



Valentine's Day Insights Northern Europe

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You Gotta Love Valentine's Day

Valentine's Day has grown to become one of the biggest opportunities for advertisers to truly connect with customers. In recent years, it's one of those events that drive not only queries and clicks but engagement and conversions. As advertisers have come to realize the potential of this seasonal peak we've seen them succeed with Search, YouTube and Display. This guide serves to tell you how!

INSIGHTS

Valentine's Day related Searches drives huge volume for each Country

49M
of searches

54.5M
Population in Northern Europe

Source: Google Internal Data

70%

of consumers aged 18-30 who shop for Valentine's Day do so online

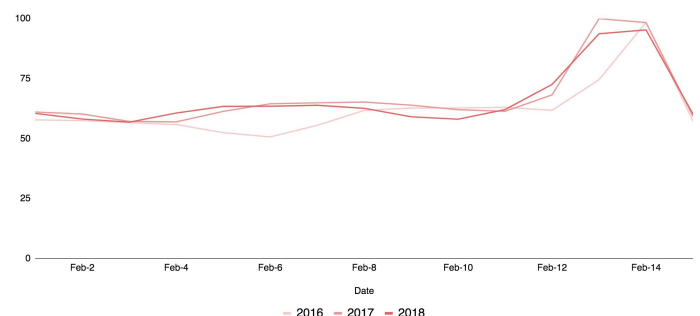
Source: IBIS World: Valentine's Day Spending Data

55% of consumers say

"...they plan ahead for Valentine's Day"

Source: Savvy Marketing Ltd

Valentine's Day related searches start peaking from 12th Feb



Tips For Advertisers:

Maximize the Opportunity with Automation

1 For Search Campaigns

Leverage Responsive search ads

Why: With Responsive Search ads all you need is to supply the headlines, descriptions and URLs for your ads, and the system will automatically test each variation and optimize for the best combination of ad assets. The format is also optimized for seasonal peaks so make sure to start early and reap the benefits on the day.

► Learn more: [Responsive search ads](#)

Leverage audience lists at the account level with Smart Bidding

Coming in 2019: Smart Bidding algorithm will now automatically incorporate your RLSA 'All Visitors' and 'All Converters' lists at the account level, along with signals from Affinity, Detailed Demographics, and In-Market audiences.

Why: By adding audience lists to your account, our algorithms will automatically incorporate these rich user signals (such as intent, context, recency, etc.) into any campaign running Smart Bidding and automatically adjust bids for your key audiences.

Ensure each ad group is focused around a specific theme and directs to a singular landing page

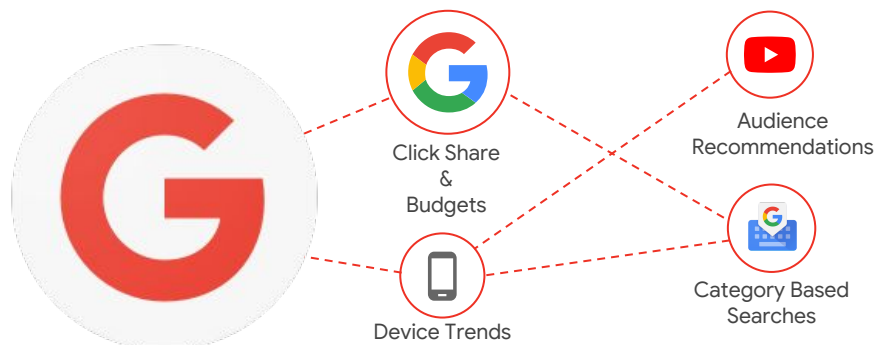
Why: The more relevant the ads and landing pages are, the more likely the user is to click through and convert, ultimately helping you meet your conversion goals.

► Learn more: [Ad Group Organization](#)

Smart Bidding around Short Spikes in demand (24-48 hours)

Default action recommended: In most cases, no action is required as Smart Bidding can handle short spikes. If you want to support the system because you know that the conversion rate will dramatically change during the short spike, you can change the target metric in accordance with the expected change in conversion rate: Conv. rate: 3% → 6% = x2 Target Metric: Make metric easier to achieve by the same factor (tCPA x2, tROAS x ½).

This is not recommended for Video (long conversion lag) and Shopping (automatic adjustments) Campaigns.



Tips For Advertisers:

Maximize the Opportunity with Automation

2 For Shopping Campaigns

If your goal is sales, use Smart Shopping campaigns to automatically maximize conversion value

Why: Get an average of 20% more conversion value¹ for the same cost, while simplifying your campaign management and saving time.

► Learn more: [Smart Shopping Campaigns](#)

If your ROAS targets vary by product; group products based on similar target return and focus on best sellers

Why: Easily optimize to your different ROAS targets (applicable to both Standard and Smart Shopping campaigns).

Learn more: [Smart Bidding and Shopping Campaigns](#)

3 For Video Campaigns

Set Daily Budgets to 20 times your Video-CPA and know that it can take at least 7 days to report on conversions.

Why: As video is often at the beginning of the consumer journey make sure to start in time.

Learn more: [Smart Bidding and Video Campaigns](#)

4 For Display Campaigns

Enable responsive display ads in each of your ad groups

Why: All you need is to supply the headlines, logos, images and URLs for your ads, and the system will automatically test multiple ad variations and optimize for the best combination of ad assets across Display.

► Learn more: [Responsive display ads](#)

Consider moving to Smart Display campaigns to fully automate all aspects of your Low/Mid-funnel campaigns

Why: Smart Display Campaigns use automated targeting, ad creation and Smart Bidding to optimize your display performance while saving you time. With Smart Display Campaigns, advertisers typically see 20% more conversions¹ at the same CPA when compared to their other display campaigns.

► Learn more: [Smart Display campaigns & How-To](#)

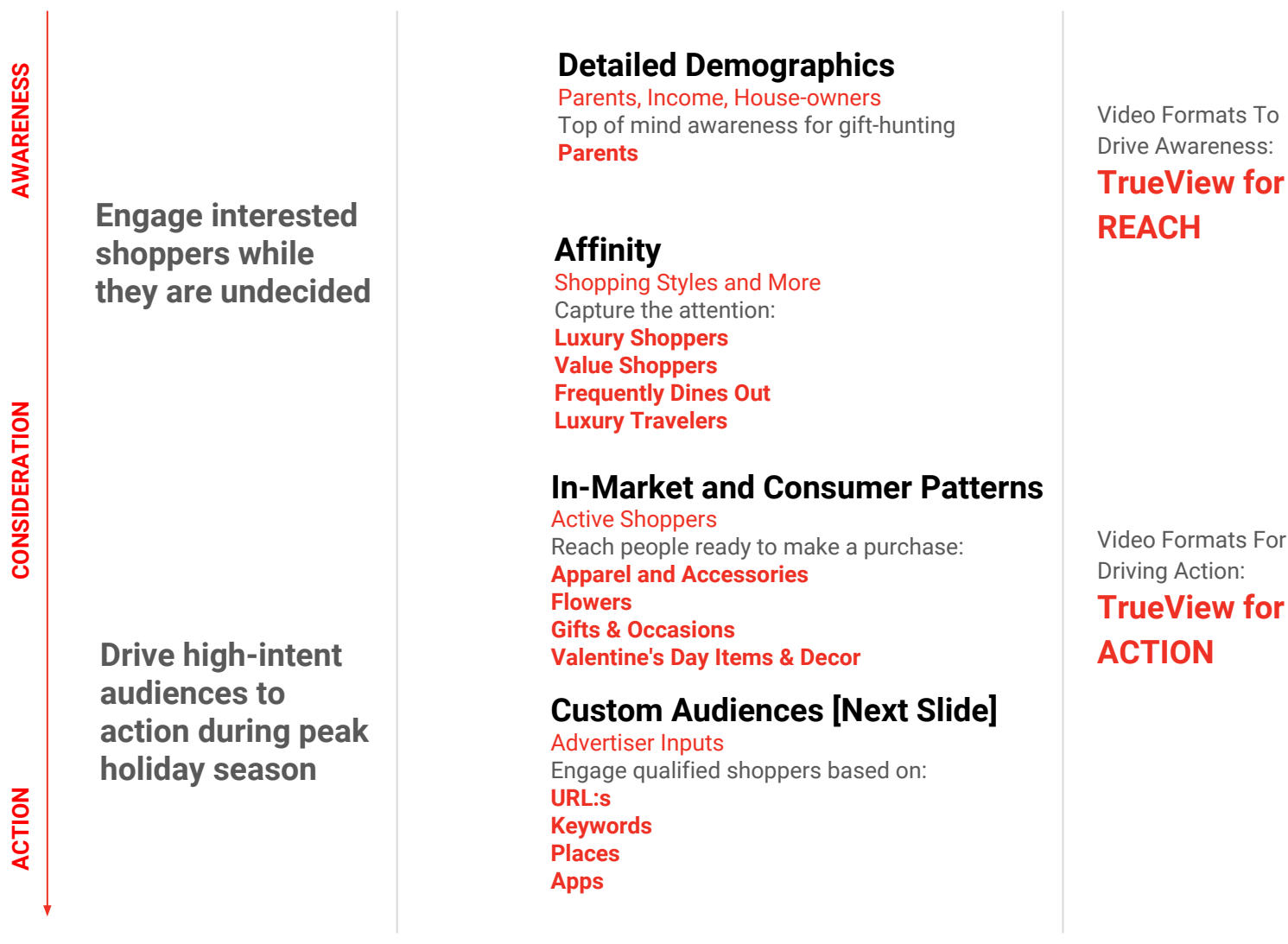


Keep in mind

You do not need to add audience lists to Display campaigns in order for their audience insights to be considered by Smart Bidding algorithms. You should add new audience lists to an existing ad group only if it fits your targeting strategy.

Tips For Advertisers:

Enable Conversions across the Consumer Journey



STATS

On Valentine's Day

40%

of people plan to spend money on others [1]

10 Days Before Valentine's

79%

of people still have presents to buy [2]

When Shopping

+9% YoY

mobile is the key device people search on

Customize Your Own Audience From Signals Across Google Properties

If you don't see the audience that fits your products or services; build tailor-made highly-qualified segments of users to develop your own custom audience for your Valentine's Day campaigns.

Custom Audiences Valentine's Catalog

Custom Affinity

Build broad audiences around consumer trends, passions and pain points by using signals from across Google. Below are example custom holiday audiences and signals to leverage.

