GroundTruth

Planning for the 2024 Valentine's Day Season

All you need is love. But a guide on marketing tactics when it comes to America's most romantic holiday doesn't hurt either. If you're wondering how best to reach Valentine's Day shoppers in the moments that matter most, look no further. Leverage targeted, omnichannel strategies to reach celebrants in the weeks leading up to Valentine's Day while building brand awareness, driving foot traffic, and maximizing media spend.

In this guide, we'll:

- Analyze historical and projected Valentine's Day trends

- Uncover insights into key Valentine's Day audiences

- Recommend Valentine's Day targeting strategies

By the Numbers

$25.9B
Expected total Valentine's Day spend in 2024.[1]

35%
Percent of Americans planning to purchase gifts online in 2024.[1]

$192.80
Average Valentine's Day-related spend in 2024 per consumer.[1]

The What

While many consumers are interested in purchasing traditional, physical gifts for Valentine's Day, there are also people looking to celebrate in a more non-traditional way. Examples of non-traditional gifts may include gifting experiences, meals, or get-togethers with friends and loved ones.

Let's look at the breakdown of what percentage of consumers were expecting to spend on for Valentine's Day 2023.[2]

| Candy	Greeting Cards	Flowers	An Evening Out	Jewelry
57%	40%	37%	32%	21%
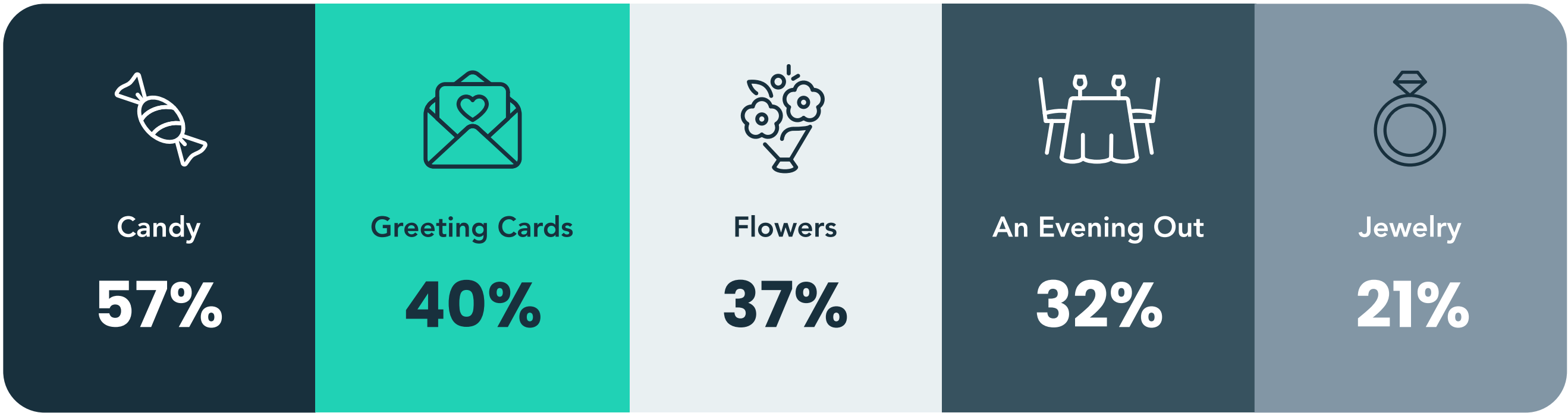
The Who

As consumers continue to spend on their significant others for Valentine's Day, many are also beginning to celebrate other important relationships in their lives as well. In 2023, there was a $14 increase in per-person spending that came from gifts for pets, friends, co-workers, classmates, or teachers.[1]

How are spending patterns likely to vary based on different demographic factors?

US consumers between the ages of 35 to 44 plan to spend approximately $143 more than consumers among other age groups on Valentine's Day related items.[1]

Men are more likely than women to give an experience-based gift for Valentine's Day.[1]

GroundTruth's 1st Party data shows audience affinities with Valentine's Day shoppers. Compared to the average consumer, Valentine's Day shoppers are…

110% more likely to be Pizza Lovers.

