



# Valentine's Day Insights Northern Europe

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- 
- **Northern Europe** - Page 2
    - **Netherlands** - Page 13
      - **Finland** - Page 24
      - **Belgium** - Page 35
      - **Norway** - Page 46
      - **Sweden** - Page 57
      - **Denmark** - Page 68

# 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

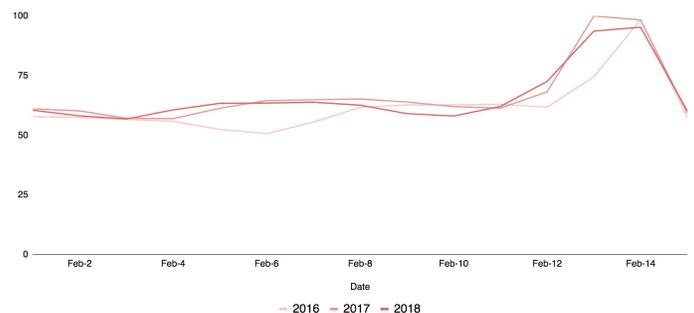
Source: IBIS World: Valentine's Day Spending Data

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

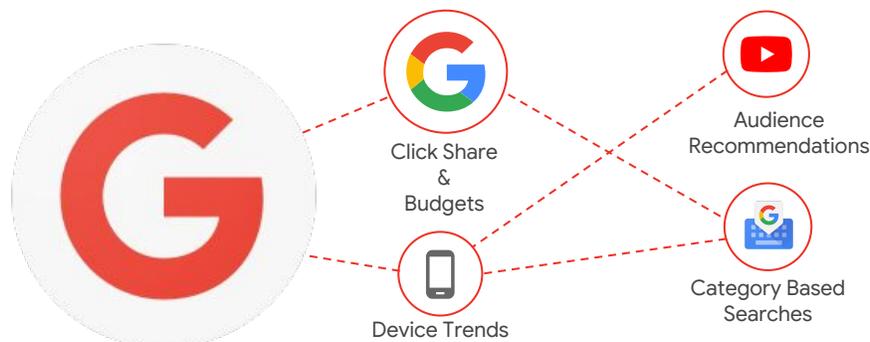
**Why:** The more relevant the ads and landing pages are, the more likely the user is to click through and convert, ultimately helping you meet your conversion goals.

► 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 value<sup>1</sup> 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 conversions<sup>1</sup> at the same CPA when compared to their other display campaigns.

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

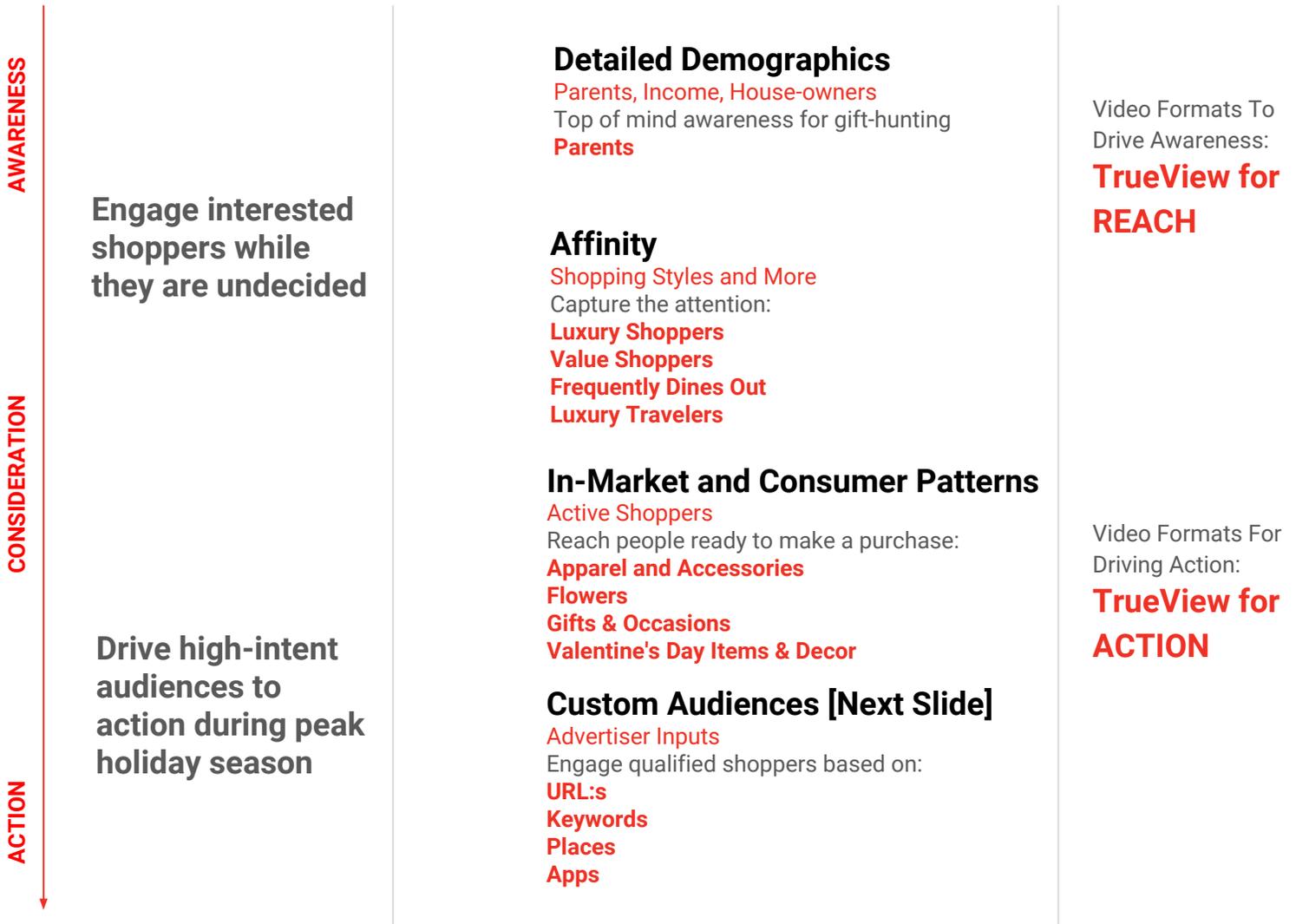


Keep in mind

**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

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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

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## Best Practice:

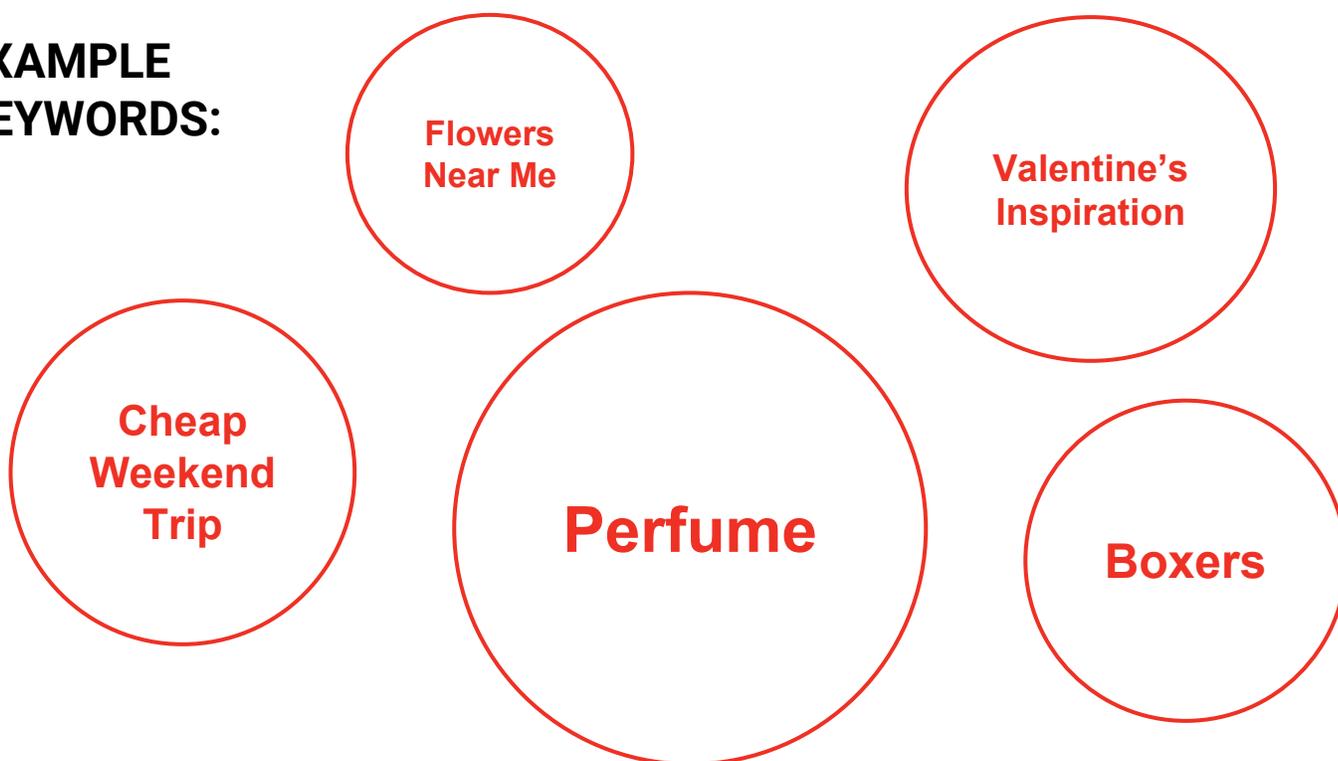
To improve targeting quality and reach, enter at least 5 items for interests, URLs, places, or apps

