# MARKETING ATTRACTION MADE EASY THIS
VALENTINE'S DAY

Forbes has referred to Valentine's Day as "America's 20 Billion Dollar Day of Love." You don't want to misfire your arrow when there is that kind of payout on the line. The National Retail Federation estimates that average spending in 2020 will be up noticeably but the number of Americans spending on Valentine's Day will be down. This reinforces a need to market to the right consumers, be it those planning a romantic dinner, a special trip or the traditionalist who buys candy and flowers.

Data-driven strategies help you find and reach those eager consumers eager to show their love to their human partners and even to their four-legged companions.

AVERAGE AMOUNT SPENT

Men
$229.54
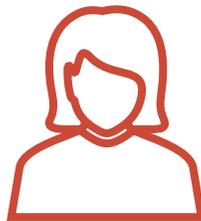
Women
$97.77

For a Pet
$26.24

Most in demand gift? Candy at 52% followed closely by greeting cards, flowers and jewelry.

Who will buy online?

Who will hit the Department Store?

Who favors candy vs. jewelry vs. flowers?

To tap into these prime audiences and this huge retail holiday, contact dataguru@acxiom.com or visit acxiom.com/dataguru.

HIT THE MARK WITH THESE AUDIENCES.

⫸— CANDLELIGHT DINNER FOR TWO…AT HOME

Find those planning a romantic evening at home whether they are gourmet chefs ordering groceries online, whipping up a meal from a Blue Apron kit or having a restaurant meal delivered using services like GrubHub or Eat24.

⫸— A BIG NIGHT OUT

These sweethearts are planning a night out for fine dining and booking their reservations online using services like Open Table.

⫸— ROMANTIC GETAWAY TRAVELERS

Find frequent travelers who are planning a trip for the holiday to locations near and far. Many shop for specials and book hotel reservations online.

⫸— CANDY AND FLOWER TRADITIONALISTS

Enthusiastic gifters who plan to show their love with the most traditional Valentine gifts of candy, flowers, or jewelry.

⫸— VALENTINE BIG SPENDERS

Households likely to spend $100 or more on a significant other or spouse for Valentine's Day.

⫸— VALENTINE SHOPPING PREFERENCE

Valentine shoppers come in all types and shop in all kinds of stores. Find audiences looking for a bargain at discount stores, popping into the florist or dropping big bucks at a specialty clothing store.

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