91% more likely to be Lunch Diners.

85% more likely to be Movie Goers.
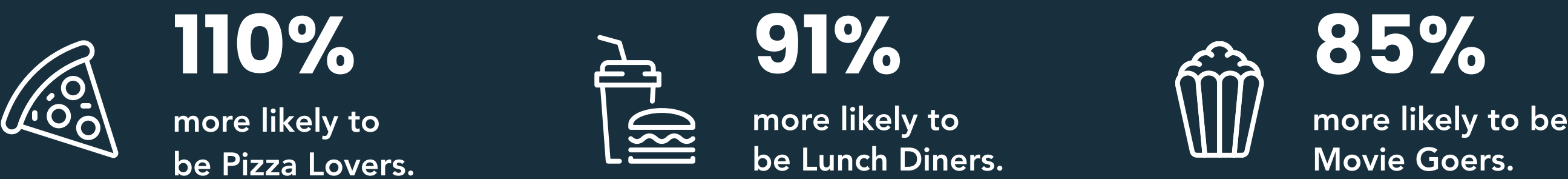
The Where

Consumers are looking both online and in-person to purchase their Valentine's Day gifts. For those making purchases at brick-and-mortar locations, foot traffic trends show spikes in visitation patterns to both discount and department stores. Discount stores can maximize media campaigns to target value-driven shoppers, while department stores tend to bring in luxury-focused consumers seeking to purchase celebratory gifts, without as much of a budget constraint.

GroundTruth's 1st Party data shows foot traffic spikes the two Fridays before Valentine's Day.

Increase in Foot Traffic Visitation

Legend: Retail Total, Restaurant Total, CPG Total
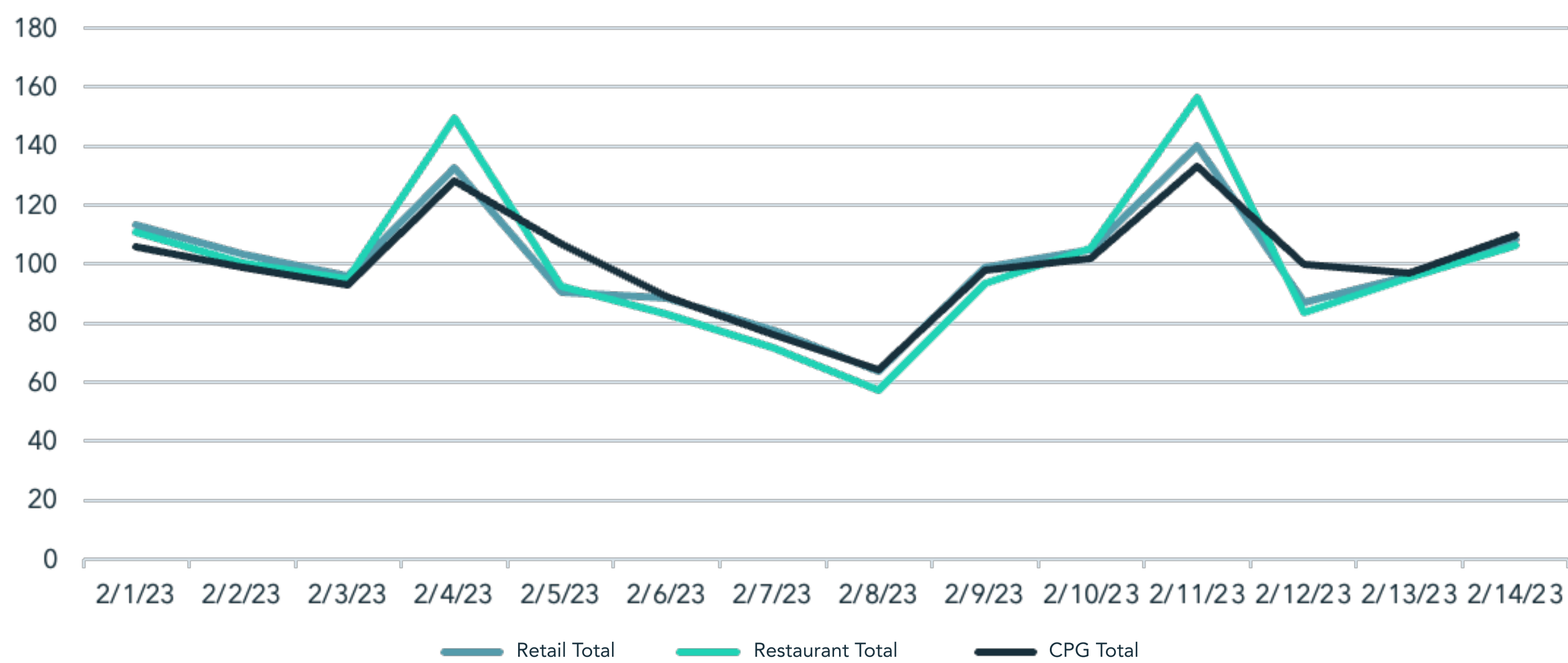
GroundTruth Insights