1. Fly Away with Me



APPS

- Airlines
- Travel
- Maps
- Recommendations



INTERESTS

- Best Deals
- Romantic Getaways



PLACES

- Airports
- Travel Agencies
- Spas



URLs

- Momondo.com

2. Come Dine with Me



APPS

- Tripadvisor
- TheFork
- Google Maps
- BookATable



INTERESTS

- Nutrition
- Fine Dining
- Cooking



PLACES

- Restaurants
- City Centers



URLs

- Tripadvisor.com
- Timeout.com
- Thetaste.com

3. Have a Gift Given by Me



APPS

- Wish
- Interflora
- Gyft



INTERESTS

- Shopping
- Books
- Gardening



PLACES

- Retailers and Shops
- City Centers



URLs

- Amazon.com

Best Practice:

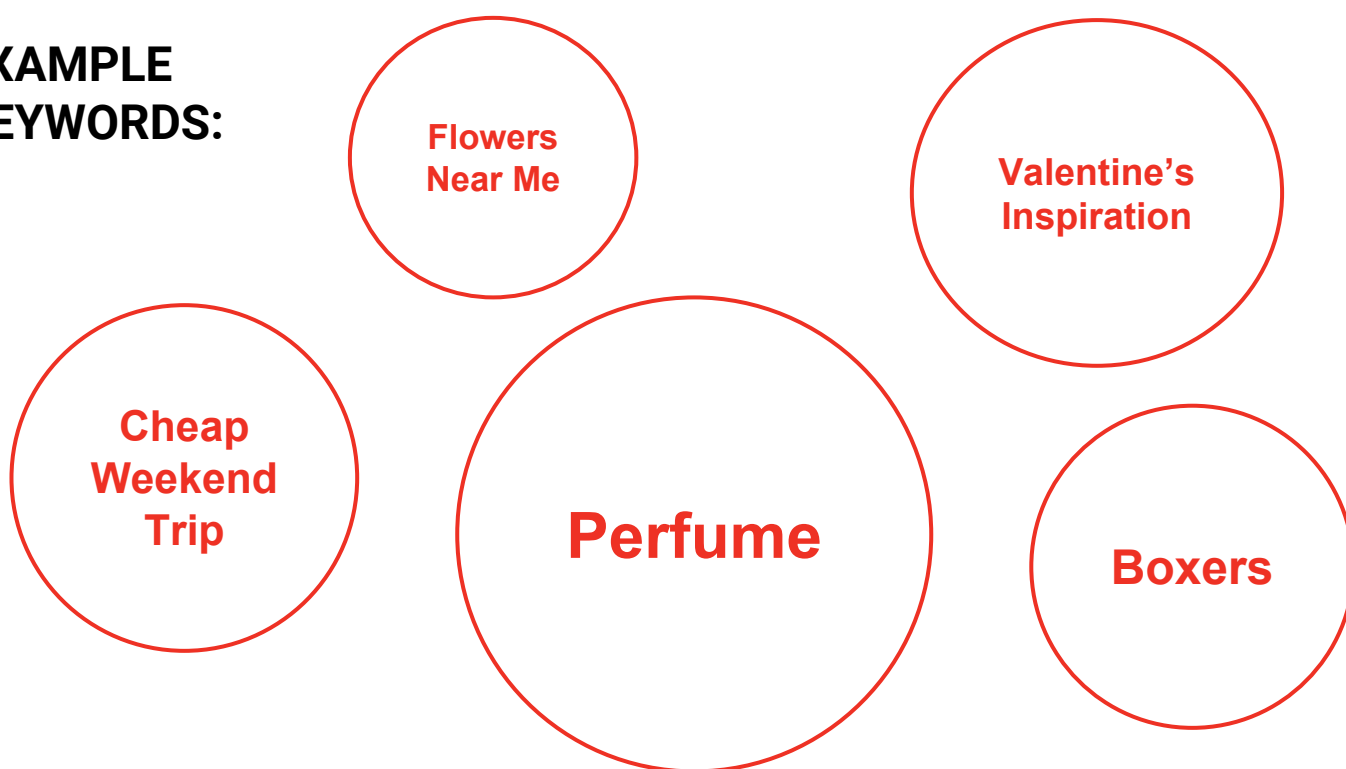
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Custom Intent

Reach people on YouTube and Display who are actively searching for your product on Google.com. Build this audience by selecting all relevant keywords for your business.

EXAMPLE KEYWORDS:



1.

Start with your search campaigns and export keywords that received clicks or conversions

2.

Build audiences specifically searching for your brand or product

3.

Build audiences interested in your category of products

Best Practice:

To improve targeting quality and reach, enter at >300 keywords
+ KW LISTS FOR VALENTINE'S DAY

Valentine's Day Audience Catalog

Examples of Search Audiences

Beauty

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Bath & Body Products
Hair Care Products
Makeup & Cosmetics
Perfumes & Fragrances
Skin Care Products
Spas & Beauty Services
Tanning & Sun Care
Products

Gift Givers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Jewelry & Watches
Lingerie
Men's/Women's Apparel
Perfumes & Fragrances
Personalized Gifts
Gift Baskets
+ many more

Food & Dining

Detailed Demographics

Parents
Parents of Infants
Parents of Toddlers
Parents of Preschoolers
Parents of Grade Schoolers
Parents of Teens

In-Market

Flowers
Gift Baskets
Valentine's Day Items & Decor
Personalized Gifts
Event Tickets
Dating Services
+ many more

Travellers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Air Travel
Cruises
Hotels & Accommodations
Trips by Destination
Swimwear

YouTube & Display Audiences

Beauty

Detailed Demographics

Marital Status
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Affinity

Beauty Mavens
Fashionistas
Shoppers/Luxury Shoppers

In-Market

Bath & Body Products
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Affinity

Shoppers
Department Store Shoppers
Shoppers/Luxury Shoppers
Shoppers/Shopaholics

In-Market

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Food & Dining

Detailed Demographics

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Affinity

Frequently Dines Out
Cooking Enthusiasts
Nightlife Enthusiasts
Enthusiasts/Aspiring Chefs
Foodies
Green Living Enthusiasts

In-Market

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Marital Status
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Affinity

Travel
Travel Buffs
Thrill Seekers

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YouTube & Display Custom Audiences

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1 – Apps

Defines the types of apps users have downloaded, based on exact app names and similar apps from Google Play

Categories

- Art & Design
- Auto & Vehicles
- Beauty
- Books & Reference
- Business
- Comics
- Communication
- Dating
- Education
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- Finance
- Food & Drink
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- Libraries & Demo
- Lifestyle
- Maps & Navigation
- Medical
- Music & Audio
- News & Magazines
- Parenting
- Personalization
- Photography
- Productivity
- Shopping
- Social
- Sports
- Tools
- Travel & Local
- Video Players & Editors
- Wear OS by Google
- Weather

3 – URLs

URL inputs are translated to a theme of Searches performed on Google.com or YouTube videos users engage with online

2 – Places

Define the types of locations users have historically visited, based on Maps categories

- Apparel Stores & Services
- Beauty & Wellness Locations
- Business, Manufacturing & Production Facilities
- Entertainment Attractions & Venues
- Food & Drink
- Restaurants
- Retailers & Shops
- Travel & Tourism
- *Many more*

4 – Interests

Explore what is trending, get interest ideas for your business and consumers with Google Trends or from the Keywords Packs. Visit trends.google.com

Valentine's Day Netherlands

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Population in the
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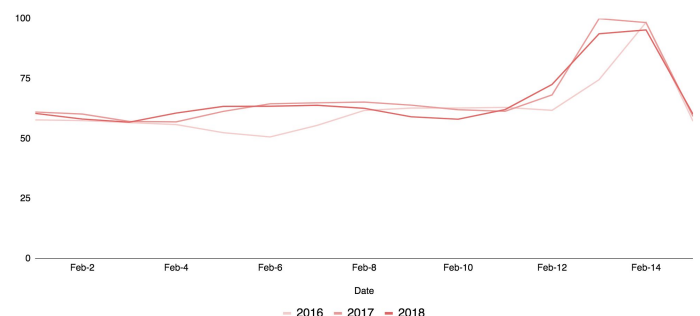
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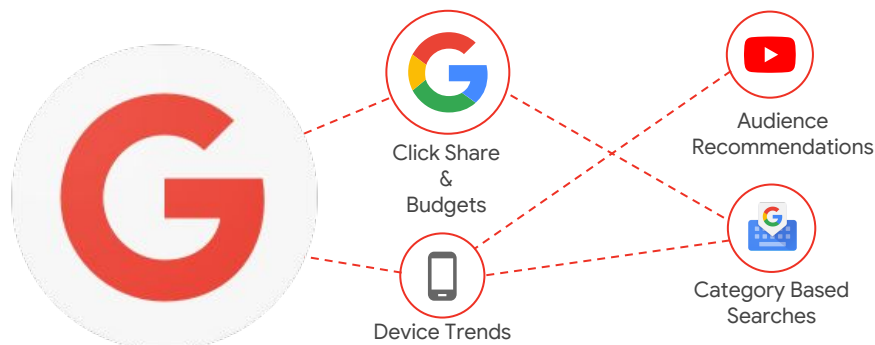
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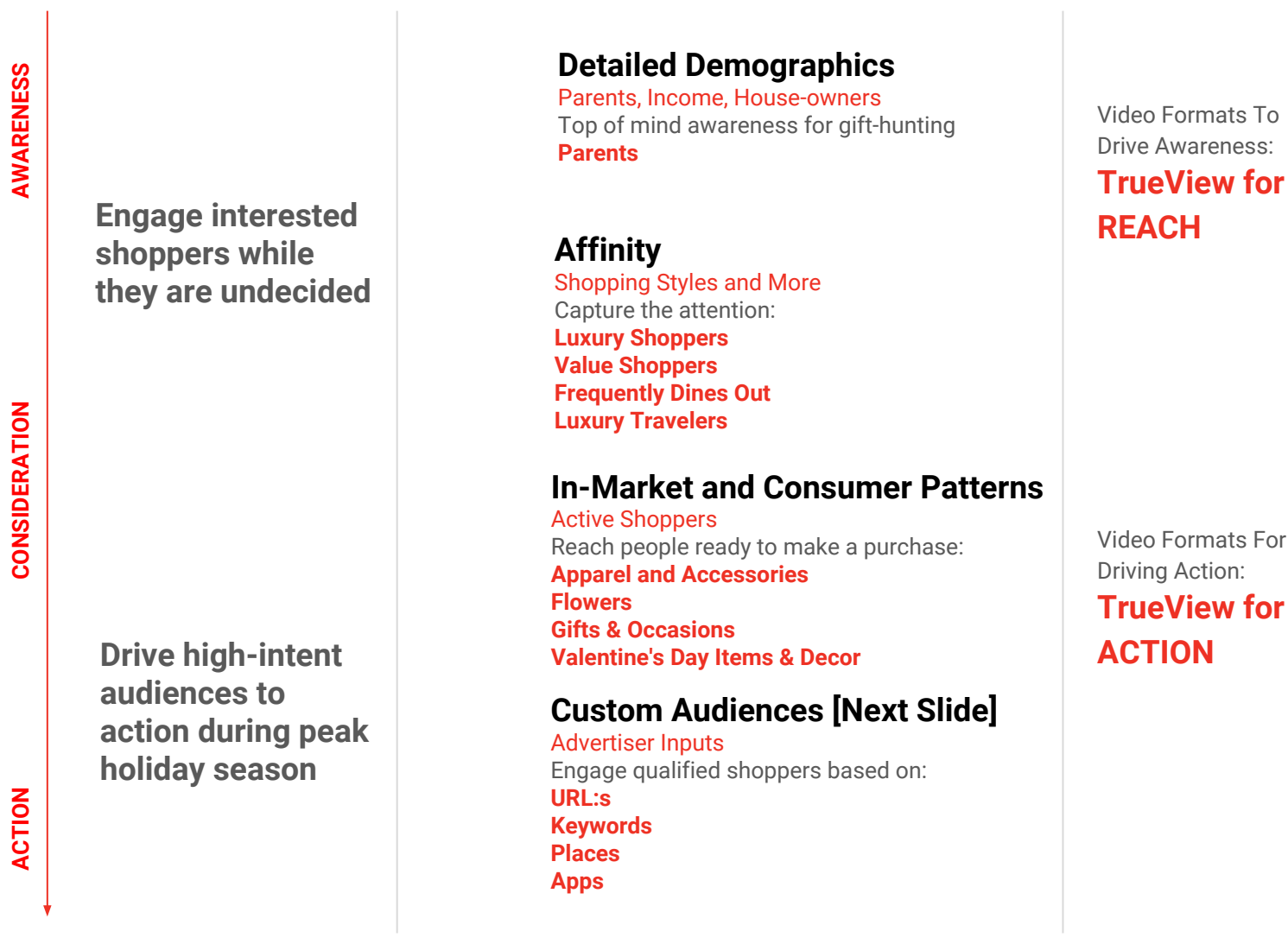


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Tips For Advertisers:

Enable Conversions across the Consumer Journey



STATS

On Valentine's Day

40%

of people plan to spend money on others ^[1]

10 Days Before Valentine's

79%

of people still have presents to buy ^[2]

When Shopping

57%

of Valentine's Day searches were on mobile

Customize Your Own Audience From Signals Across Google Properties

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Custom Audiences Valentine's Catalog

Custom Affinity

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1. Fly Away with Me



APPS

- Airlines
- Travel
- Maps
- Recommendations



INTERESTS

- Best Deals
- Romantic Getaways



PLACES

- Airports
- Travel Agencies
- Spas



URLs

- Momondo.com

2. Come Dine with Me



APPS

- Tripadvisor
- TheFork
- Google Maps
- BookATable



INTERESTS

- Nutrition
- Fine Dining
- Cooking



PLACES

- Restaurants
- City Centers



URLs

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- Timeout.com
- Thetaste.com