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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

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# 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

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## 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*

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## 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*

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## 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  
Perfumes & Fragrances  
Skin Care Products  
Spas & Beauty Services  
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### Detailed Demographics

Marital Status  
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Single

### Affinity

Shoppers  
Department Store Shoppers  
Shoppers/Luxury Shoppers  
Shoppers/Shopaholics

### In-Market

Jewelry & Watches  
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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  
Dating Services  
*+ 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](https://trends.google.com)

# Valentine's Day Netherlands

**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

**19M**  
# of searches

**17M**  
Population in the Netherlands

Source: Google Internal Data

**70%**

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

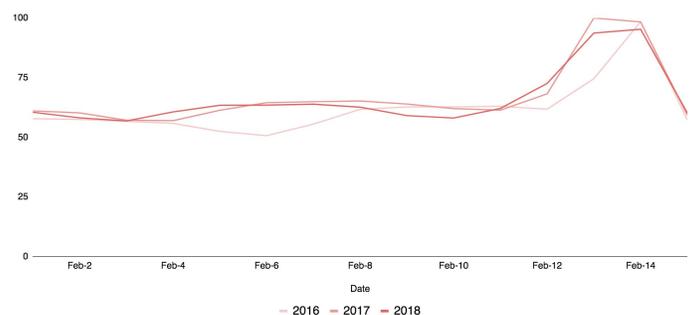
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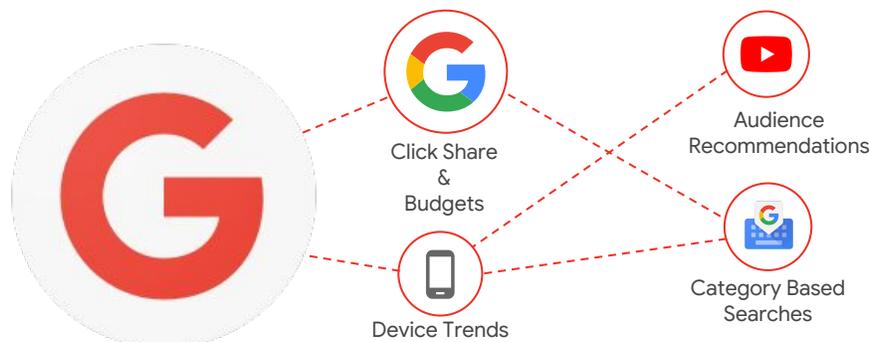
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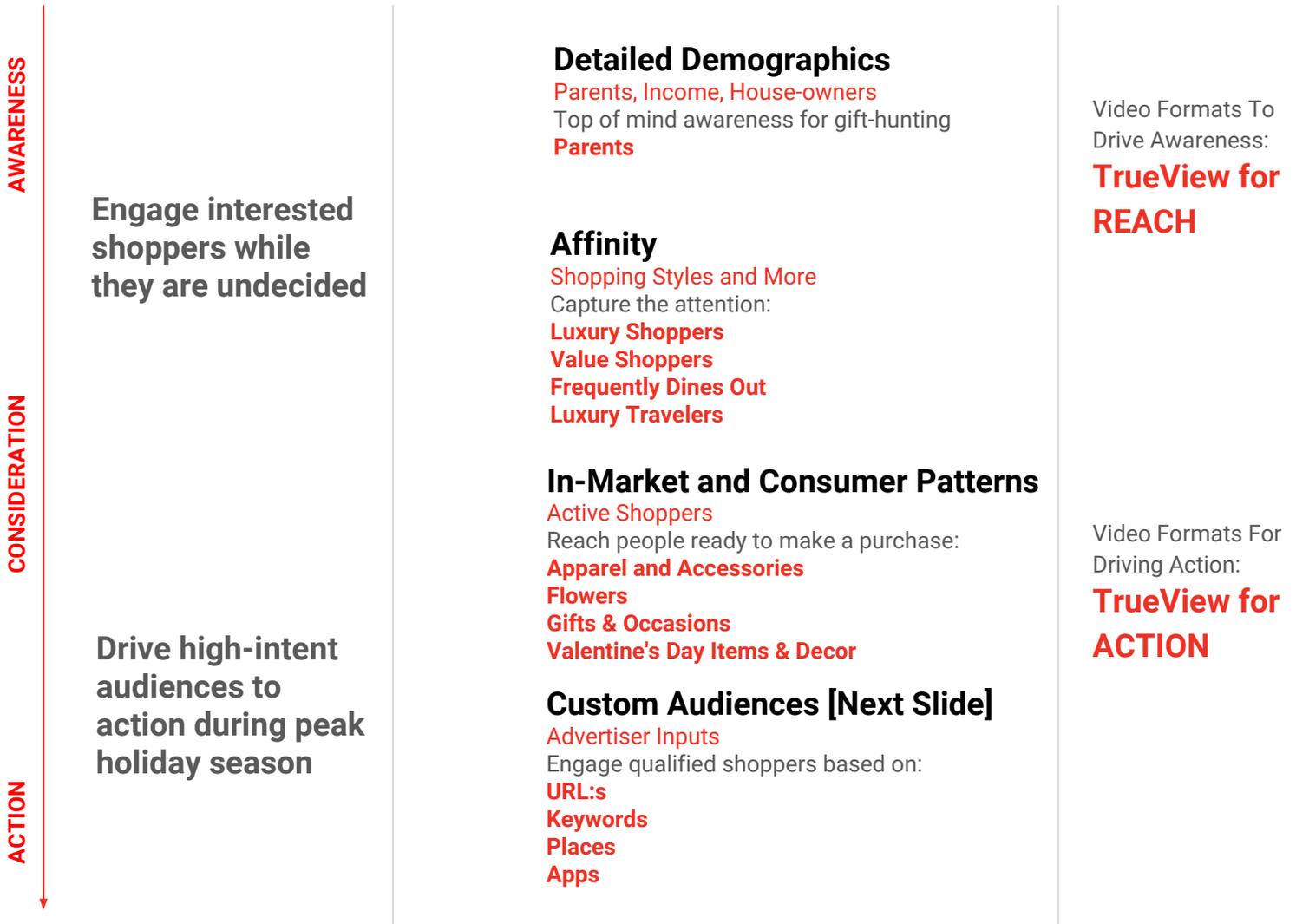


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# Tips For Advertisers:

## 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

---

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

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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.