What were some of the highest peaks in visitation leading up to Valentine's Day 2023? GroundTruth observed that foot traffic to…

Jewelry shops increased by **83%** the Friday before Valentine's Day.

Wineries increased by **71%** the Friday before Valentine's Day.

Alcohol stores increased by **67%** the Friday before Valentine's Day.

An Omnichannel Approach

Utilizing different channels allows you to retarget and amplify your brand's messaging among intended audiences and consumers.

CTV | OTT

Reach Valentine's Day celebrants while they're at home and remind them to book a dinner reservation, purchase a gift for loved ones, or plan a special trip or experience. Boost user engagement by including GroundTruth's customized and scannable QR codes.
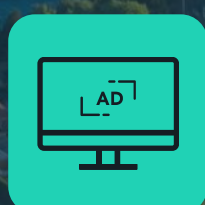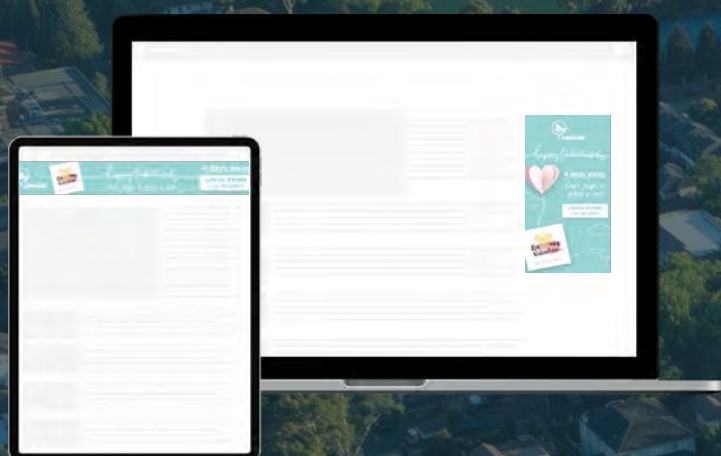
Desktop | Tablet

Retarget your intended audiences and continue reinforcing your message. Reaching the same user across multiple devices keeps your brand's Valentine's Day offerings at the forefront of consumers' minds.
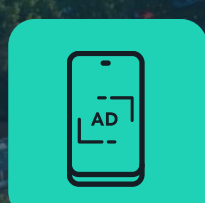
Mobile