3. Have a Gift Given by Me



APPS

- Wish
- Interflora
- Gyft



INTERESTS

- Shopping
- Books
- Gardening



PLACES

- Retailers and Shops
- City Centers



URLs

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Best Practice:

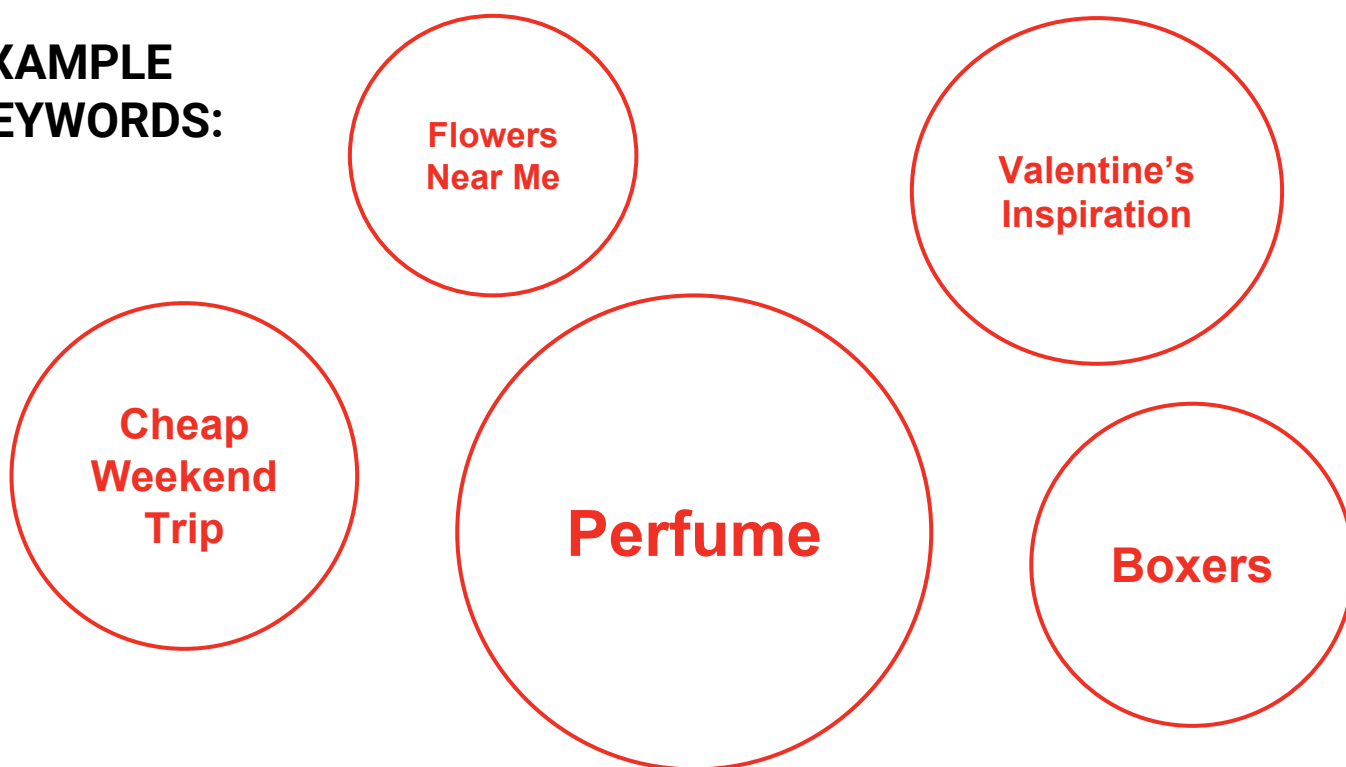
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+ KW LISTS FOR VALENTINE'S DAY

Valentine's Day Audience Catalog

Examples of Search Audiences

Beauty

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Bath & Body Products
Hair Care Products
Makeup & Cosmetics
Perfumes & Fragrances
Skin Care Products
Spas & Beauty Services
Tanning & Sun Care
Products

Gift Givers

Detailed Demographics

Marital Status
Married
In a Relationship
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In-Market

Jewelry & Watches
Lingerie
Men's/Women's Apparel
Perfumes & Fragrances
Personalized Gifts
Gift Baskets
+ many more

Food & Dining

Detailed Demographics

Parents
Parents of Infants
Parents of Toddlers
Parents of Preschoolers
Parents of Grade Schoolers
Parents of Teens

In-Market

Flowers
Gift Baskets
Valentine's Day Items & Decor
Personalized Gifts
Event Tickets
Dating Services
+ many more

Travellers

Detailed Demographics

Marital Status
Married
In a Relationship
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In-Market

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Cruises
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Trips by Destination
Swimwear

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Beauty Mavens
Fashionistas
Shoppers/Luxury Shoppers

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- Lifestyle
- Maps & Navigation
- Medical
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- Parenting
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- Productivity
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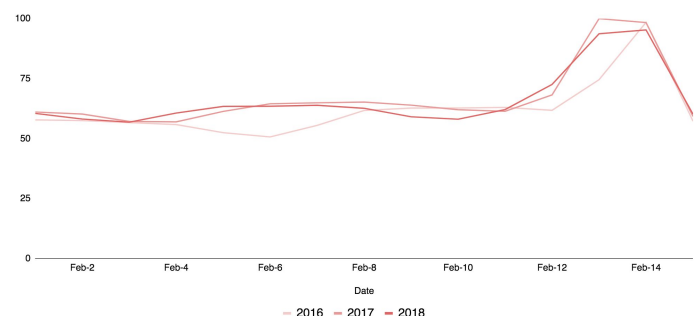
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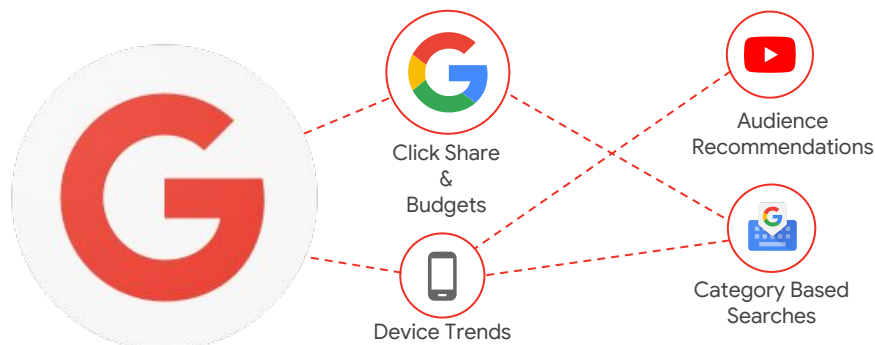
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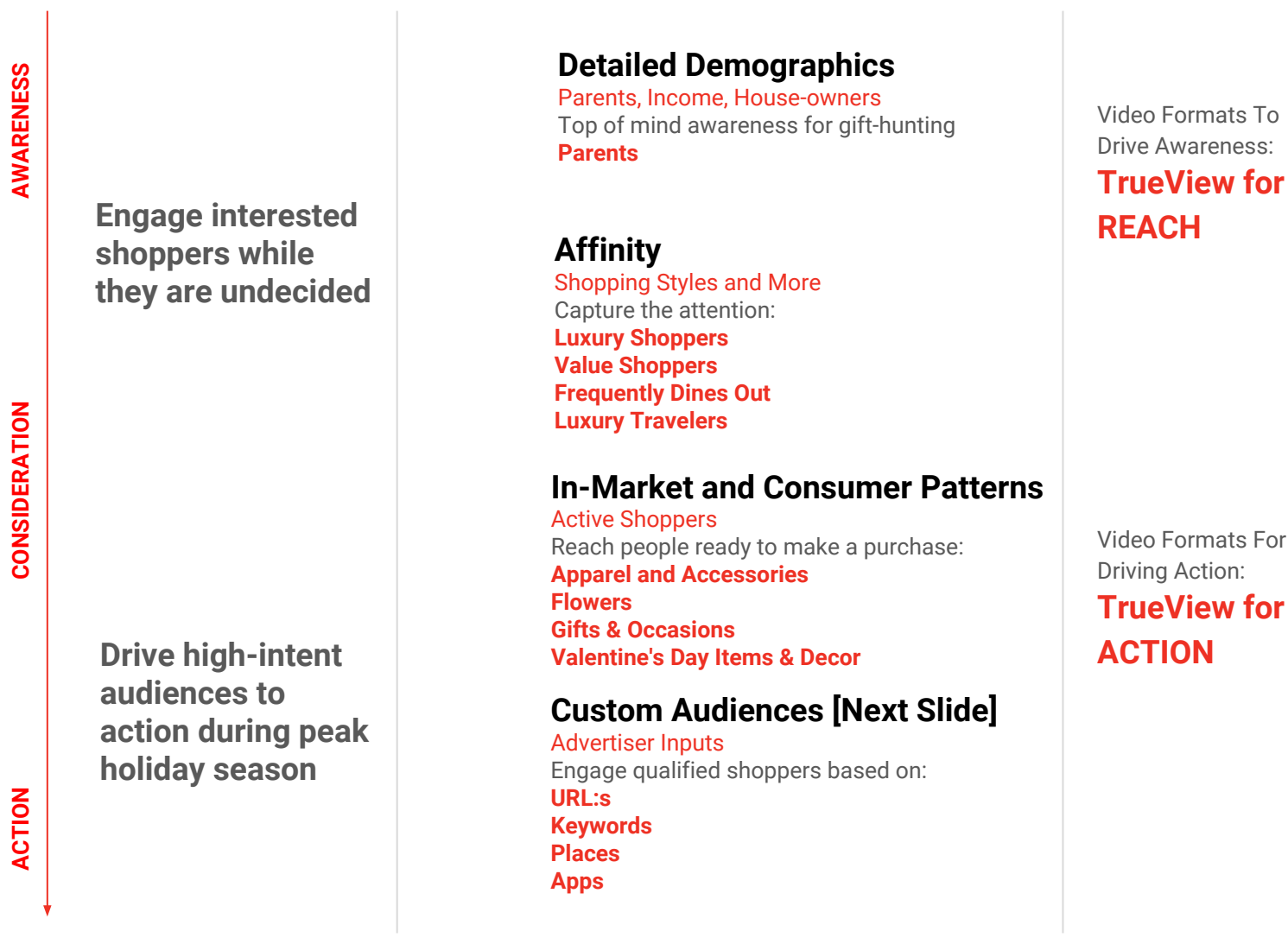


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- Best Deals
- Romantic Getaways



PLACES

- Airports
- Travel Agencies
- Spas



URLs

- Momondo.com

2. Come Dine with Me



APPS

- Tripadvisor
- TheFork
- Google Maps
- BookATable



INTERESTS

- Nutrition
- Fine Dining
- Cooking



PLACES

- Restaurants
- City Centers



URLs

- Tripadvisor.com
- Timeout.com
- Thetaste.com

3. Have a Gift Given by Me



APPS

- Wish
- Interflora
- Gyft



INTERESTS

- Shopping
- Books
- Gardening



PLACES

- Retailers and Shops
- City Centers



URLs

- Amazon.com

Best Practice:

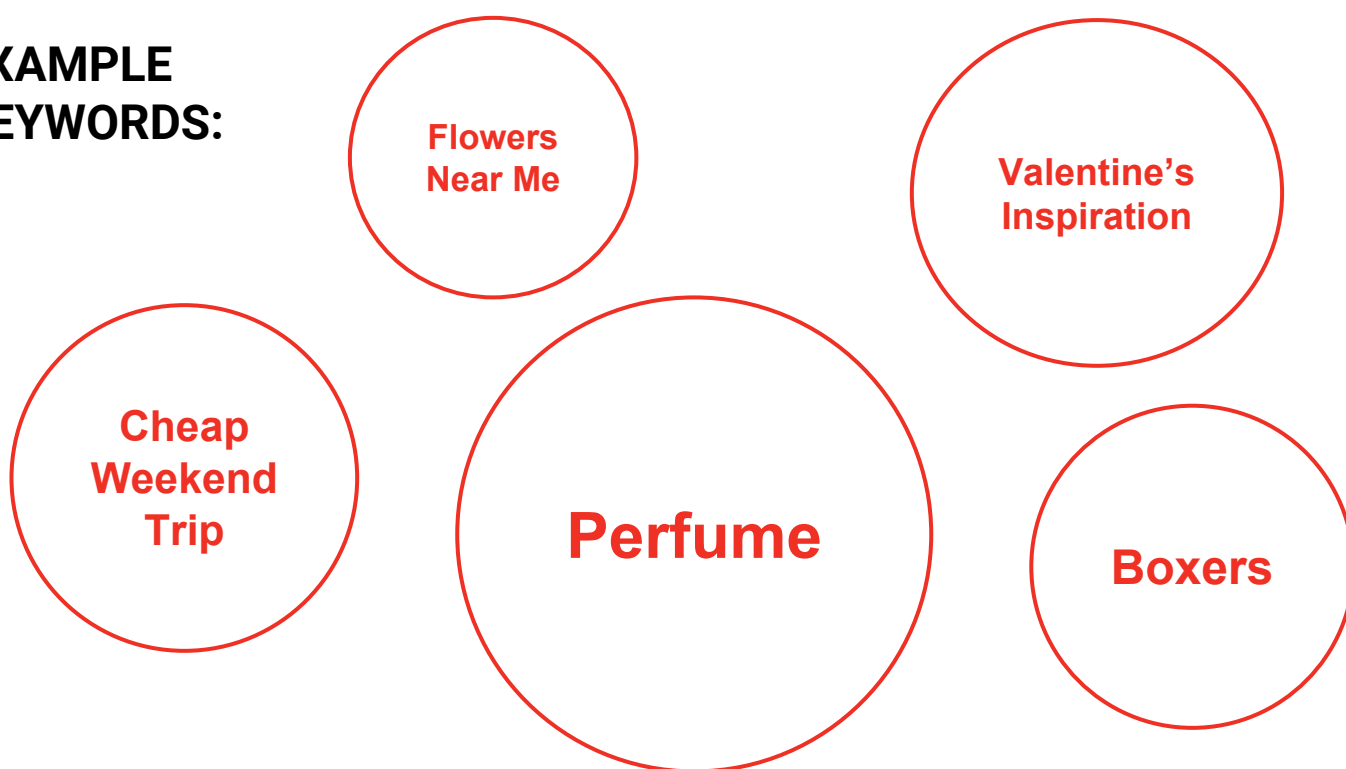
To improve targeting quality and reach, enter at least 5 items for interests, URLs, places, or apps

Custom Audiences Valentine's Catalog

Custom Intent

Reach people on YouTube and Display who are actively searching for your product on Google.com. Build this audience by selecting all relevant keywords for your business.

EXAMPLE KEYWORDS:



1.

Start with your search campaigns and export keywords that received clicks or conversions

2.

Build audiences specifically searching for your brand or product

3.

Build audiences interested in your category of products

Best Practice:

To improve targeting quality and reach, enter at >300 keywords
+ KW LISTS FOR VALENTINE'S DAY

Valentine's Day Audience Catalog

Examples of Search Audiences

Beauty

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Bath & Body Products
Hair Care Products
Makeup & Cosmetics
Perfumes & Fragrances
Skin Care Products
Spas & Beauty Services
Tanning & Sun Care
Products

Gift Givers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Jewelry & Watches
Lingerie
Men's/Women's Apparel
Perfumes & Fragrances
Personalized Gifts
Gift Baskets
+ many more

Food & Dining

Detailed Demographics

Parents
Parents of Infants
Parents of Toddlers
Parents of Preschoolers
Parents of Grade Schoolers
Parents of Teens

In-Market

Flowers
Gift Baskets
Valentine's Day Items & Decor
Personalized Gifts
Event Tickets
Dating Services
+ many more

Travellers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Air Travel
Cruises
Hotels & Accommodations
Trips by Destination
Swimwear

YouTube & Display Audiences

Beauty

Detailed Demographics

Marital Status
Married
In a Relationship
Single

Affinity

Beauty Mavens
Fashionistas
Shoppers/Luxury Shoppers

In-Market

Bath & Body Products
Hair Care Products
Makeup & Cosmetics
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Spas & Beauty Services
Tanning & Sun Care
Products

Gift Givers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

Affinity

Shoppers
Department Store Shoppers
Shoppers/Luxury Shoppers
Shoppers/Shopaholics

In-Market

Jewelry & Watches
Lingerie
Men's/Women's Apparel
Perfumes & Fragrances
Personalized Gifts
Gift Baskets
+ many more

Food & Dining

Detailed Demographics

Parents
Parents of Infants
Parents of Toddlers
Parents of Preschoolers
Parents of Grade Schoolers
Parents of Teens

Affinity

Frequently Dines Out
Cooking Enthusiasts
Nightlife Enthusiasts
Enthusiasts/Aspiring Chefs
Foodies
Green Living Enthusiasts

In-Market

Flowers
Gift Baskets
Valentine's Day Items & Decor
Personalized Gifts
Event Tickets
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+ many more

Travellers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

Affinity

Travel
Travel Buffs
Thrill Seekers

In-Market

Air Travel
Cruises
Hotels & Accommodations
Trips by Destination
Swimwear

YouTube & Display Custom Audiences

Custom Affinity

Build broad audiences around consumer trends, passions and pain points by using signals like Apps, Places, URLs, Interests.

1 — Apps

Defines the types of apps users have downloaded, based on exact app names and similar apps from Google Play

Categories

- Art & Design
- Auto & Vehicles
- Beauty
- Books & Reference
- Business
- Comics
- Communication
- Dating
- Education
- Entertainment
- Events
- Finance
- Food & Drink
- Health & Fitness
- House & Home
- Libraries & Demo
- Lifestyle
- Maps & Navigation
- Medical
- Music & Audio
- News & Magazines
- Parenting
- Personalization
- Photography
- Productivity
- Shopping
- Social
- Sports
- Tools
- Travel & Local
- Video Players & Editors
- Wear OS by Google
- Weather

3 — URLs

URL inputs are translated to a theme of Searches performed on Google.com or YouTube videos users engage with online

2 — Places

Define the types of locations users have historically visited, based on Maps categories

- Apparel Stores & Services
- Beauty & Wellness Locations
- Business, Manufacturing & Production Facilities
- Entertainment Attractions & Venues
- Food & Drink
- Restaurants
- Retailers & Shops
- Travel & Tourism
- *Many more*

4 — Interests

Explore what is trending, get interest ideas for your business and consumers with Google Trends or from the Keywords Packs. Visit trends.google.com

Valentine's Day Belgium

Valentine's Day has grown to become one of the biggest opportunities for advertisers to truly connect with customers. In recent years, it's one of those events that drive not only queries and clicks but engagement and conversions. As advertisers have come to realize the potential of this seasonal peak we've seen them succeed with Search, YouTube and Display. This guide serves to tell you how!

INSIGHTS

Valentine's Day related Searches
drives huge volume for each
Country

9M
of searches

11M
Population in
Belgium

Source: Google Internal Data

70%

of consumers aged 18-30 who
shop for Valentine's Day do so
online

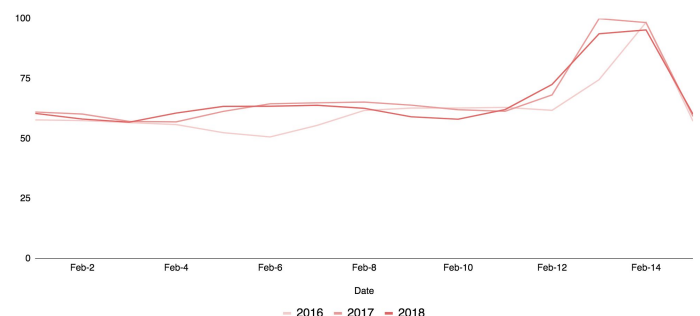
Source: IBIS World: Valentine's Day Spending Data

55% of consumers say

**"...they plan ahead for
Valentine's Day"**

Source: Savvy Marketing Ltd

Valentine's Day related searches
start peaking from 12th Feb



Tips For Advertisers:

Maximize the Opportunity with Automation

1 For Search Campaigns

Leverage Responsive search ads

Why: With Responsive Search ads all you need is to supply the headlines, descriptions and URLs for your ads, and the system will automatically test each variation and optimize for the best combination of ad assets. The format is also optimized for seasonal peaks so make sure to start early and reap the benefits on the day.

► Learn more: [Responsive search ads](#)

Leverage audience lists at the account level with Smart Bidding

Coming in 2019: Smart Bidding algorithm will now automatically incorporate your RLSA 'All Visitors' and 'All Converters' lists at the account level, along with signals from Affinity, Detailed Demographics, and In-Market audiences.

Why: By adding audience lists to your account, our algorithms will automatically incorporate these rich user signals (such as intent, context, recency, etc.) into any campaign running Smart Bidding and automatically adjust bids for your key audiences.

Ensure each ad group is focused around a specific theme and directs to a singular landing page

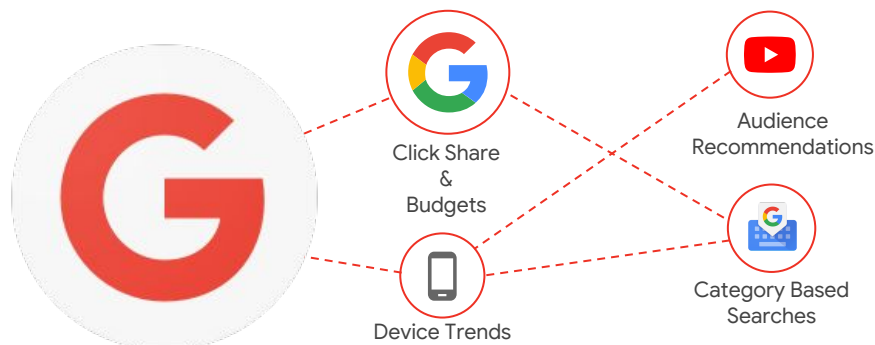
Why: The more relevant the ads and landing pages are, the more likely the user is to click through and convert, ultimately helping you meet your conversion goals.

► Learn more: [Ad Group Organization](#)

Smart Bidding around Short Spikes in demand (24-48 hours)

Default action recommended: In most cases, no action is required as Smart Bidding can handle short spikes. If you want to support the system because you know that the conversion rate will dramatically change during the short spike, you can change the target metric in accordance with the expected change in conversion rate: Conv. rate: 3% → 6% = x2 Target Metric: Make metric easier to achieve by the same factor (tCPA x2, tROAS x ½).

This is not recommended for Video (long conversion lag) and Shopping (automatic adjustments) Campaigns.



Tips For Advertisers:

Maximize the Opportunity with Automation

2 For Shopping Campaigns

If your goal is sales, use Smart Shopping campaigns to automatically maximize conversion value

Why: Get an average of 20% more conversion value¹ for the same cost, while simplifying your campaign management and saving time.

► Learn more: [Smart Shopping Campaigns](#)

If your ROAS targets vary by product; group products based on similar target return and focus on best sellers

Why: Easily optimize to your different ROAS targets (applicable to both Standard and Smart Shopping campaigns).

Learn more: [Smart Bidding and Shopping Campaigns](#)

3 For Video Campaigns

Set Daily Budgets to 20 times your Video-CPA and know that it can take at least 7 days to report on conversions.

Why: As video is often at the beginning of the consumer journey make sure to start in time.

Learn more: [Smart Bidding and Video Campaigns](#)

4 For Display Campaigns

Enable responsive display ads in each of your ad groups

Why: All you need is to supply the headlines, logos, images and URLs for your ads, and the system will automatically test multiple ad variations and optimize for the best combination of ad assets across Display.