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#### 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

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## Best Practice:

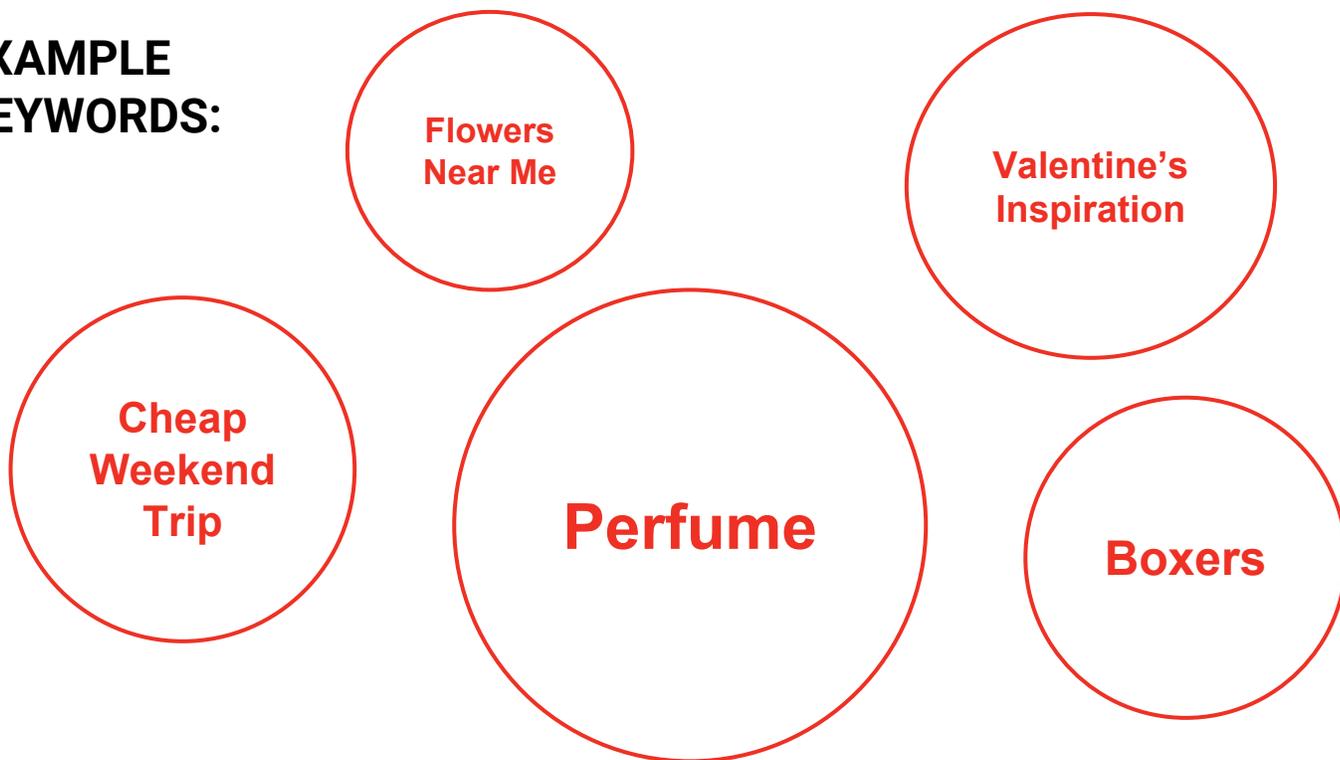
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## Best Practice:

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# Valentine's Day Audience Catalog

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# 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

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Jewelry & Watches  
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## Food & Dining

### Detailed Demographics

Parents  
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- Libraries & Demo
- Lifestyle
- Maps & Navigation
- Medical
- Music & Audio
- News & Magazines
- Parenting
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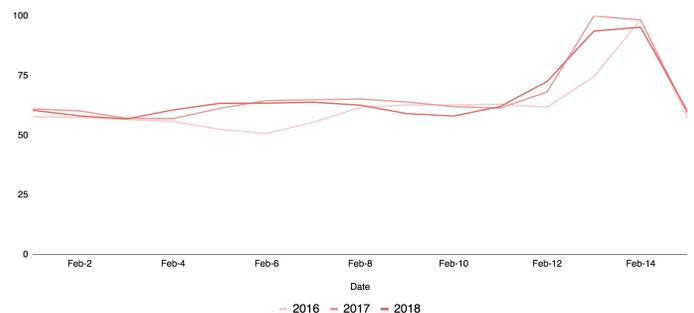
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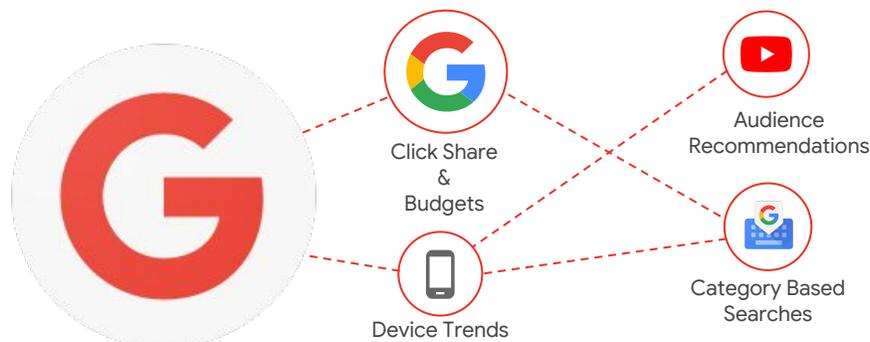
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**Enable responsive display ads in each of your ad groups**

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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 conversions<sup>1</sup> at the same CPA when compared to their other display campaigns.

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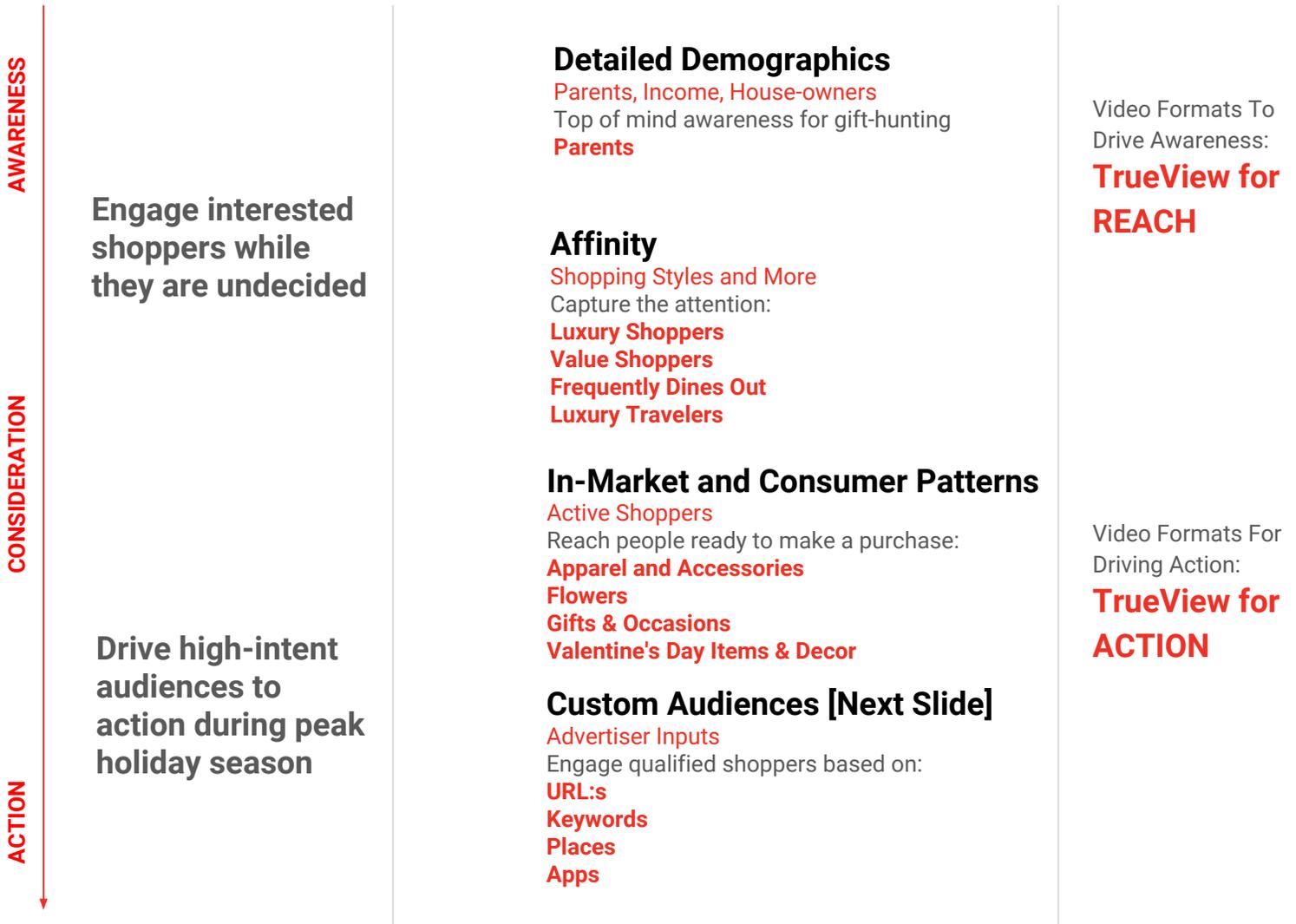


