

A VERY MOBILE VALENTINE'S DAY

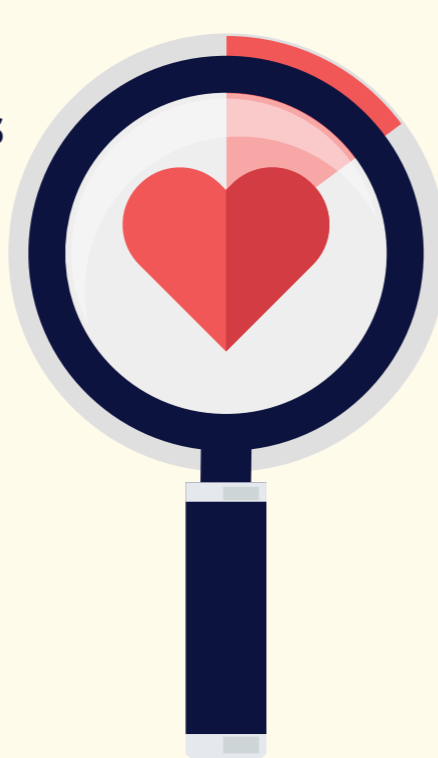
As sweethearts get in the mood for love this Valentine's Day, mobile will be more important than ever as they prepare and plan romantic gestures. See how you can cosy up to consumers this Valentine's Day and beyond.

Preparing for Valentine's Day

As Valentine's Day approaches, consumers are increasingly turning to their mobiles for inspiration.¹

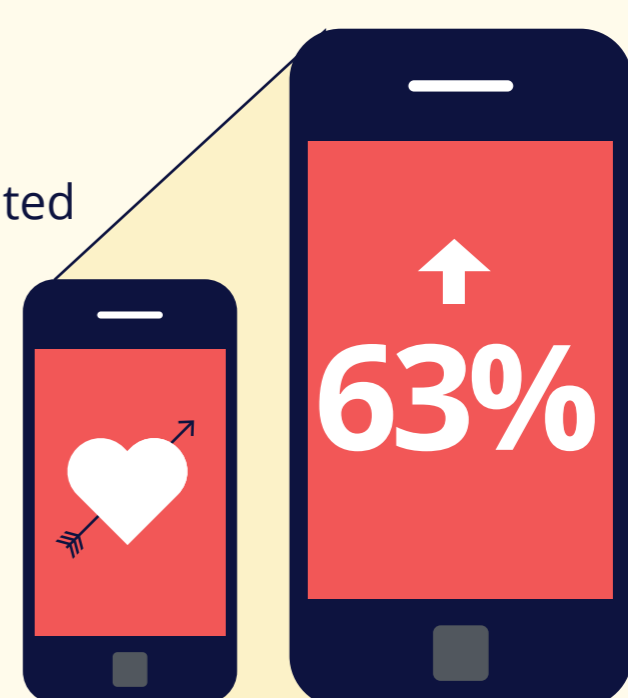
Valentine's Day-related searches in Poland have increased

10%



Growth is largely driven by mobile.

Valentine's Day-related searches on mobile grew YoY by



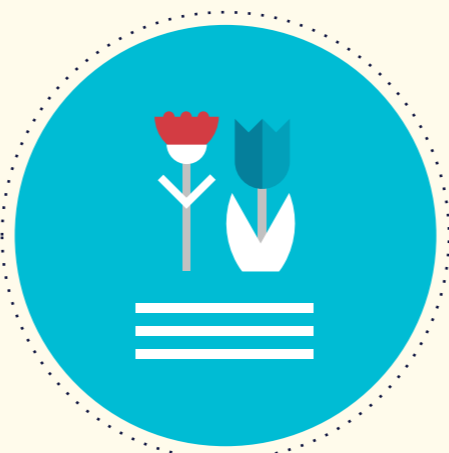
Top Valentine's Day related searches



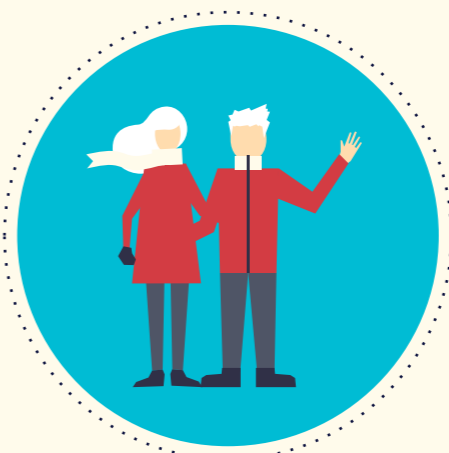
what to get your boyfriend for Valentine's day



