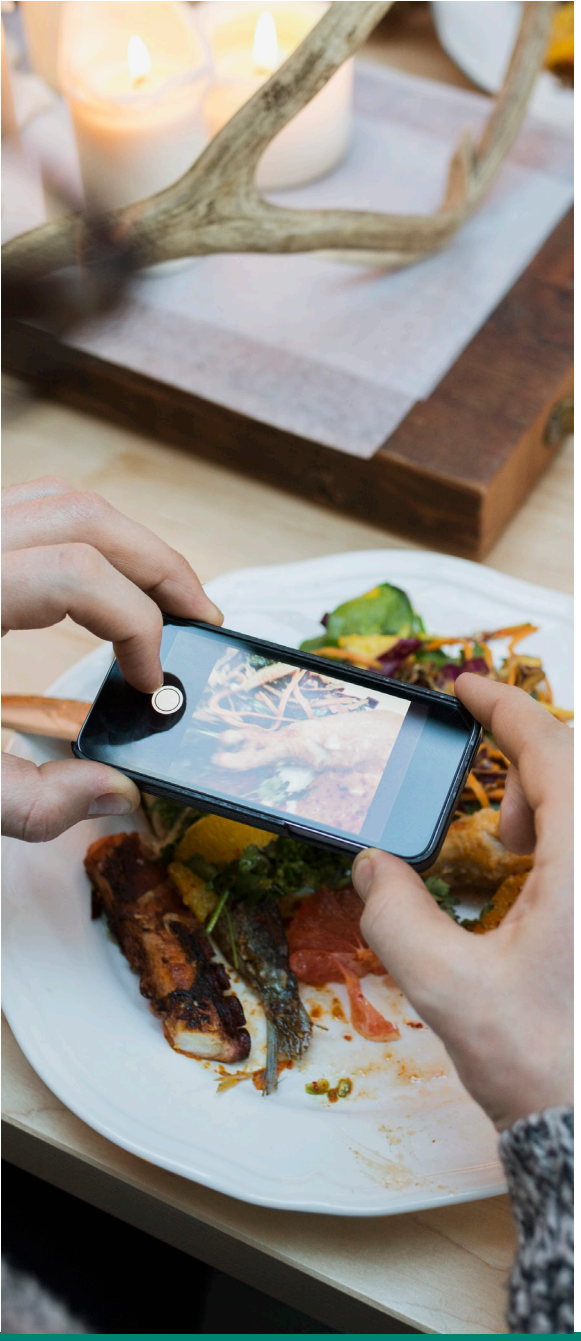
Los Angeles

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

Miami

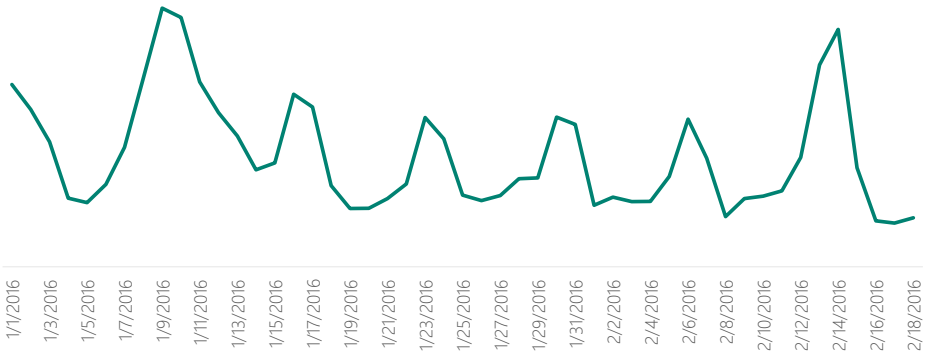
1. Chili's
2. Applebee's
3. Denny's
4. Texas de Brazil
5. Seafood Restaurants

1) Eater, What America Eats on Valentine's Day, 2016.
2) Microsoft internal data, daily searches by geo location, Jan-Feb 2016, US only.

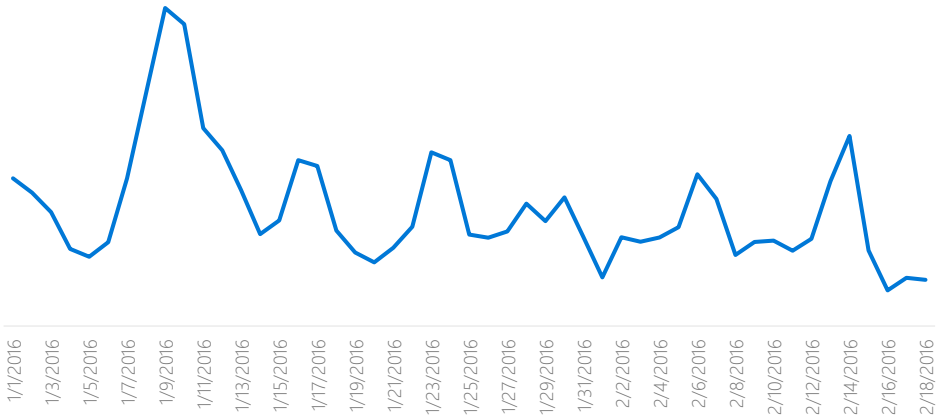


Restaurant searches & clicks peak on Valentine's Day. Searches peak on weekends and drop at the beginning of the week during the Valentine's Day season.

Dine-in restaurant searches (all devices)



Dine-in restaurant clicks (all devices)



Local searches are increasing YoY on the Bing Network.[2]

88M
total searches
+9%

26%
share of search
Flat

30%
share of paid clicks
+3%

1) Microsoft internal data, daily searches Jan-Feb 2016, US only.
2) comScore qSearch (custom), US, March 2016; industry categories based on comScore classifications, comparing March 2016 to March 2015.

Bing Ads Valentine's Day checklist

Prioritize 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 one month before February 14 as there's less ramp time compared to other holidays.
- ☐ Don't run out of budget in the last two weeks before Valentine's Day when the most clicks and searches happen.
- ☐ Be prepared for day-before & day-of purchases.

Be the local favorite by prioritizing mobile search

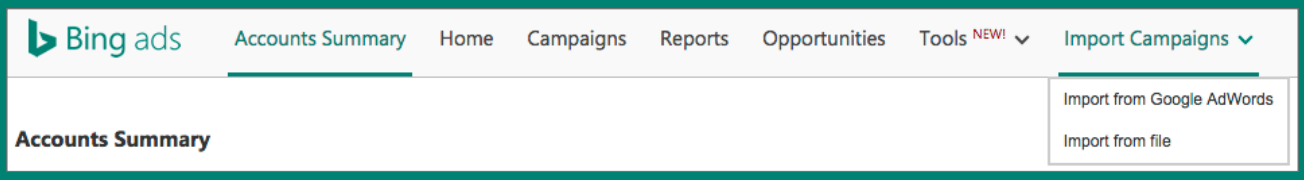
- ☐ Optimize ads for mobile by using call extensions, location extensions, and site link extensions.

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.
- ☐ Apply remarketing to 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 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.**

Connect with a Search Specialist who can help you get started today.

Call 1-800-518-5689 or
check out Getting started

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