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# Tips For Advertisers:

## 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

**54%**

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:

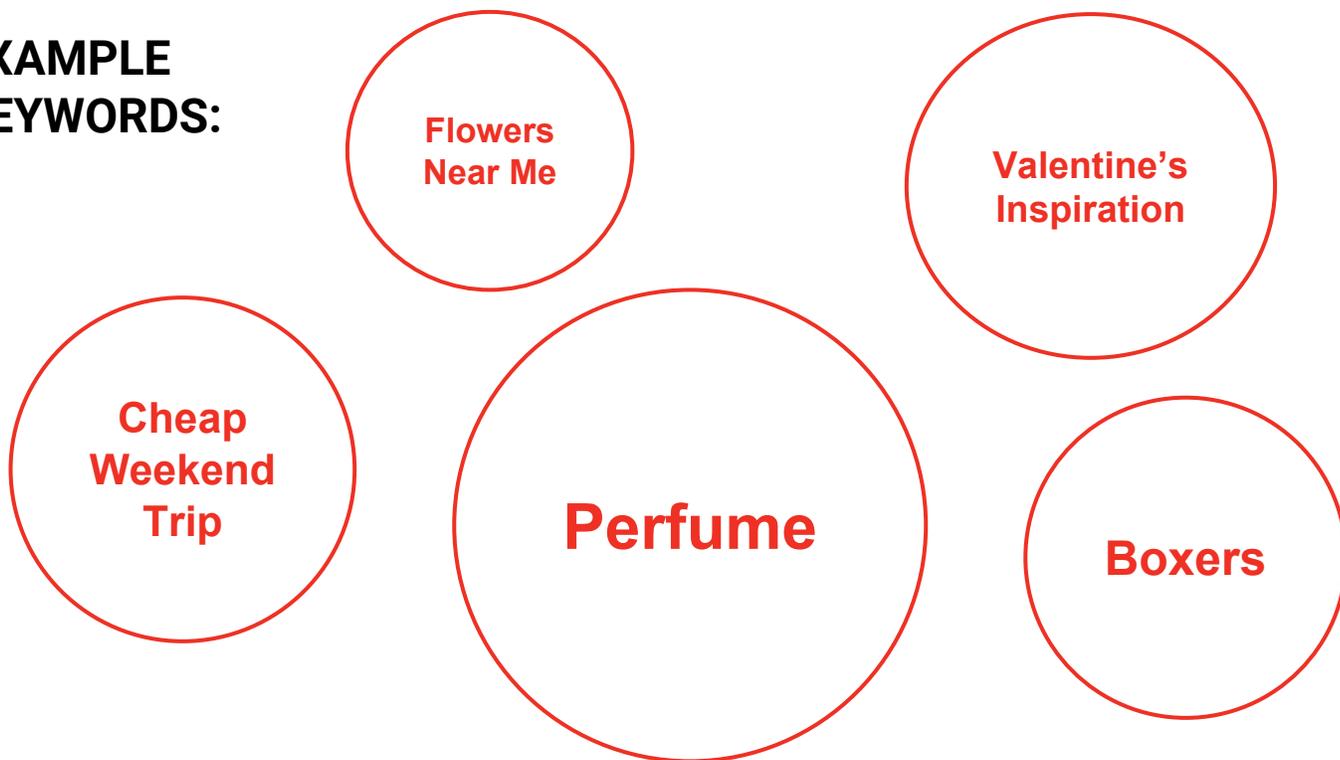
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**1.**

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**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

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Marital Status  
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Single

### Affinity

Beauty Mavens  
Fashionistas  
Shoppers/Luxury Shoppers

### In-Market

Bath & Body Products  
Hair Care Products  
Makeup & Cosmetics  
Perfumes & Fragrances  
Skin Care Products  
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Shoppers  
Department Store Shoppers  
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Enthusiasts/Aspiring Chefs  
Foodies  
Green Living Enthusiasts

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### Affinity

Travel  
Travel Buffs  
Thrill Seekers

### In-Market

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Hotels & Accommodations  
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# YouTube & Display Custom Audiences

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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
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- Parenting
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- Shopping
- Social
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- 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](https://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

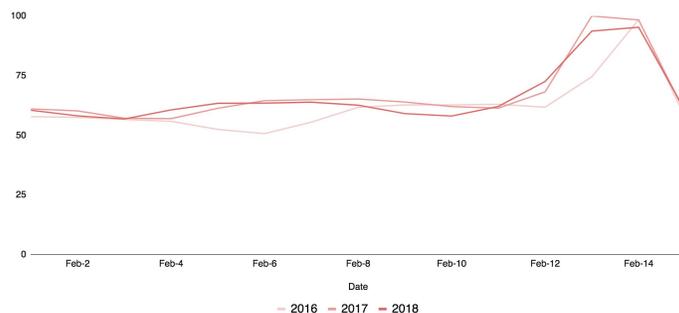
Source: IBIS World: Valentine's Day Spending Data

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.

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#### 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

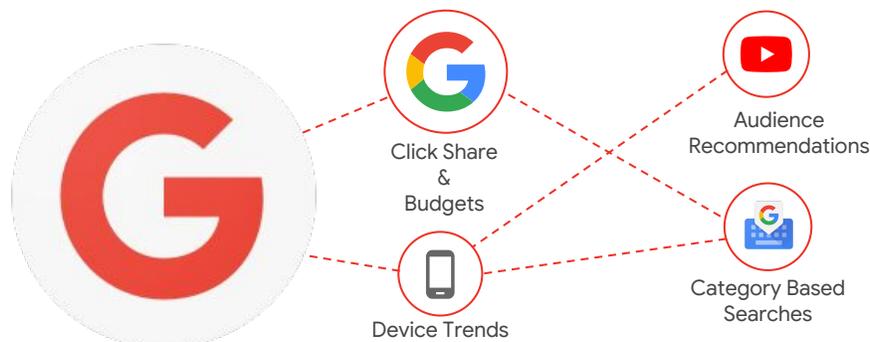
**Why:** The more relevant the ads and landing pages are, the more likely the user is to click through and convert, ultimately helping you meet your conversion goals.

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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).

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 value<sup>1</sup> 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.**

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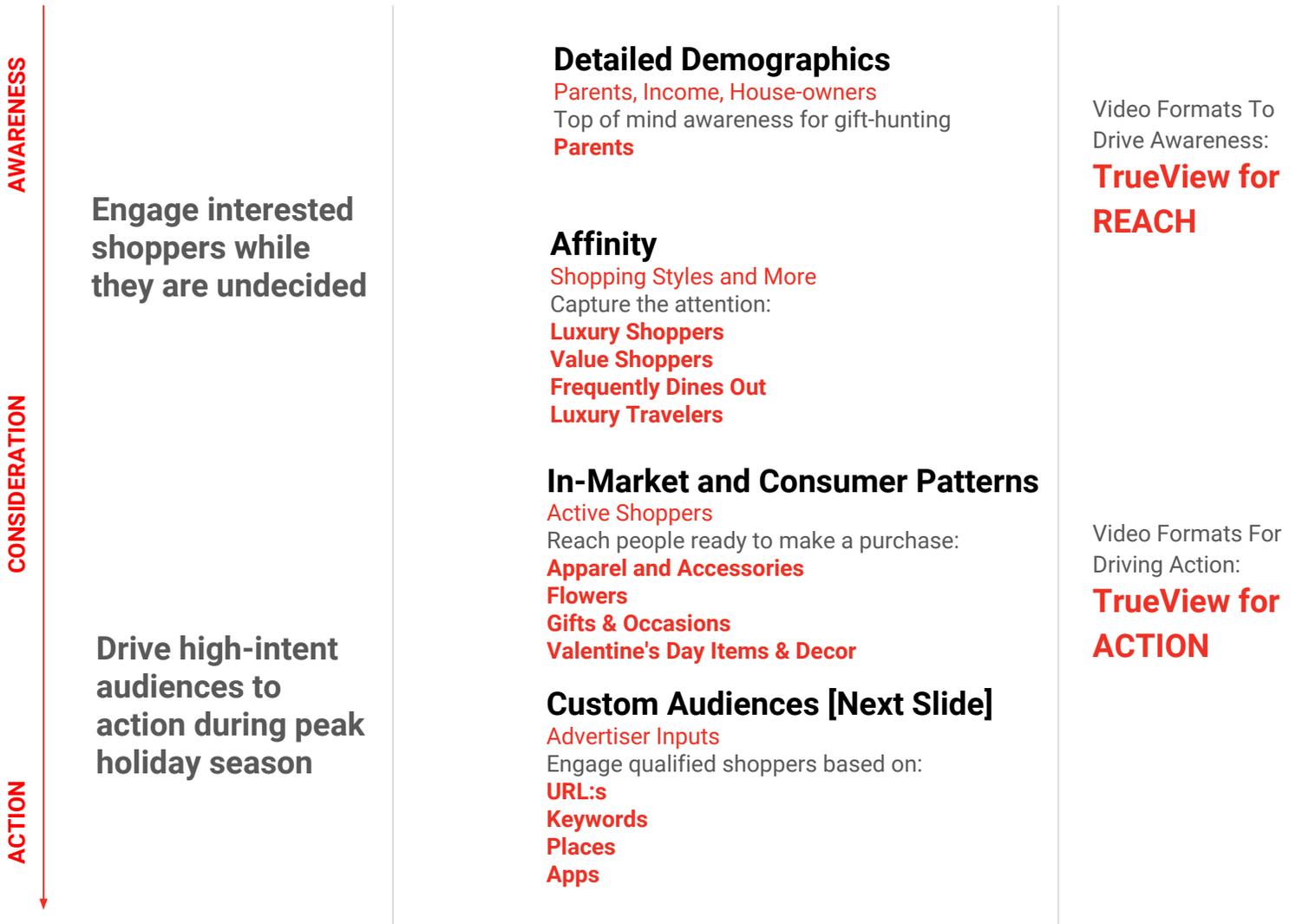