how to make a Valentine's day card



where to go on Valentine's day



how to spend Valentine's day



where to take your girlfriend on Valentine's day

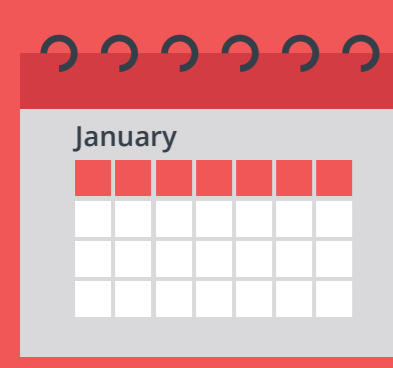
Shopping for Someone Special

Girls are much better prepared than guys.¹

Searches for

'Gifts for Boyfriend'

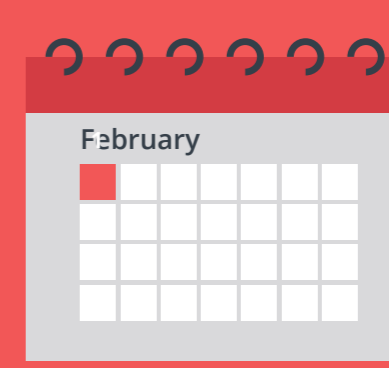
begin in the second week of January



Searches for

'Gifts for Girlfriend'

remain flat until 1 February



There were **2.3x** as many searches in Poland for 'gifts for boyfriends' than 'gifts for girlfriends'.

Connect with consumers when they're shopping for their special someone.