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Consider moving to Smart Display campaigns to fully automate all aspects of your Low/Mid-funnel campaigns

Why: Smart Display Campaigns use automated targeting, ad creation and Smart Bidding to optimize your display performance while saving you time. With Smart Display Campaigns, advertisers typically see 20% more conversions¹ at the same CPA when compared to their other display campaigns.

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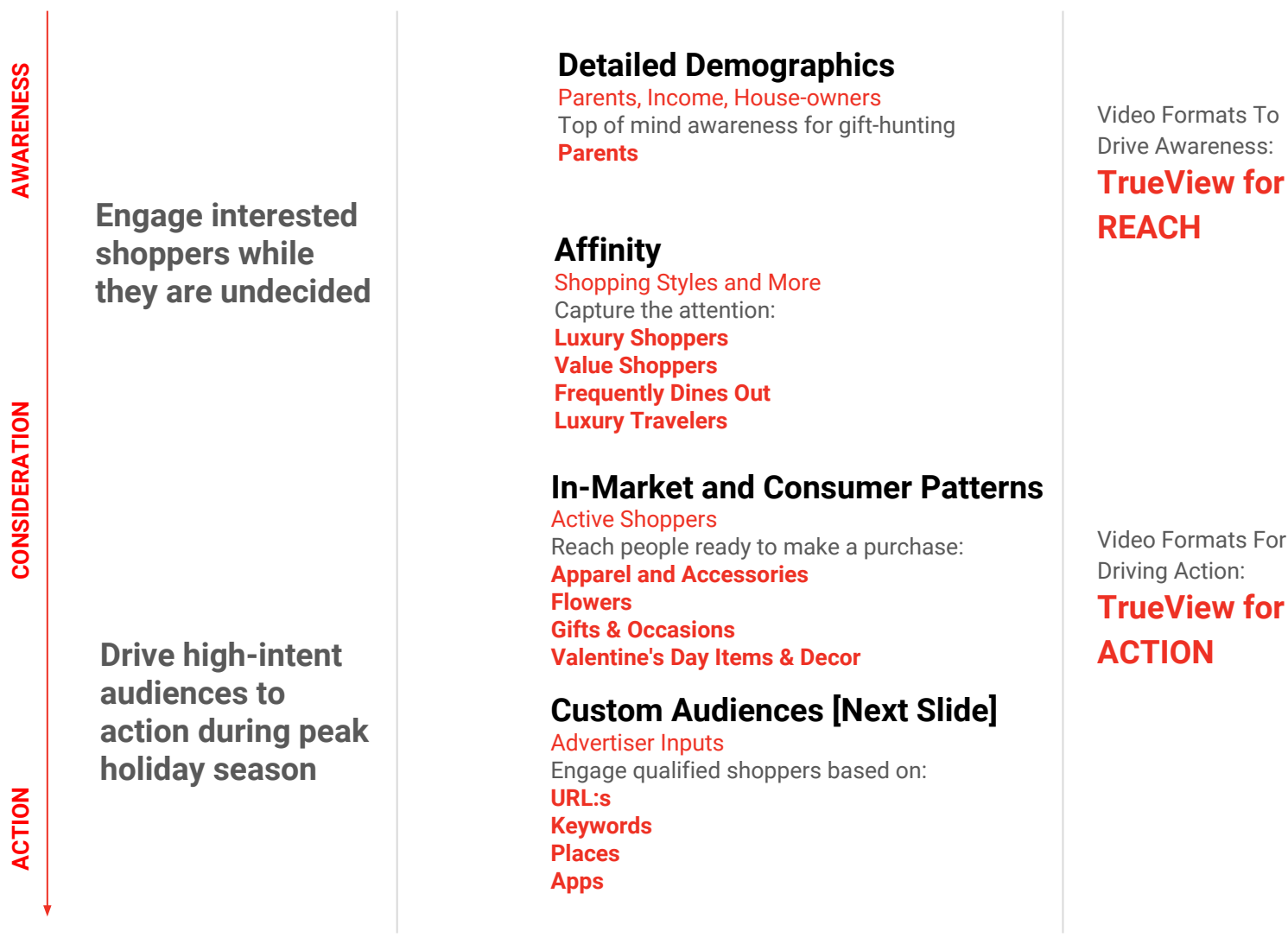


Keep in mind

You do not need to add audience lists to Display campaigns in order for their audience insights to be considered by Smart Bidding algorithms. You should add new audience lists to an existing ad group only if it fits your targeting strategy.

Tips For Advertisers:

Enable Conversions across the Consumer Journey



STATS

On Valentine's Day

40%

of people plan to spend money on others ^[1]

10 Days Before Valentine's

79%

of people still have presents to buy ^[2]

When Shopping

50%

of Valentine's Day searches were on mobile

Customize Your Own Audience From Signals Across Google Properties

If you don't see the audience that fits your products or services; build tailor-made highly-qualified segments of users to develop your own custom audience for your Valentine's Day campaigns.

Custom Audiences Valentine's Catalog

Custom Affinity

Build broad audiences around consumer trends, passions and pain points by using signals from across Google. Below are example custom holiday audiences and signals to leverage.

1. Fly Away with Me



APPS

- Airlines
- Travel
- Maps
- Recommendations



INTERESTS

- Best Deals
- Romantic Getaways



PLACES

- Airports
- Travel Agencies
- Spas



URLs

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- Tripadvisor
- TheFork
- Google Maps
- BookATable



INTERESTS

- Nutrition
- Fine Dining
- Cooking



PLACES

- Restaurants
- City Centers



URLs

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3. Have a Gift Given by Me



APPS

- Wish
- Interflora
- Gyft



INTERESTS

- Shopping
- Books
- Gardening



PLACES

- Retailers and Shops
- City Centers



URLs

- Amazon.com

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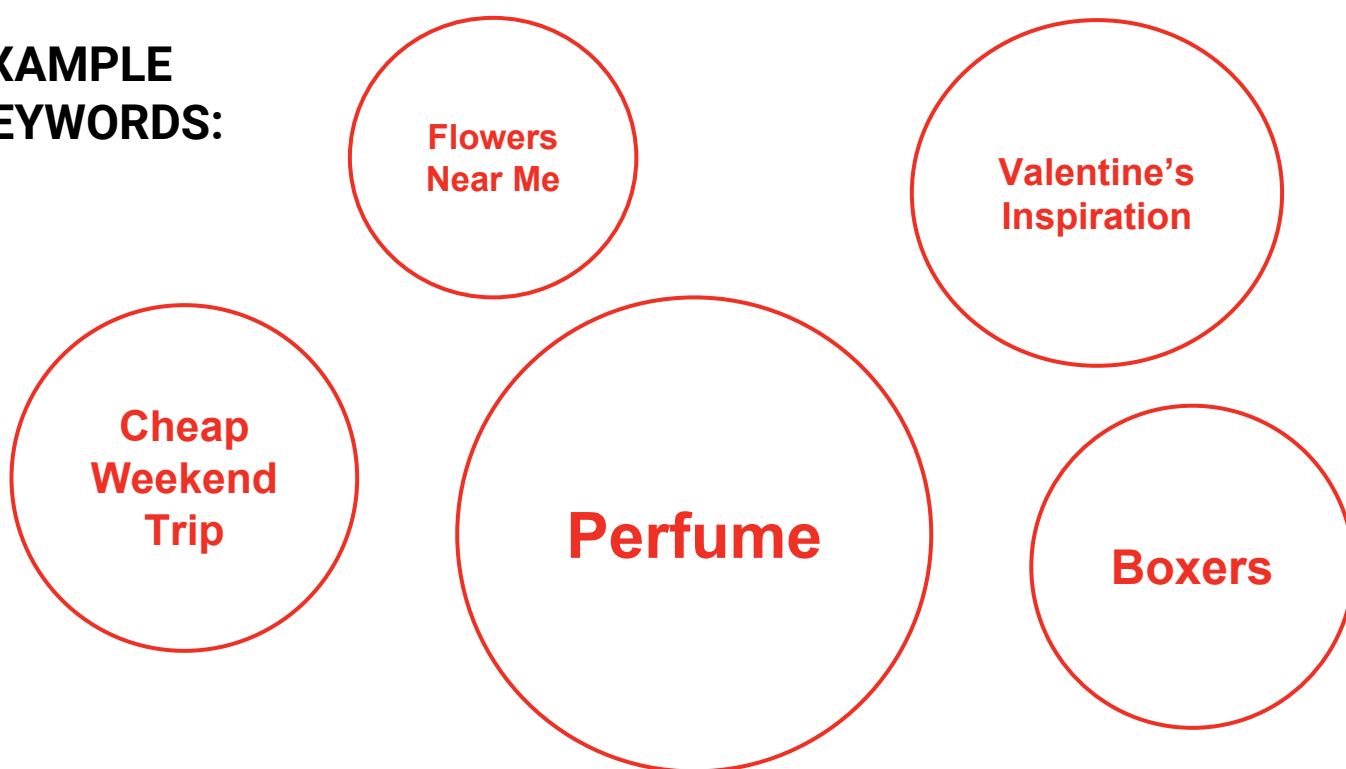
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+ KW LISTS FOR VALENTINE'S DAY

Valentine's Day Audience Catalog

Examples of Search Audiences

Beauty

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Bath & Body Products
Hair Care Products
Makeup & Cosmetics
Perfumes & Fragrances
Skin Care Products
Spas & Beauty Services
Tanning & Sun Care
Products

Gift Givers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Jewelry & Watches
Lingerie
Men's/Women's Apparel
Perfumes & Fragrances
Personalized Gifts
Gift Baskets
+ many more

Food & Dining

Detailed Demographics

Parents
Parents of Infants
Parents of Toddlers
Parents of Preschoolers
Parents of Grade Schoolers
Parents of Teens

In-Market

Flowers
Gift Baskets
Valentine's Day Items & Decor
Personalized Gifts
Event Tickets
Dating Services
+ many more

Travellers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Air Travel
Cruises
Hotels & Accommodations
Trips by Destination
Swimwear

YouTube & Display Audiences

Beauty

Detailed Demographics

Marital Status
Married
In a Relationship
Single

Affinity

Beauty Mavens
Fashionistas
Shoppers/Luxury Shoppers

In-Market

Bath & Body Products
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In-Market

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Parents of Preschoolers
Parents of Grade Schoolers
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Affinity

Frequently Dinnes Out
Cooking Enthusiasts
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Foodies
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In-Market

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- Restaurants
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- *Many more*

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INSIGHTS

Valentine's Day related Searches
drives huge volume for each
Country

3.5M
of searches

5M
Population in
Norway

Source: Google Internal Data

70%

of consumers aged 18-30 who
shop for Valentine's Day do so
online

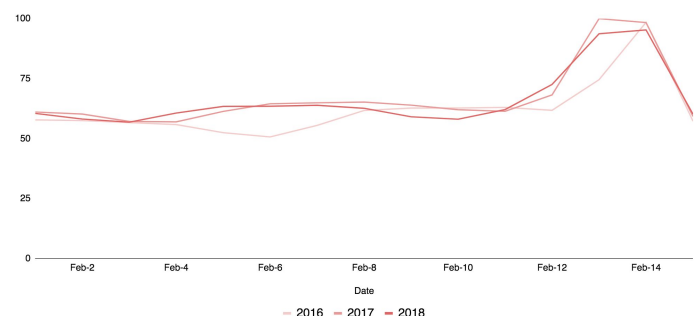
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Tips For Advertisers:

