

Sweet Strategies for



As the fourth largest retail holiday in the country, U.S. consumers in 2016 were expected to spend a record-breaking \$19.7 billion for Valentine's Day — an increase of almost a billion dollars from 2015.* MediaMath conducted an analysis of almost 100 of our clients' previous Valentine's Day campaigns to get a sense of trends marketers can capitalize on for their 2017 campaigns.

When to Strike Cupid's Arrow



Begin your campaigns by the week of 1/23 in 2017. Even though most campaigns started on 2/1, conversions start to climb at the end of January.



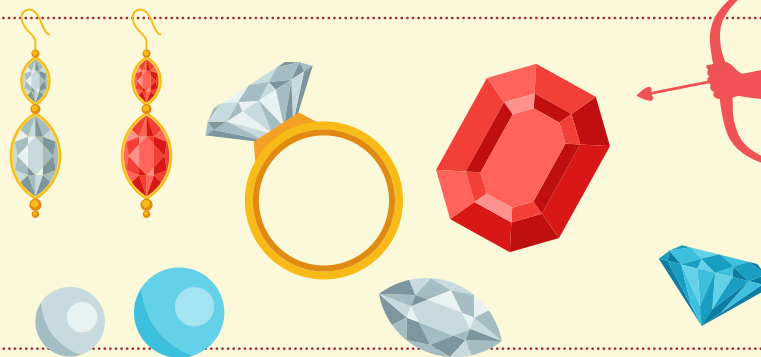
Start prospecting as soon as you launch. Spend for prospecting was at its height on 2/11 and 2/12, but conversions spiked on 2/13.



Ramp up your campaigns in late January and early February as CPMs don't tend to rise as steeply as they do for Q4 holidays.

Target Beyond Valentine's Day

Our analysis found that jewelry was targeted as much as Valentine's Day, followed by age and gender targeting.



REMARKET TO YOUR CRUSH

Our analysis shows that for site traffic by device, **smartphone site visitors start surpassing desktop site visitors** on 2/11.



Past campaigns have shown that users who see video ads before display are



20% more likely to convert than users served display alone.



* Source: NFR