Banner ads on mobile serve to drive Valentine's Day conversions. Add a specific call to action to achieve your KPIs, whether that's increasing visits, clicks, or brand awareness.
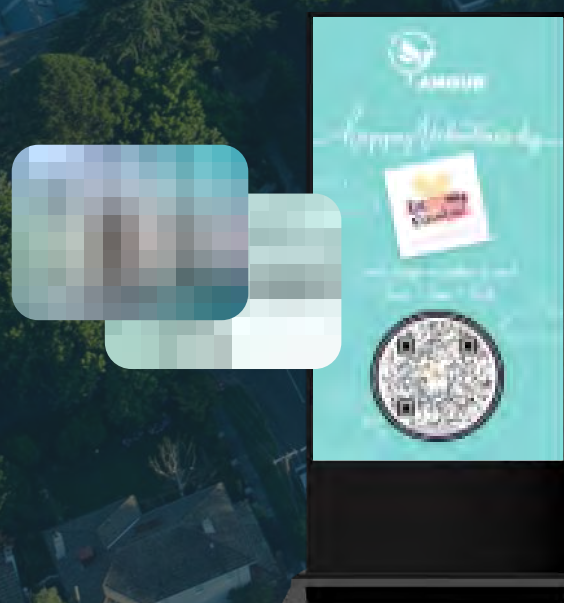
Audience-Based Direct Mail | Digital Out-of-Home

Audience-Based Direct Mail performs best for reaching people with a certain lifestyle interest. Use Digital Out-of-Home to target individuals during their commute or at other points throughout the consumer journey.

Interested in more options? Addy, powered by GroundTruth, offers advertising thorough print, magazine, and linear TV.
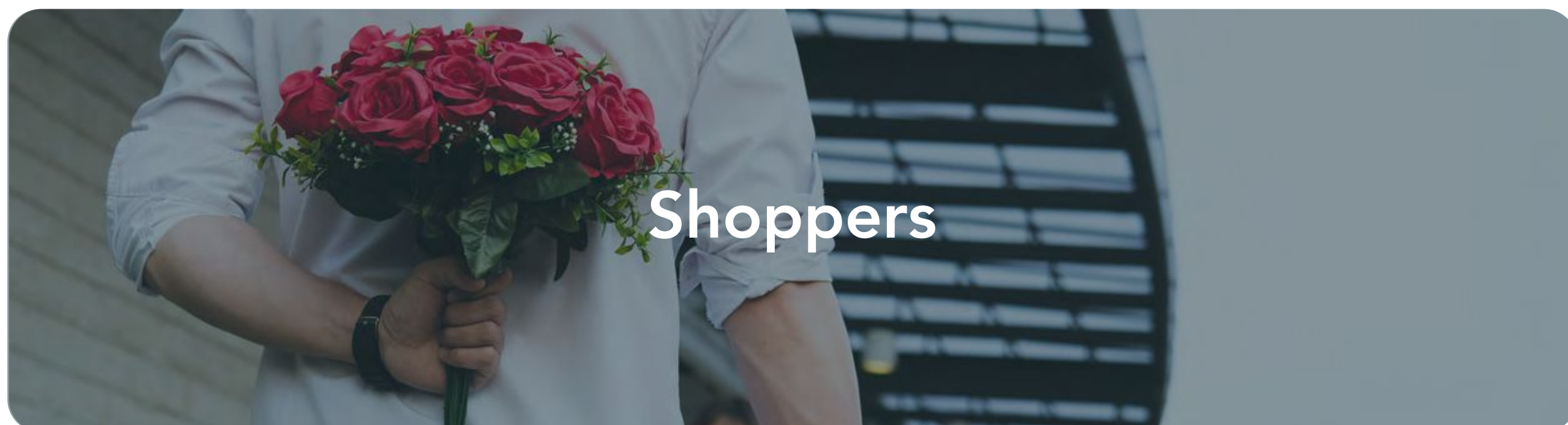
Recommended Strategies

Snapshots of tactics to maximize your Valentine's Day marketing campaigns.

Shoppers

Consumers looking to purchase traditional gifts, such as cards, flowers, or candy. Reach shoppers in the moments leading up to their in-store trip and in the moments before making a purchase.

- **Location Based Audiences:** Connect with shoppers who displayed visitation patterns to specific stores known for carrying Valentine's Day related items.

- **Behavioral Audiences:** Combine visitation behaviors with demographic information to form specific audience profiles. Examples of GroundTruth's 1st Party Audiences related to Valentine's Day include Moms, Luxury Shoppers, and Celebrants.