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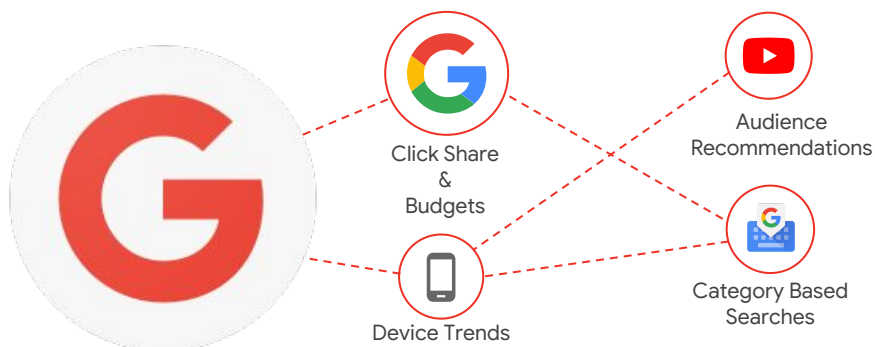
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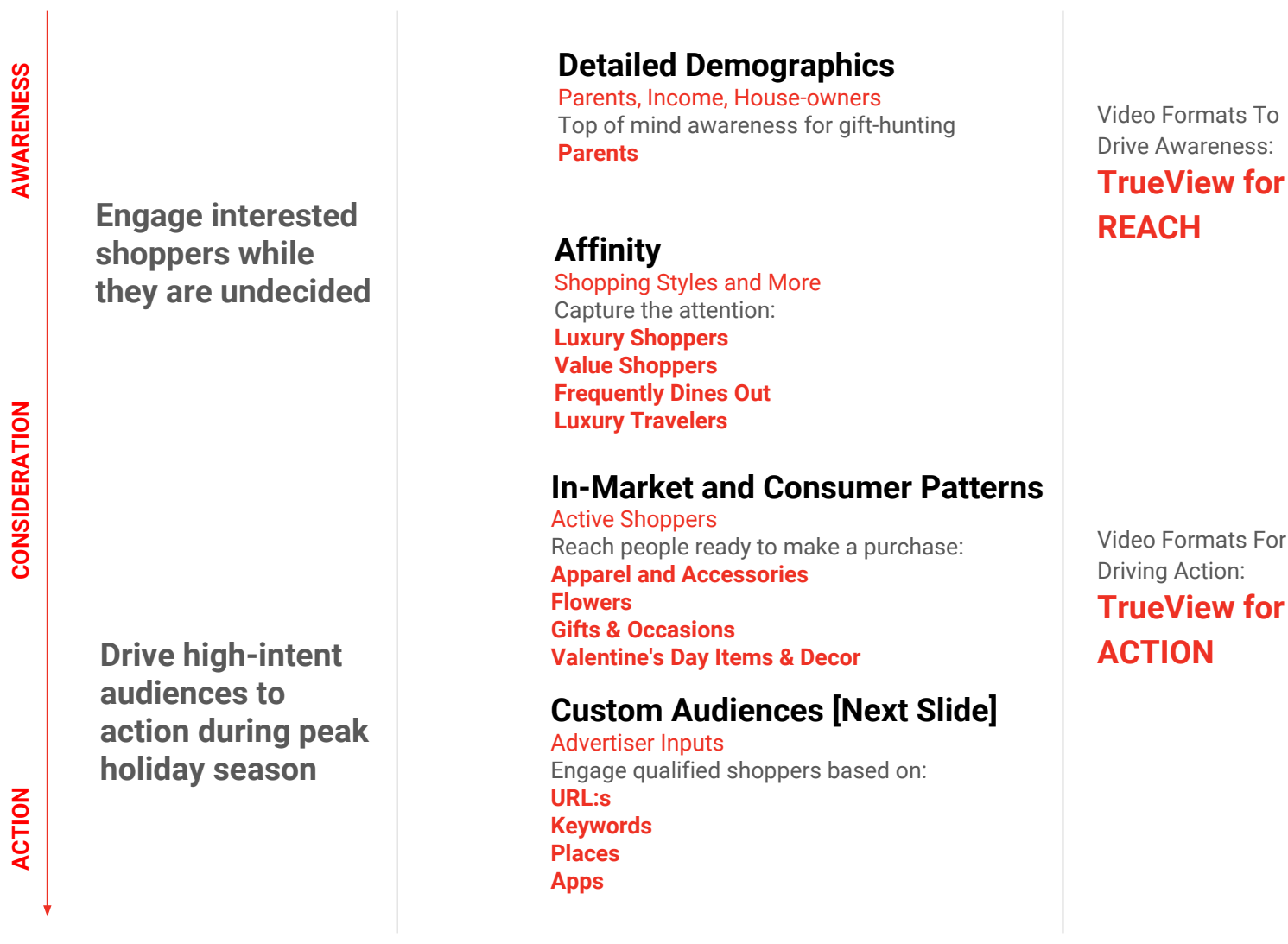


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Tips For Advertisers:

Enable Conversions across the Consumer Journey



STATS

On Valentine's Day

40%

of people plan to spend money on others [1]

10 Days Before Valentine's

79%

of people still have presents to buy [2]

When Shopping

56%

of Valentine's Day searches were on mobile

Customize Your Own Audience From Signals Across Google Properties

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Custom Audiences Valentine's Catalog

Custom Affinity

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- Recommendations



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PLACES

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- Google Maps
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INTERESTS

- Nutrition
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PLACES

- Restaurants
- City Centers



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- Wish
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- Books
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PLACES

- Retailers and Shops
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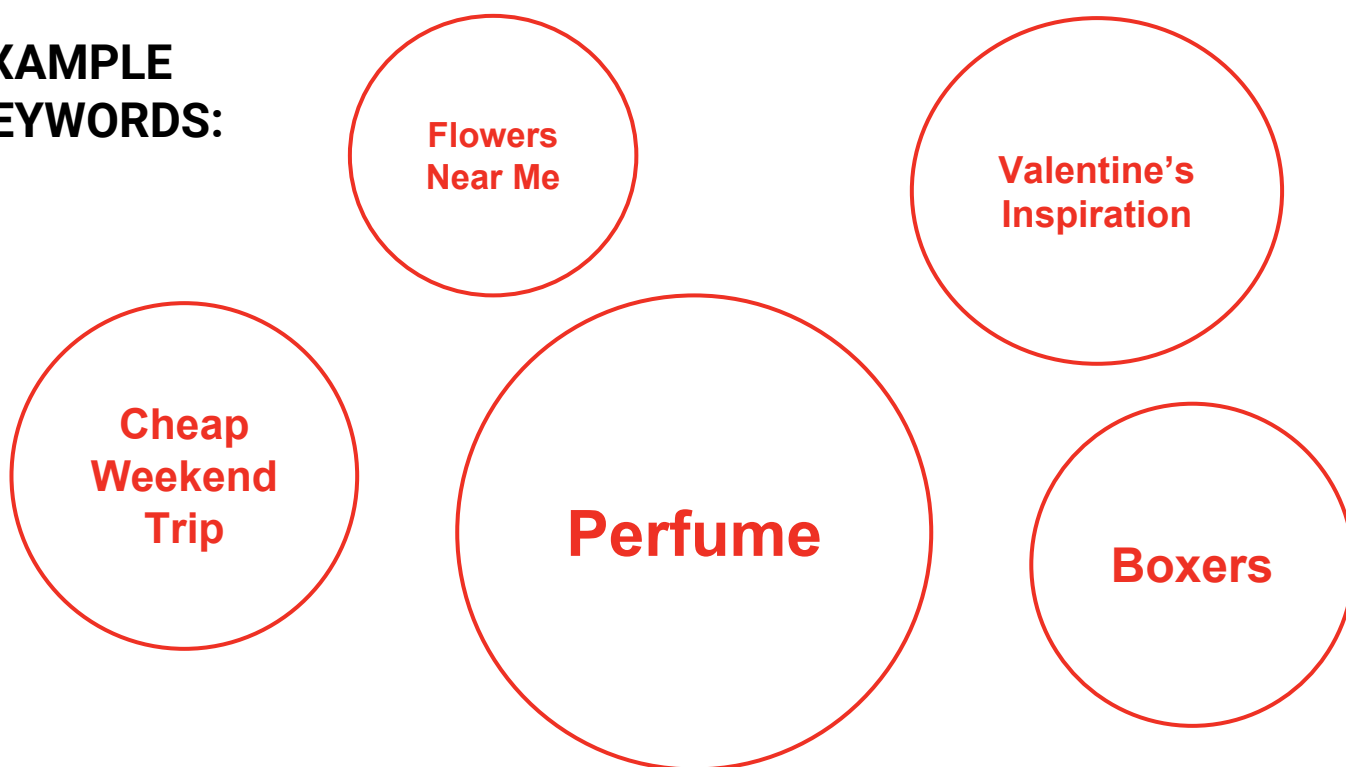
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Valentine's Day Audience Catalog

Examples of Search Audiences

Beauty

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Bath & Body Products
Hair Care Products
Makeup & Cosmetics
Perfumes & Fragrances
Skin Care Products
Spas & Beauty Services
Tanning & Sun Care
Products

Gift Givers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Jewelry & Watches
Lingerie
Men's/Women's Apparel
Perfumes & Fragrances
Personalized Gifts
Gift Baskets
+ many more

Food & Dining

Detailed Demographics

Parents
Parents of Infants
Parents of Toddlers
Parents of Preschoolers
Parents of Grade Schoolers
Parents of Teens

In-Market

Flowers
Gift Baskets
Valentine's Day Items & Decor
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+ many more

Travellers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Air Travel
Cruises
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Beauty

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Beauty Mavens
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Shoppers/Luxury Shoppers

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Food & Dining

Detailed Demographics

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Parents of Toddlers
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Parents of Grade Schoolers
Parents of Teens

Affinity

Frequently Dines Out
Cooking Enthusiasts
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Enthusiasts/Aspiring Chefs
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In-Market

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Affinity

Travel
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- Travel & Tourism
- *Many more*

4 — Interests

Explore what is trending, get interest ideas for your business and consumers with Google Trends or from the Keywords Packs. Visit trends.google.com

Valentine's Day Sweden

Valentine's Day has grown to become one of the biggest opportunities for advertisers to truly connect with customers. In recent years, it's one of those events that drive not only queries and clicks but engagement and conversions. As advertisers have come to realize the potential of this seasonal peak we've seen them succeed with Search, YouTube and Display. This guide serves to tell you how!

INSIGHTS

Valentine's Day related Searches
drives huge volume for each
Country

9M
of searches

10M
Population in
Sweden

Source: Google Internal Data

70%

of consumers aged 18-30 who
shop for Valentine's Day do so
online

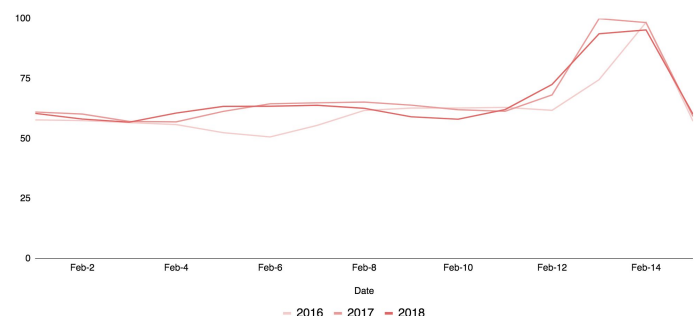
Source: IBIS World: Valentine's Day Spending Data

55% of consumers say

**"...they plan ahead for
Valentine's Day"**

Source: Savvy Marketing Ltd

Valentine's Day related searches
start peaking from 12th Feb



Tips For Advertisers:

Maximize the Opportunity with Automation

1 For Search Campaigns

Leverage Responsive search ads

Why: With Responsive Search ads all you need is to supply the headlines, descriptions and URLs for your ads, and the system will automatically test each variation and optimize for the best combination of ad assets. The format is also optimized for seasonal peaks so make sure to start early and reap the benefits on the day.

► Learn more: [Responsive search ads](#)

Leverage audience lists at the account level with Smart Bidding

Coming in 2019: Smart Bidding algorithm will now automatically incorporate your RLSA 'All Visitors' and 'All Converters' lists at the account level, along with signals from Affinity, Detailed Demographics, and In-Market audiences.

Why: By adding audience lists to your account, our algorithms will automatically incorporate these rich user signals (such as intent, context, recency, etc.) into any campaign running Smart Bidding and automatically adjust bids for your key audiences.

