

V-DAY IS NOT ONLY FOR LOVERS...



BROADEN YOUR TARGET AUDIENCE FOR VALENTINE'S DAY



NOT ONLY FOR LOVERS

52% of singles plan V-Day purchases vs 66% of people in a relationship (1).



YES, MAN!

On average, men spend 100% more on gifts than women (2).



GEN Y LEADS THE WAY!

of young adults (age 16-34) plan V-Day gifts (1).

MOBILE SHOPPERS

More shoppers will plan, order, and pay for gifts on their smartphones around V-Day 2020 (6). Tailoring promotions and visual content to mobile devices is, therefore, essential for the perfect UX.



THE PLACE FOR INSPIRATION

Embrace V-Day on your channels by running ads, using V-day hashtags, or sharing expertise (5).

136% MORE V-DAY ECOMMERCE TRANSACTIONS

Feed management & PPC automation can boost your eCommerce and help you to stay on track with dynamic content.



GIFT SEARCH FROM MOBILE DEVICES IS EXPECTED TO INCREASE BY 65% (1)

Get visual and make your text ads mobile ready!

MOBILE IS KING - BUT DON'T FORGET

...to engage and integrate your channels (e.g. order systems, social media, CRM, payment systems). A location-based campaign can link the on- and offline experience (8).



HOW TO HIT SHOPPERS WITH CUPID'S ARROW



01

KEYWORDS & CONTENT

Align your SEO, ads, and product listings with V-Day terms. Maximize product visibility & save time and effort by automating your text ads with a feed management & PPC tool!

02

CUSTOMIZE & BE CREATIVE

Jump on the bandwagon, even if you do not sell the typical romantic gift and position your item as THE V-Day gift idea. (3)

03

USE SEGMENTS

Women are on the hunt for men's items and vice versa. Encourage sales by enabling customers to find what they are looking for i.e. through segments with suggestions and gift bundles (3;4).

04

OFFER PROMOTIONS & SERVICES

V-Day stands for spontaneous decisions (7). Be prepared and offer discounts, guaranteed shipping before Feb 14th, or free gift wrapping.



Do you want to apply these tips and tricks to your eCommerce business in time for Valentine's Day? With Channable you optimize, enrich, and filter your product feeds to increase your gift sales.

Got you hooked? Test our feed management and PPC tool for free!

WWW.CHANNABLE.COM

(1) <https://www.finder.com/valentines-day-statistics>
(2) <https://www.surveymonkey.com/curiosity/happy-valentines-day-what-are-people-buying-this-year/>
(3) <https://blog.linnworks.com/4-ways-to-increase-ecommerce-sales-this-valentines-day>
(4) <https://www.hostgator.com/blog/ecommerce-valentines-day-marketing-ideas/>
(5) <https://www.sendible.com/insights/10-ideas-for-social-media-your-business-this-valentines-day>
(6) <https://www.digitalcommerce360.com/2018/02/09/shoppers-will-buy-online-valentines-day/>
(7) <https://www.digitalcommerce360.com/2018/03/05/mobile-shopping-surges-valentines-day/>
(8) <https://www.netmera.com/best-mobile-customer-engagement-tips-valentines-day/>