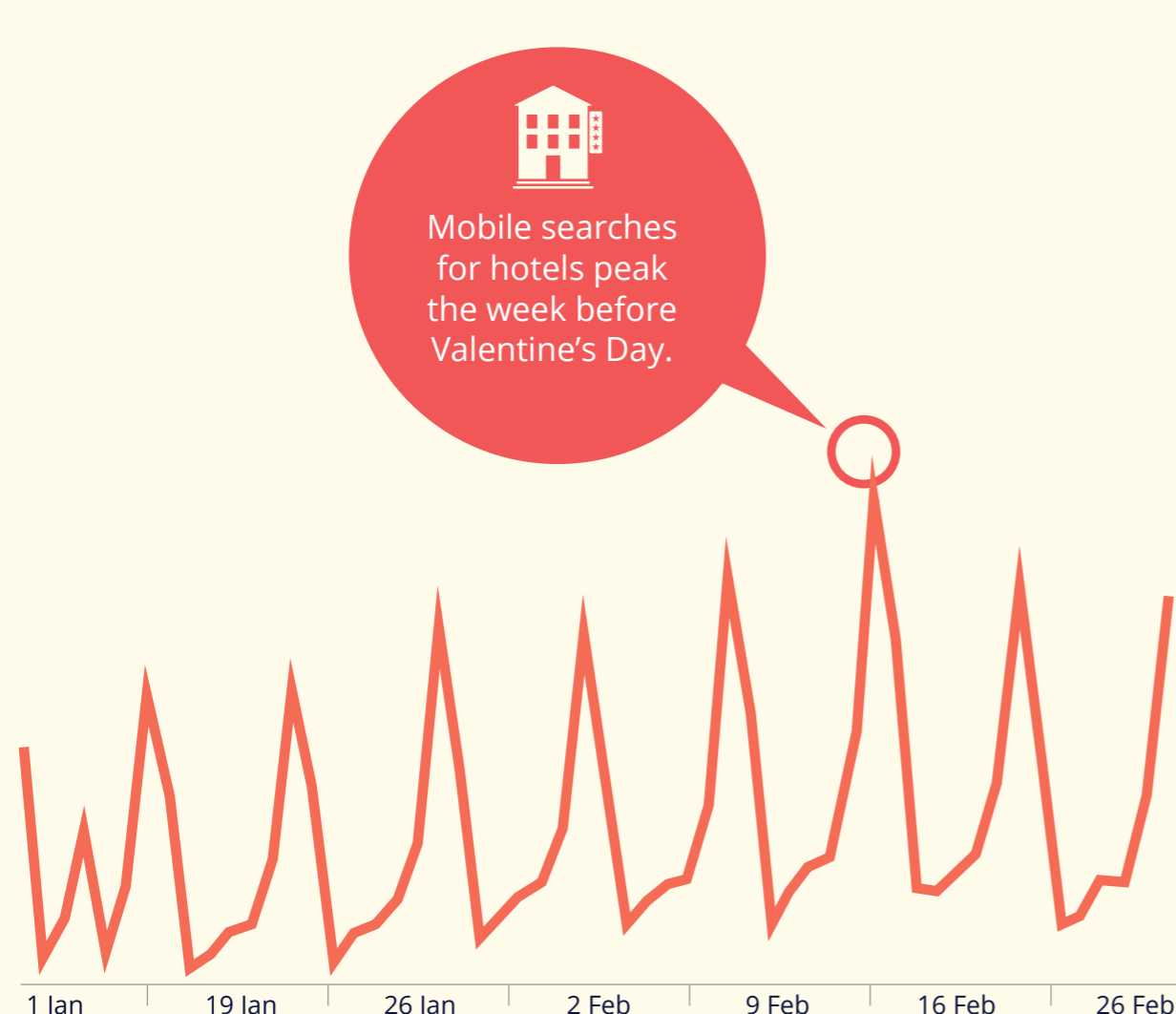


53% of consumers searching on their smartphones agree that they have visited a store or made a purchase after seeing a company's messaging when it's most relevant to them

Researching a Romantic Retreat

Many will turn to mobile to help plan a special getaway.¹

% of searches for "hotels" on mobile, PL



Mobile searches for hotels peak the week before Valentine's Day.



Connect with consumers when they are planning a couple's escape.

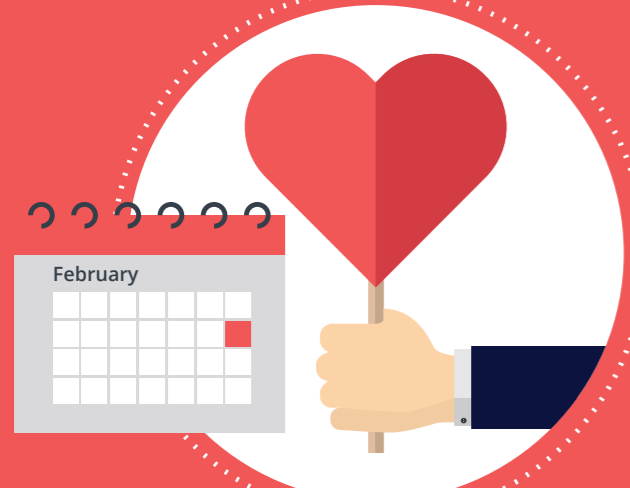


87% of smartphone users use their device when they are shopping for travel-related products.²

58% of those who have searched on a smartphone have considered a travel brand that they wouldn't usually consider as a result of relevant information available on their device²



Winning the Moments that Matter this Valentine's Day



Great timing is crucial when it comes to love, as well as for marketing!



Now, more than ever, consumers turn to their devices as they look for inspiration or information, and expect immediate and relevant answers.



To win, brands need to be there in the moment with timely, relevant messages to connect with consumers when it matters most.

For more insights, please visit thinkwithgoogle.com/cee where you can subscribe to our newsletter and receive monthly inspiration.

Sources

- 1) Google Internal Data, Poland, 2016
- 2) Ipsos Moments that Matter Research EMEA, October 2015, Poland