Ensure each ad group is focused around a specific theme and directs to a singular landing page

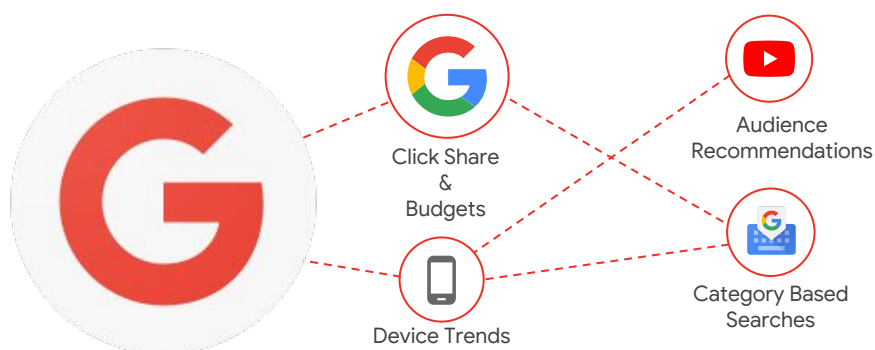
Why: The more relevant the ads and landing pages are, the more likely the user is to click through and convert, ultimately helping you meet your conversion goals.

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Smart Bidding around Short Spikes in demand (24-48 hours)

Default action recommended: In most cases, no action is required as Smart Bidding can handle short spikes. If you want to support the system because you know that the conversion rate will dramatically change during the short spike, you can change the target metric in accordance with the expected change in conversion rate: Conv. rate: 3% → 6% = x2 Target Metric: Make metric easier to achieve by the same factor (tCPA x2, tROAS x ½).

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Tips For Advertisers:

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2 For Shopping Campaigns

If your goal is sales, use Smart Shopping campaigns to automatically maximize conversion value

Why: Get an average of 20% more conversion value¹ for the same cost, while simplifying your campaign management and saving time.

► Learn more: [Smart Shopping Campaigns](#)

If your ROAS targets vary by product; group products based on similar target return and focus on best sellers

Why: Easily optimize to your different ROAS targets (applicable to both Standard and Smart Shopping campaigns).

Learn more: [Smart Bidding and Shopping Campaigns](#)

3 For Video Campaigns

Set Daily Budgets to 20 times your Video-CPA and know that it can take at least 7 days to report on conversions.

Why: As video is often at the beginning of the consumer journey make sure to start in time.

Learn more: [Smart Bidding and Video Campaigns](#)

4 For Display Campaigns

Enable responsive display ads in each of your ad groups

Why: All you need is to supply the headlines, logos, images and URLs for your ads, and the system will automatically test multiple ad variations and optimize for the best combination of ad assets across Display.

► Learn more: [Responsive display ads](#)

Consider moving to Smart Display campaigns to fully automate all aspects of your Low/Mid-funnel campaigns

Why: Smart Display Campaigns use automated targeting, ad creation and Smart Bidding to optimize your display performance while saving you time. With Smart Display Campaigns, advertisers typically see 20% more conversions¹ at the same CPA when compared to their other display campaigns.

► Learn more: [Smart Display campaigns & How-To](#)

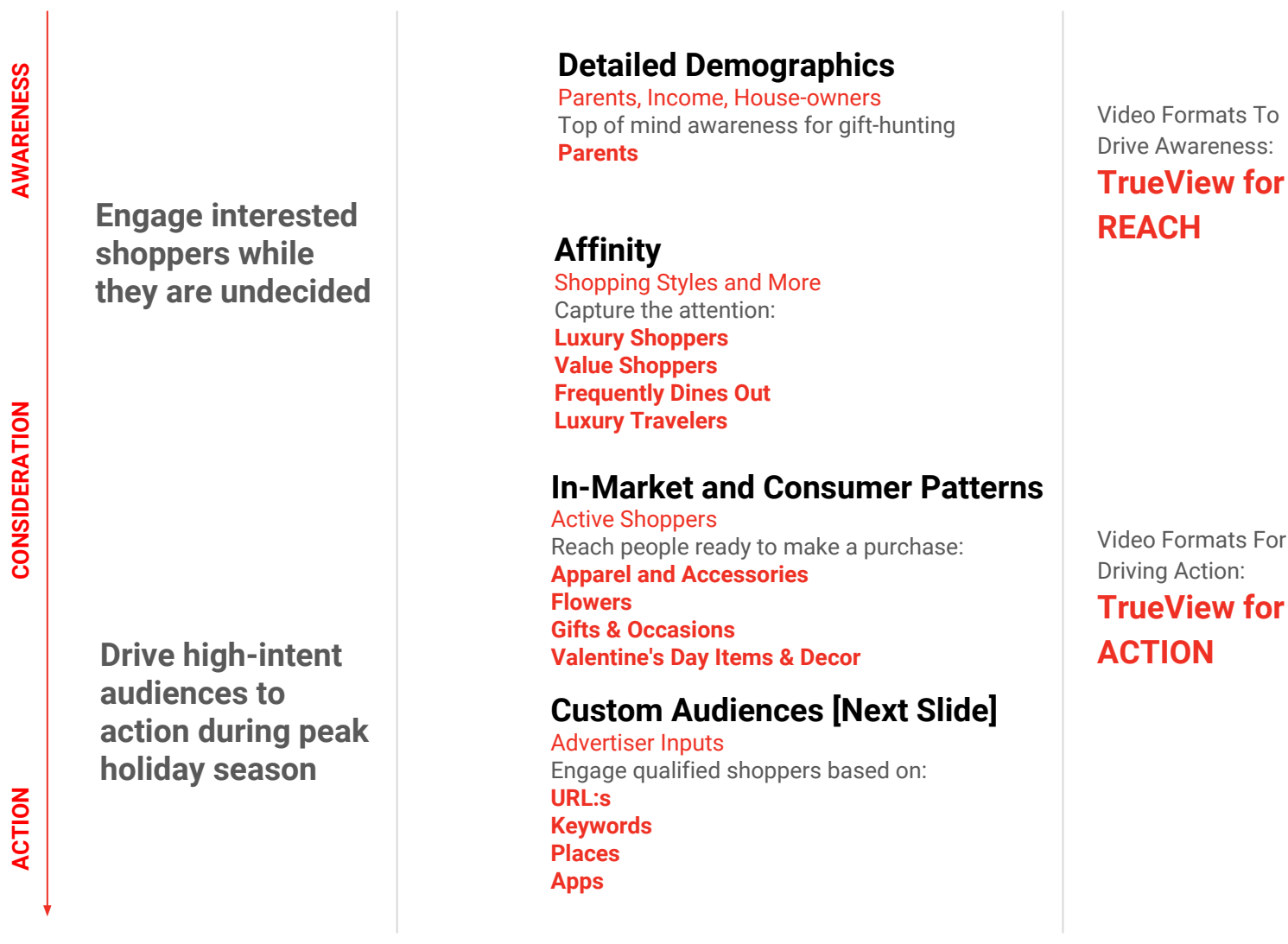


Keep in mind

You do not need to add audience lists to Display campaigns in order for their audience insights to be considered by Smart Bidding algorithms. You should add new audience lists to an existing ad group only if it fits your targeting strategy.

Tips For Advertisers:

Enable Conversions across the Consumer Journey



STATS

On Valentine's Day

40%

of people plan to spend money on others ^[1]

10 Days Before Valentine's

79%

of people still have presents to buy ^[2]

When Shopping

59%

of Valentine's Day searches were on mobile

Customize Your Own Audience From Signals Across Google Properties

If you don't see the audience that fits your products or services; build tailor-made highly-qualified segments of users to develop your own custom audience for your Valentine's Day campaigns.

Custom Audiences Valentine's Catalog

Custom Affinity

Build broad audiences around consumer trends, passions and pain points by using signals from across Google. Below are example custom holiday audiences and signals to leverage.

1. Fly Away with Me



APPS

- Airlines
- Travel
- Maps
- Recommendations



INTERESTS

- Best Deals
- Romantic Getaways



PLACES

- Airports
- Travel Agencies
- Spas



URLs

- Momondo.com

2. Come Dine with Me



APPS

- Tripadvisor
- TheFork
- Google Maps
- BookATable



INTERESTS

- Nutrition
- Fine Dining
- Cooking



PLACES

- Restaurants
- City Centers



URLs

- Tripadvisor.com
- Timeout.com
- Thetaste.com

3. Have a Gift Given by Me



APPS

- Wish
- Interflora
- Gyft



INTERESTS

- Shopping
- Books
- Gardening



PLACES

- Retailers and Shops
- City Centers



URLs

- Amazon.com

Best Practice:

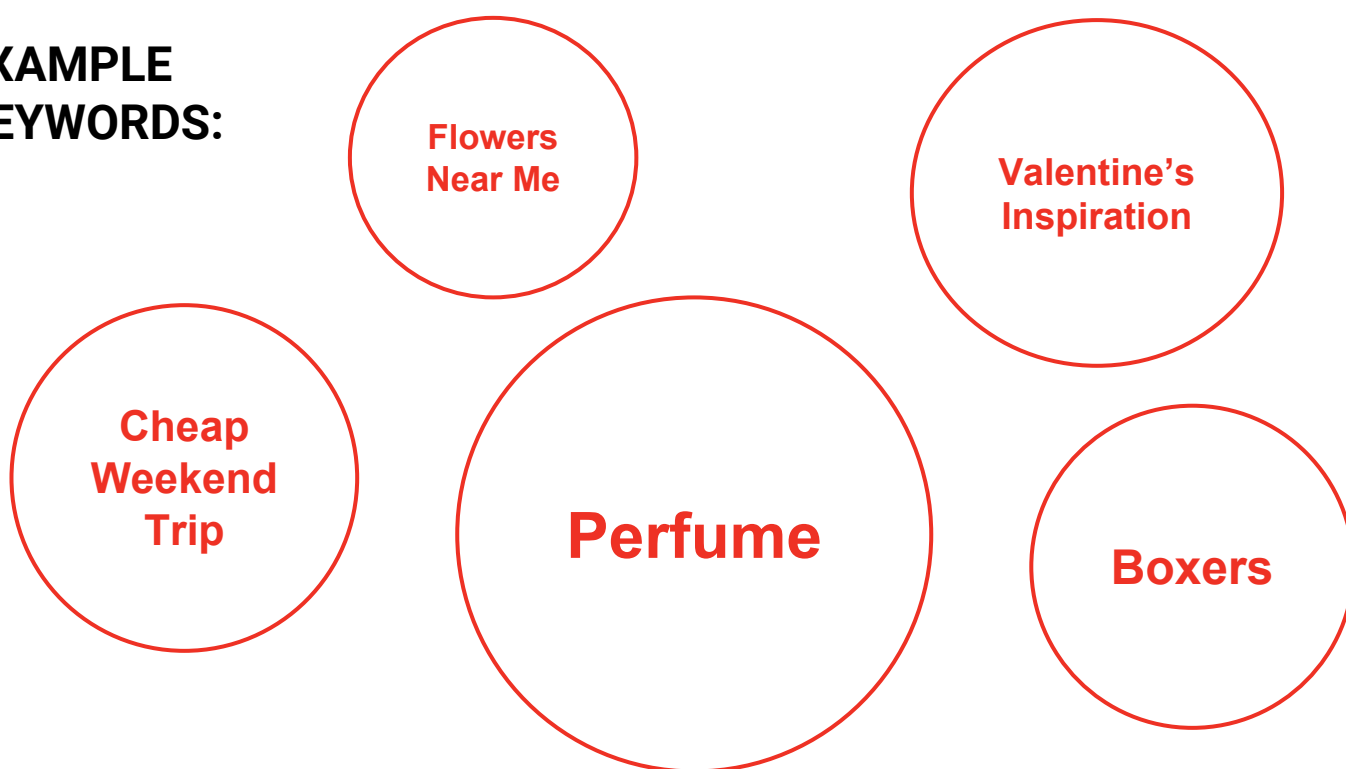
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Custom Intent

Reach people on YouTube and Display who are actively searching for your product on Google.com. Build this audience by selecting all relevant keywords for your business.

EXAMPLE KEYWORDS:



1.

Start with your search campaigns and export keywords that received clicks or conversions

2.

Build audiences specifically searching for your brand or product

3.