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When Shopping

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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

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
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#### INTERESTS

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- Books
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#### PLACES

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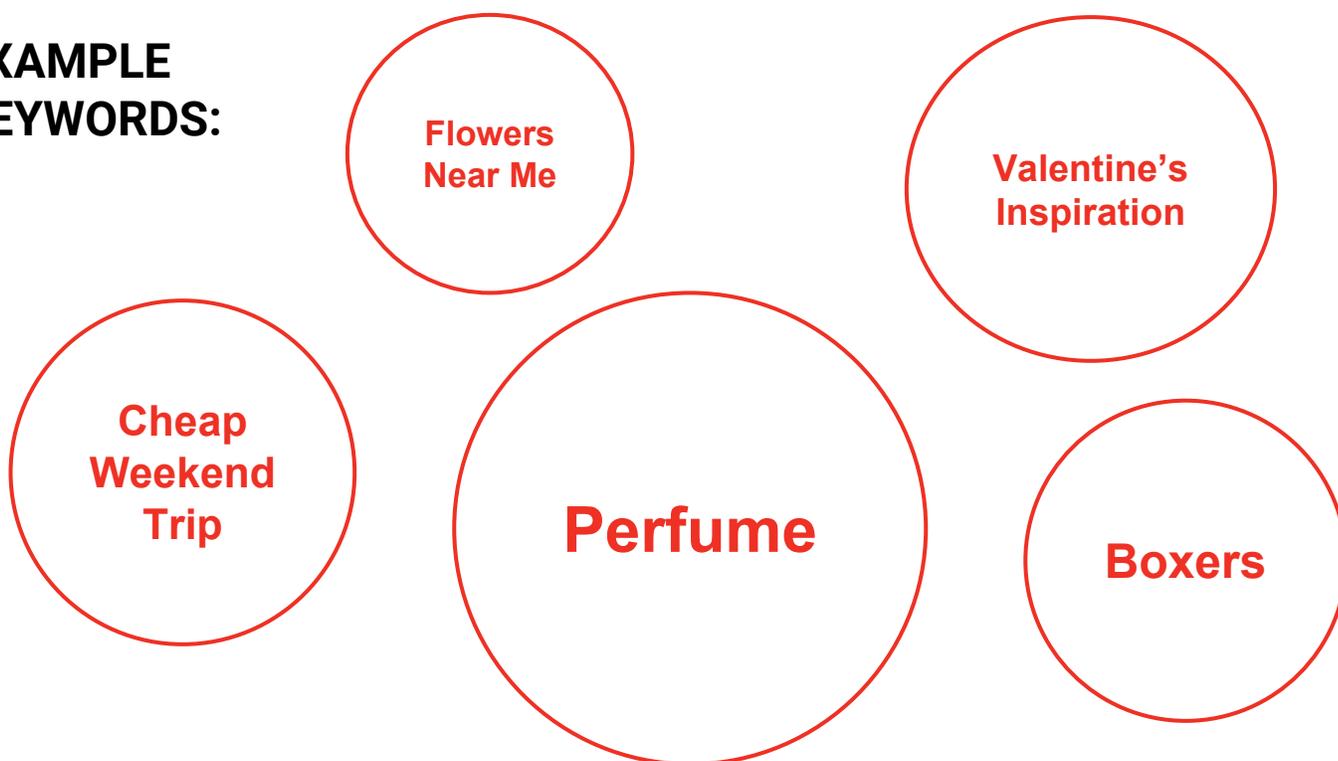
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# Valentine's Day Audience Catalog

---

# Examples of Search Audiences

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### Detailed Demographics

Marital Status  
Married  
In a Relationship  
Single

### In-Market

Bath & Body Products  
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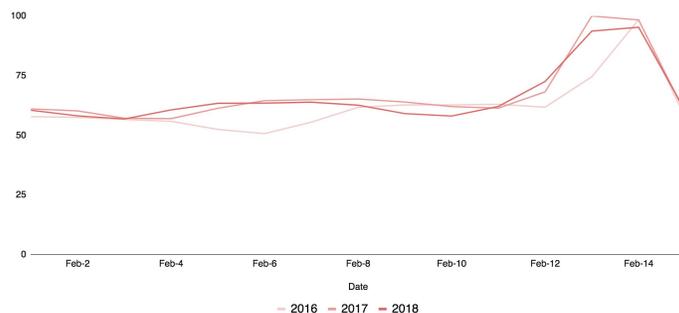
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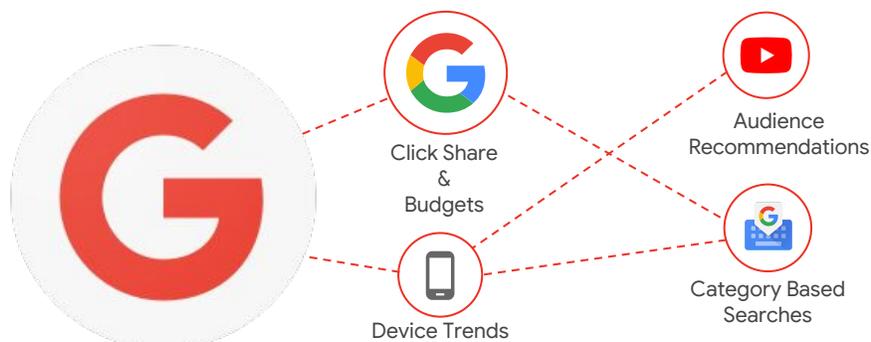
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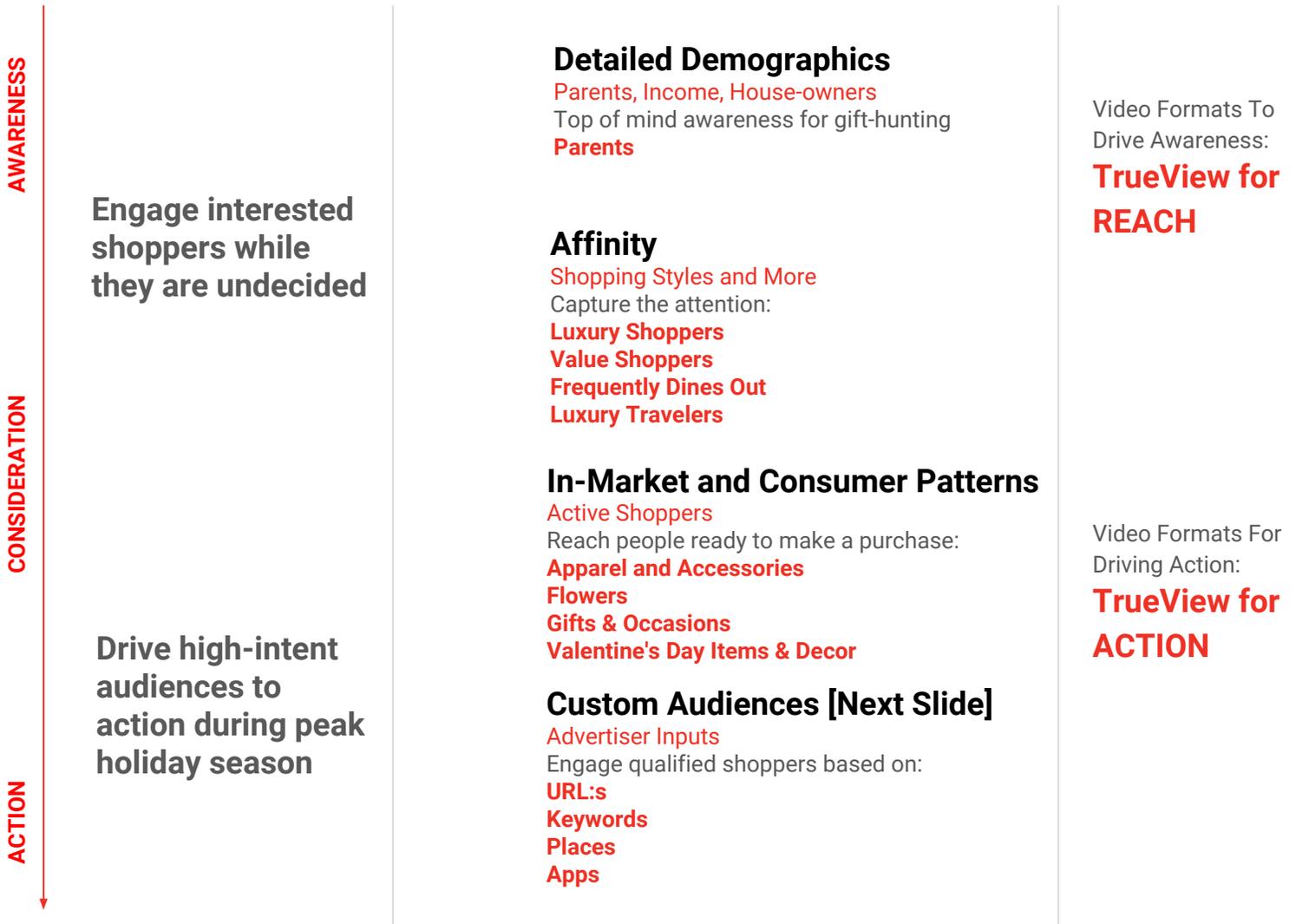