- **On-Premise Targeting:** Run ads around the retail block of your target store and in-store. Drive in-store demand of your featured Valentine's day products or remind consumers to pick up gifts in-store.

Diners
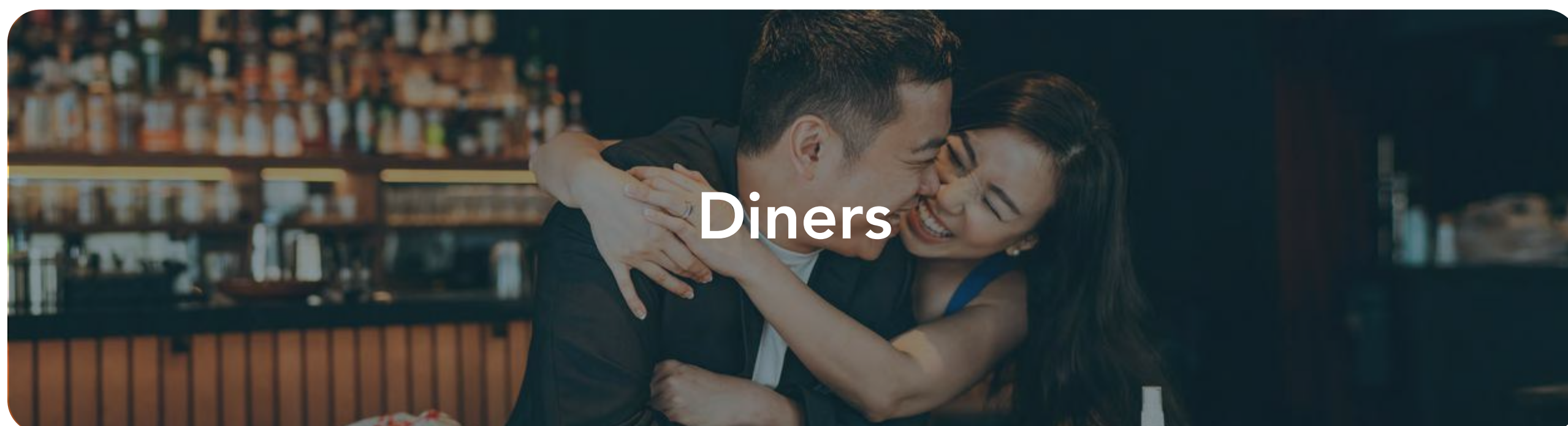
Use GroundTruth's targeting techniques to generate awareness and excitement over potential Valentine's Day offerings.

- **Retail Block Targeting:** Target audiences within a retail block of your restaurant. When we know a consumer is within the retail area of a specified location, we can remind them of your brand's limited-time offerings.

- **Proximity:** Stay top of mind for consumers near your location to influence an extra stop while they're on the go, or consideration to make a reservation.

- **Behavioral Audiences:** Create audiences based on real-world location indicators and demographic information. Examples of GroundTruth's 1st Party Audiences related to Valentine's Day and Diners include QSR Diners, Evening Diners, and Foodies.

Celebrants

Focus on targeting groups of people who celebrate Valentine's Day by showing appreciation for groups like friends, pets, or coworkers and teachers.

- **Neighborhoods:** Uncover the value of shoppers in geographic areas that show high visitation frequency to specific locations signifying celebration intent.

- **Custom Audiences:** Create tailored segments for audience targeting by layering visitation data, behavioral attributes, and demographic details. Examples of Custom Audiences include different Brand Loyalists.

- **Behavioral Audiences:** Specify which audience profiles you want to target. Examples of GroundTruth's 1st Party Audience segments related to Valentine's Day celebrants includes Entertainment Enthusiasts, Party Animals, and Millennials.

About GroundTruth

We're a media company that turns real-world behavior into marketing that delivers real business results.

Interested in Learning More?
Connect with your GroundTruth representative or reach out to hello@groundtruth.com

Sources: [1]National Retail Federation, [2]National Retail Federation