Build audiences interested in your category of products

Best Practice:

To improve targeting quality and reach, enter at >300 keywords
+ KW LISTS FOR VALENTINE'S DAY

Valentine's Day Audience Catalog

Examples of Search Audiences

Beauty

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Bath & Body Products
Hair Care Products
Makeup & Cosmetics
Perfumes & Fragrances
Skin Care Products
Spas & Beauty Services
Tanning & Sun Care
Products

Gift Givers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Jewelry & Watches
Lingerie
Men's/Women's Apparel
Perfumes & Fragrances
Personalized Gifts
Gift Baskets
+ many more

Food & Dining

Detailed Demographics

Parents
Parents of Infants
Parents of Toddlers
Parents of Preschoolers
Parents of Grade Schoolers
Parents of Teens

In-Market

Flowers
Gift Baskets
Valentine's Day Items & Decor
Personalized Gifts
Event Tickets
Dating Services
+ many more

Travellers

Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Air Travel
Cruises
Hotels & Accommodations
Trips by Destination
Swimwear

YouTube & Display Audiences

Beauty

Detailed Demographics

Marital Status
Married
In a Relationship
Single

Affinity

Beauty Mavens
Fashionistas
Shoppers/Luxury Shoppers

In-Market

Bath & Body Products
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Shoppers/Shopaholics

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Food & Dining

Detailed Demographics

Parents
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Affinity

Frequently Dines Out
Cooking Enthusiasts
Nightlife Enthusiasts
Enthusiasts/Aspiring Chefs
Foodies
Green Living Enthusiasts

In-Market

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Travel
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Categories

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- Wear OS by Google
- Weather

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URL inputs are translated to a theme of Searches performed on Google.com or YouTube videos users engage with online

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Define the types of locations users have historically visited, based on Maps categories

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- Food & Drink
- Restaurants
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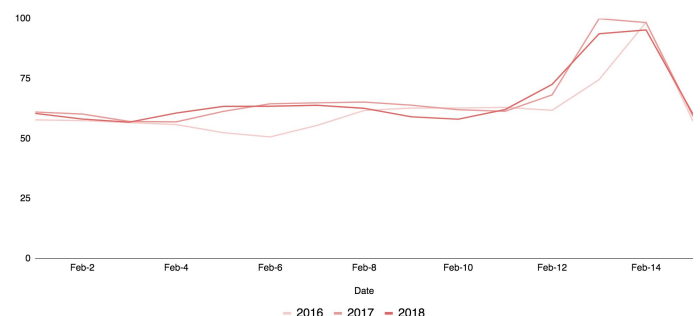
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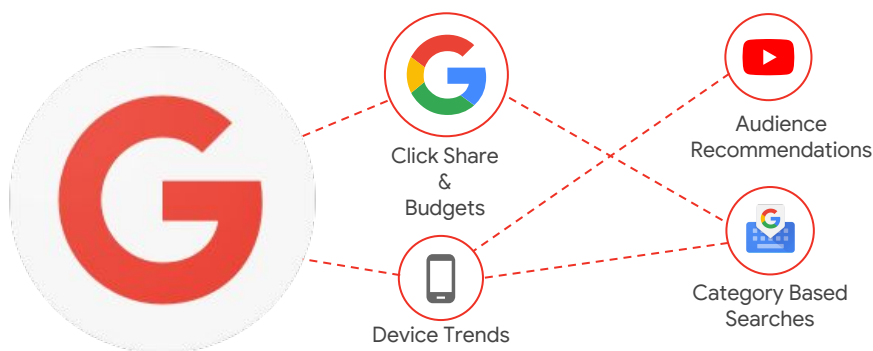
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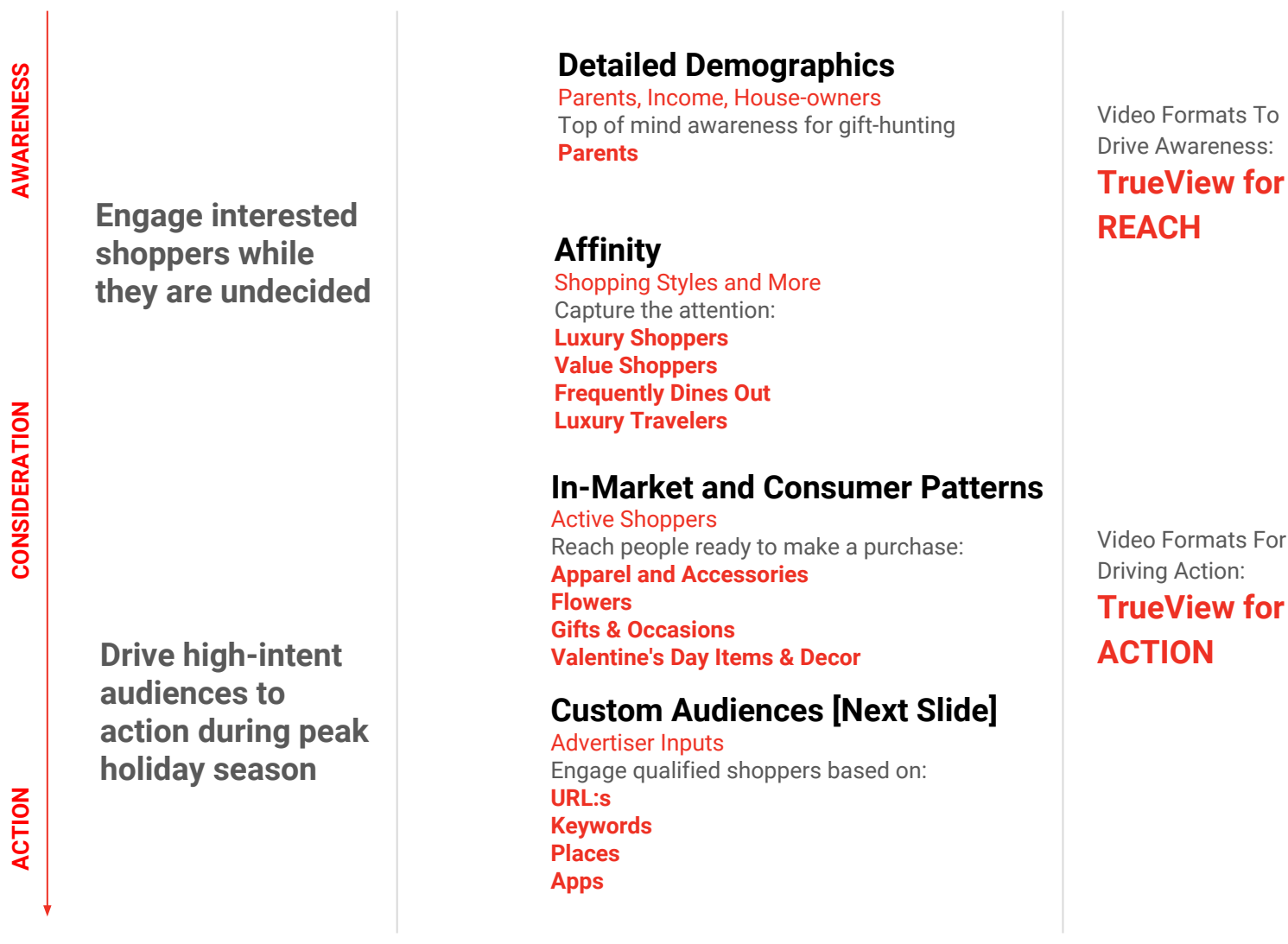


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48%

of Valentine's Day searches were on mobile

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Custom Affinity

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- Airlines
- Travel
- Maps
- Recommendations



INTERESTS

- Best Deals
- Romantic Getaways



PLACES

- Airports
- Travel Agencies
- Spas



URLs

- Momondo.com

2. Come Dine with Me



APPS

- Tripadvisor
- TheFork
- Google Maps
- BookATable



INTERESTS

- Nutrition
- Fine Dining
- Cooking



PLACES

- Restaurants
- City Centers



URLs

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- Timeout.com
- Thetaste.com

3. Have a Gift Given by Me



APPS

- Wish
- Interflora
- Gyft



INTERESTS

- Shopping
- Books
- Gardening



PLACES

- Retailers and Shops
- City Centers



URLs

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Best Practice:

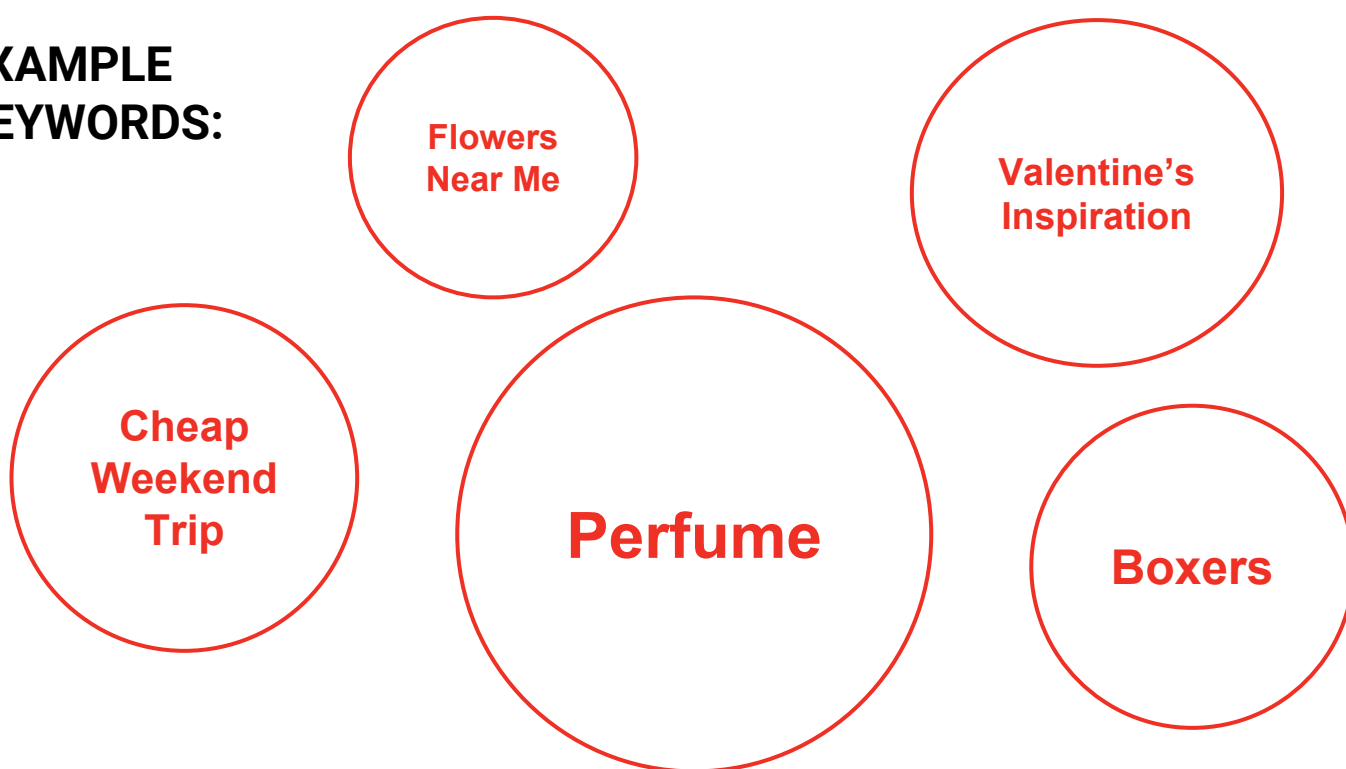
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Valentine's Day Audience Catalog

Examples of Search Audiences

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Detailed Demographics

Marital Status
Married
In a Relationship
Single

In-Market

Bath & Body Products
Hair Care Products
Makeup & Cosmetics
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Detailed Demographics

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In-Market

Jewelry & Watches
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Personalized Gifts
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Food & Dining

Detailed Demographics

Parents
Parents of Infants
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In-Market

Flowers
Gift Baskets
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Travellers

Detailed Demographics

Marital Status
Married
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In-Market

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Cruises
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Nightlife Enthusiasts
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- Medical
- Music & Audio
- News & Magazines
- Parenting
- Personalization
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