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## Best Practice:

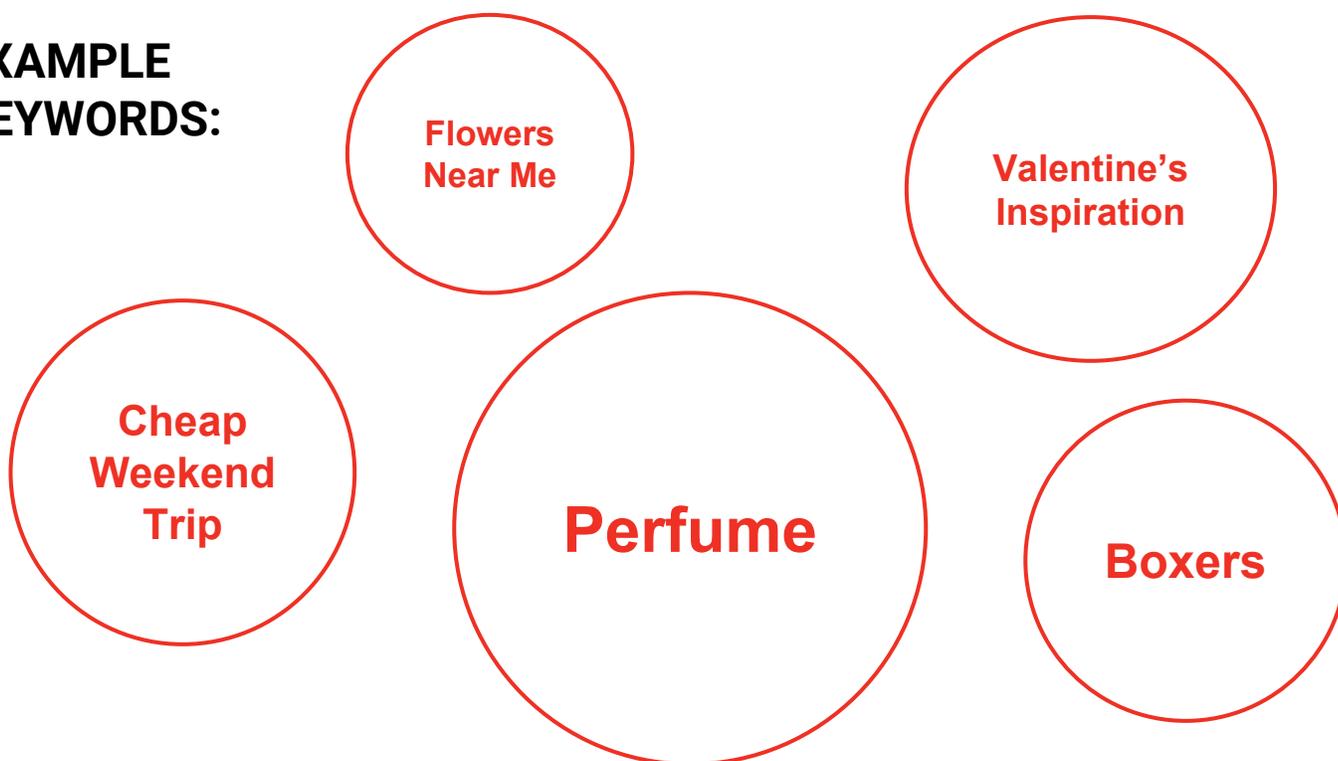
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### Detailed Demographics

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  
Perfumes & Fragrances  
Skin Care Products  
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 Dinnes 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  
Dating Services  
*+ 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](https://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

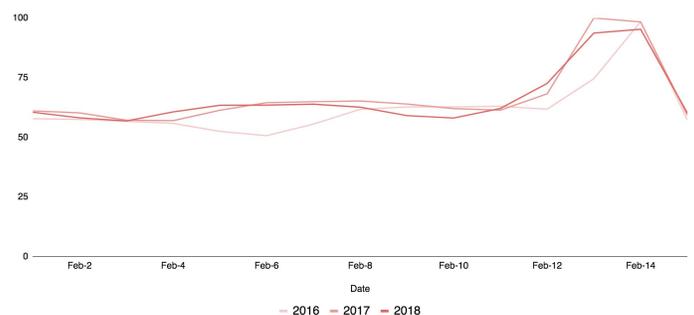
Source: IBIS World: Valentine's Day Spending Data

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

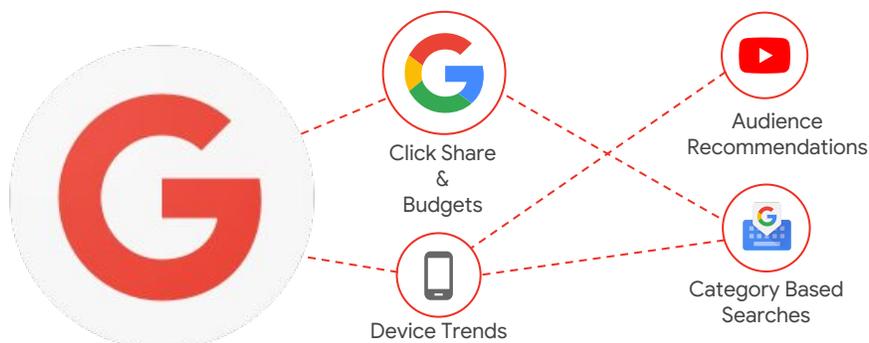
**Why:** The more relevant the ads and landing pages are, the more likely the user is to click through and convert, ultimately helping you meet your conversion goals.

► 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 value<sup>1</sup> 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 conversions<sup>1</sup> at the same CPA when compared to their other display campaigns.

