



MARKETING ATTRACTION MADE EASY THIS VALENTINE'S DAY

Valentine's Day falls on a Sunday in 2021, suggesting atypical spending will result. But with total spending still expected to exceed \$25 billion¹, you don't want to misfire your arrow with that payout on the line. The pandemic will also certainly still be on people's mind, and this disruptor reinforces a need to market to the right consumers inclined to buy under unique conditions, be it those planning a romantic dinner, perhaps at home, a special trip nearby, or the traditionalist who buys candy and flowers. And while spending on a "significant other" has been on a slight decrease in recent years, spending for others such as teachers, co-workers, friends, and even pets has been on a steady increase².

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

AVERAGE AMOUNT SPENT



Men
\$291.15



Women
\$106.22

50% of all Valentine sales are purchased for recipients other than a romantic partner!



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.

¹ <https://endowment.org/valentines-week-2021/#:~:text=Total%20Valentine's%20spending%20in%202021,%2425%20billion%20in%20retail%20revenue>
² Ibid



➤ 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 Bite Squad, 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 those who postponed travel in 2020, likely eager to get away as travel becomes safer. Many of these people will be shopping for specials and booking 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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