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

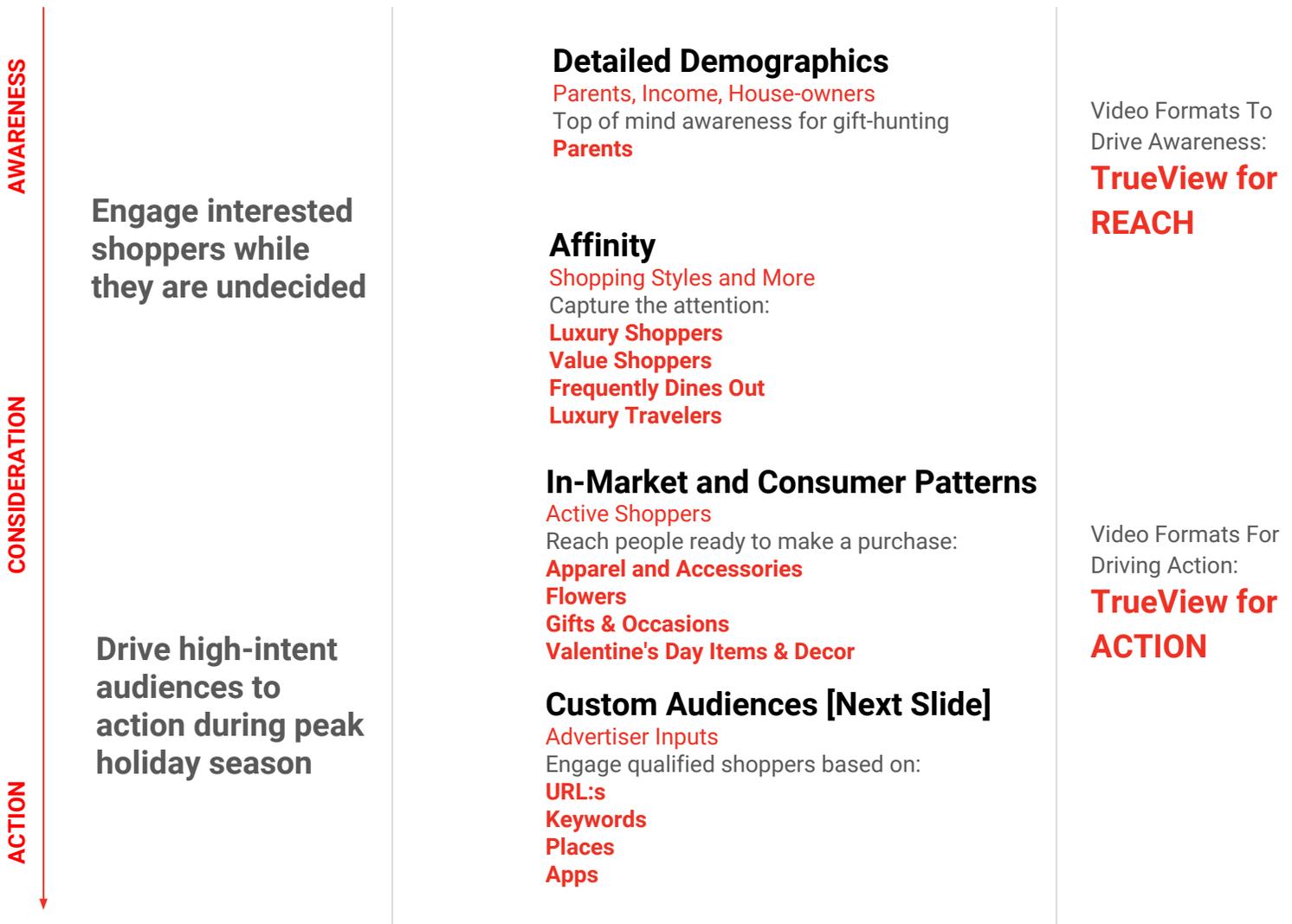


Keep in mind

**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:

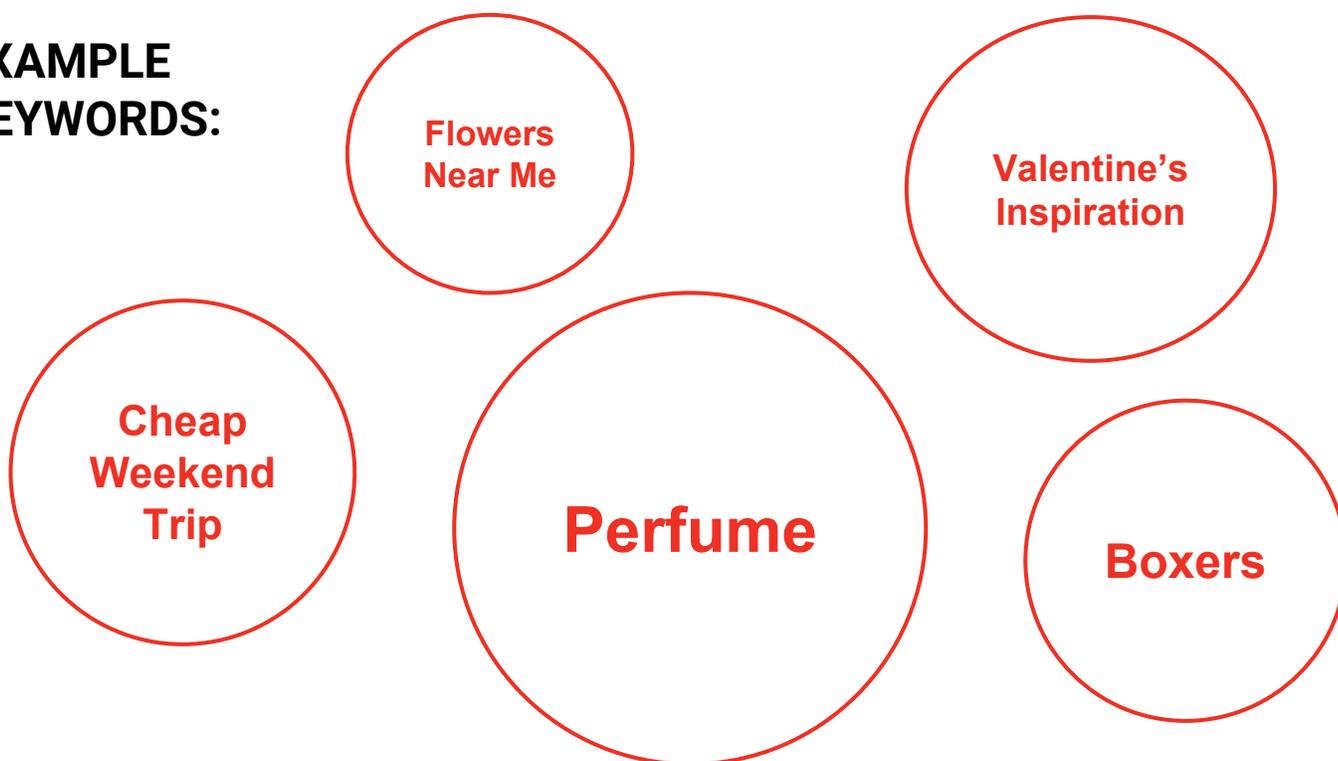
To improve targeting quality and reach, enter at least 5 items for interests, URLs, places, or apps

# 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  
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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  
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Parents of Grade Schoolers  
Parents of Teens

### In-Market

Flowers  
Gift Baskets  
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---

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### Detailed Demographics

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Green Living Enthusiasts

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## INSIGHTS

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

**5M**  
# of searches

**6M**  
Population in Denmark

Source: Google Internal Data

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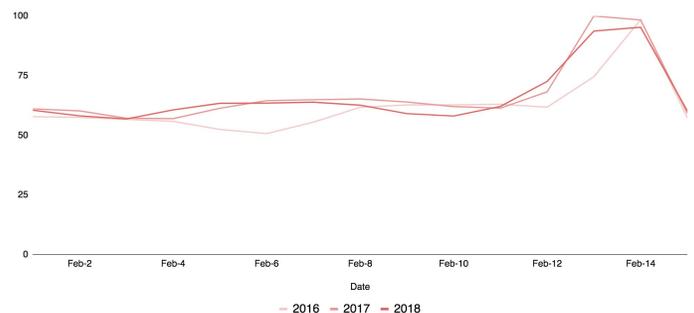
Source: IBIS World: Valentine's Day Spending Data

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## Maximize the Opportunity with Automation

1

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**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.

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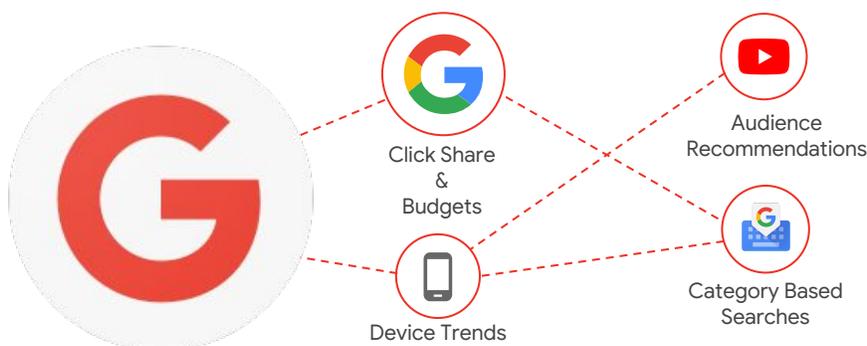
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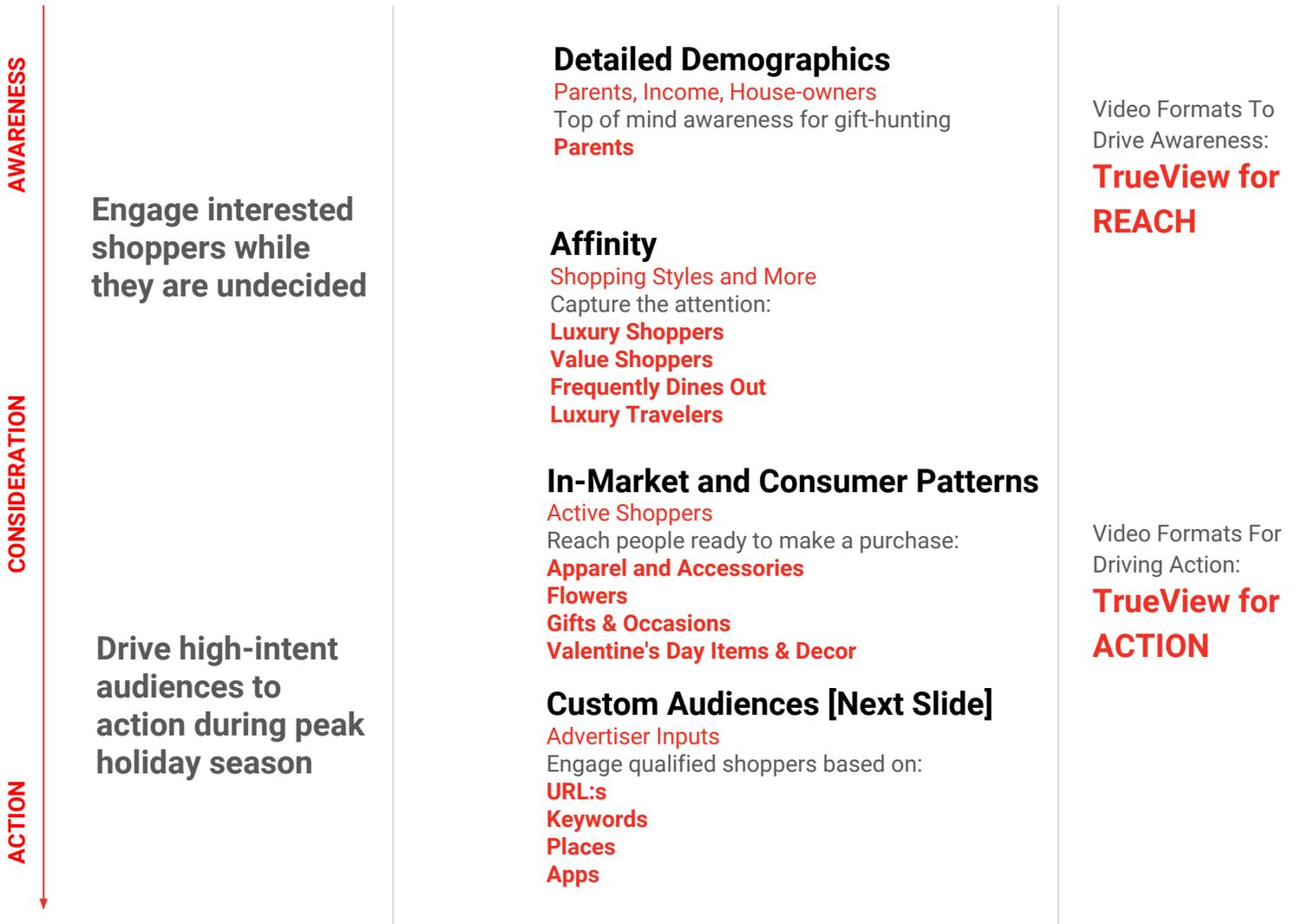


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# Customize Your Own Audience From Signals Across Google Properties

---

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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

- 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

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## Best Practice:

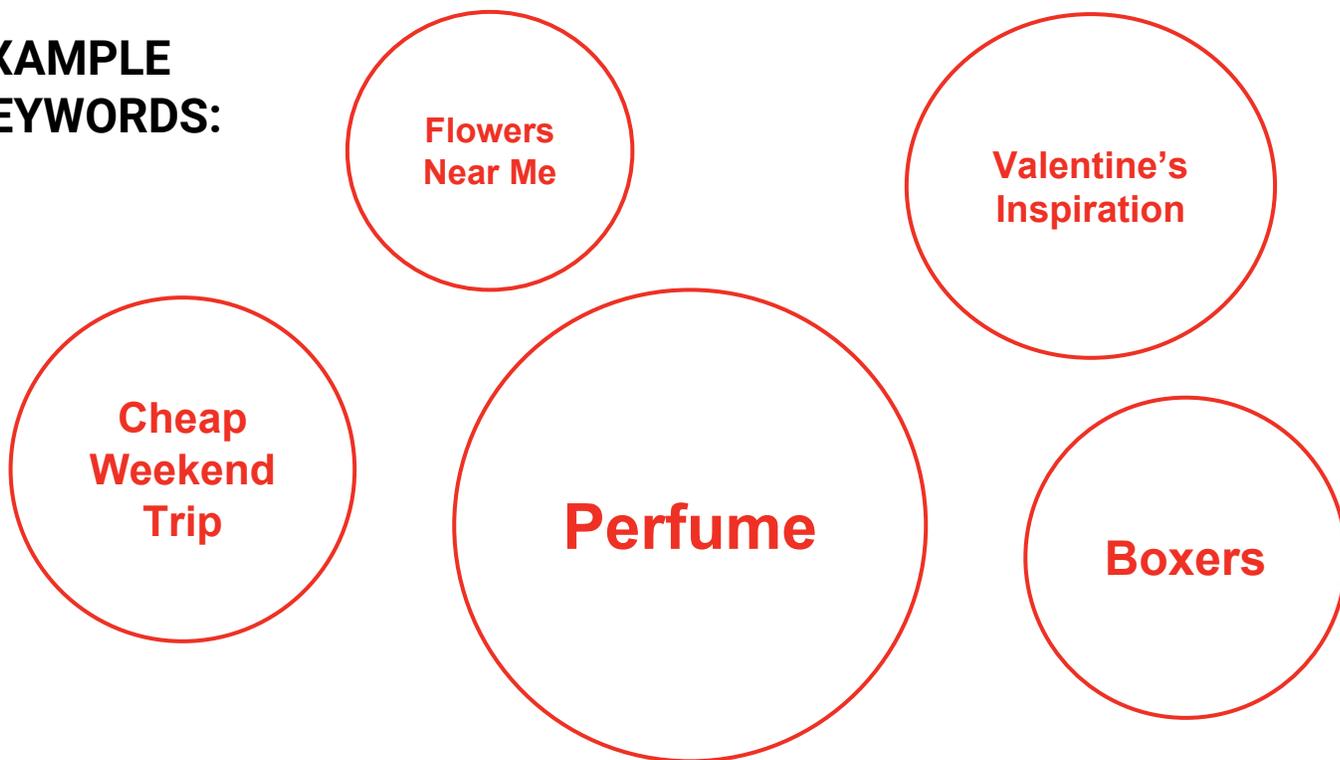
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## Best Practice:

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

# Valentine's Day Audience Catalog

---

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In a Relationship  
Single

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Hair Care Products  
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Perfumes & Fragrances  
Skin Care Products  
Spas & Beauty Services  
Tanning & Sun Care  
Products

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## Gift Givers

### Detailed Demographics

Marital Status  
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## Food & Dining

### Detailed Demographics

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Green Living Enthusiasts

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- Medical
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- News & Magazines
- Parenting
- Personalization
- Photography
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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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- Retailers & Shops
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- *Many more*

### 4 – Interests

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