

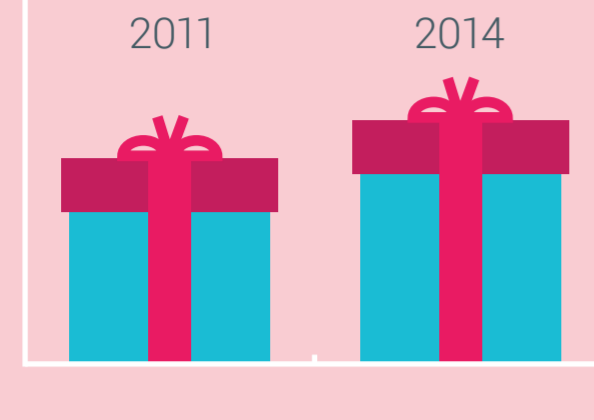
Searching for Love

Search, mobile, and video help us through every step of a relationship—from the first date to the wedding. See how you can make a love connection with consumers this Valentine's Day and beyond.

CELEBRATING VALENTINE'S DAY

Lovebirds keep the spark alive with romantic gestures and gifts. (Well, some more than others.)

Shoppers are **spending more** on their sweetheart each year.¹

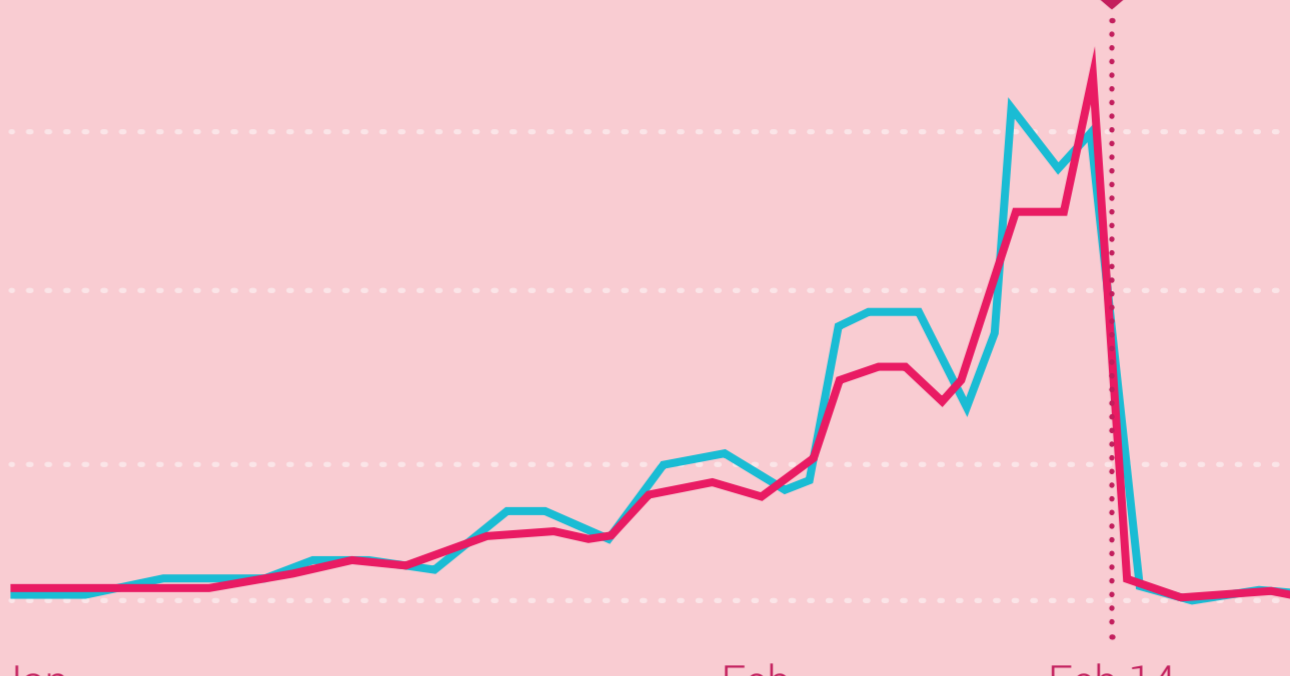


There were **3X as many searches** for "gifts for boyfriend" than "gifts for girlfriend" last February.²



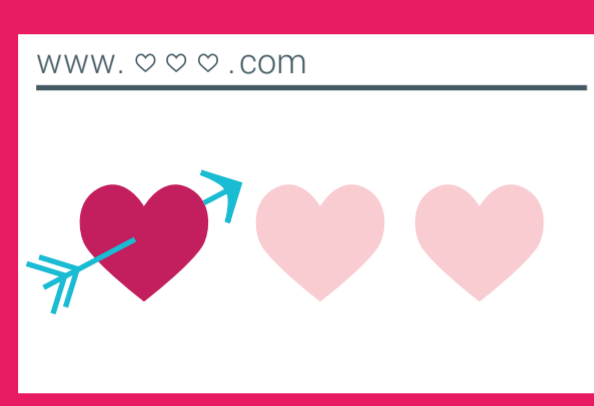
The day before Valentine's Day, gift givers search on **mobile more than on desktop** and in the weeks leading up, **it's neck and neck.**³

● Desktop
● Mobile

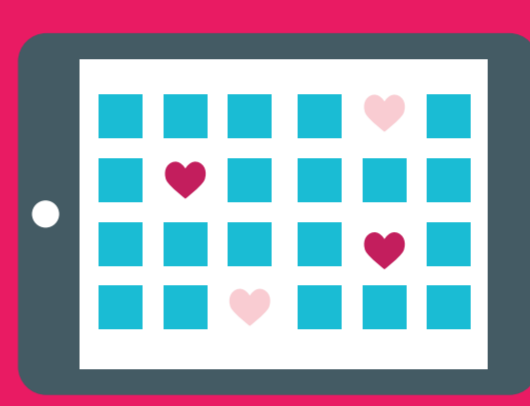


FINDING A DATE

Online dating has lost its stigma, and apps are the new matchmakers.



One in three Americans **meet their spouse online.**⁴

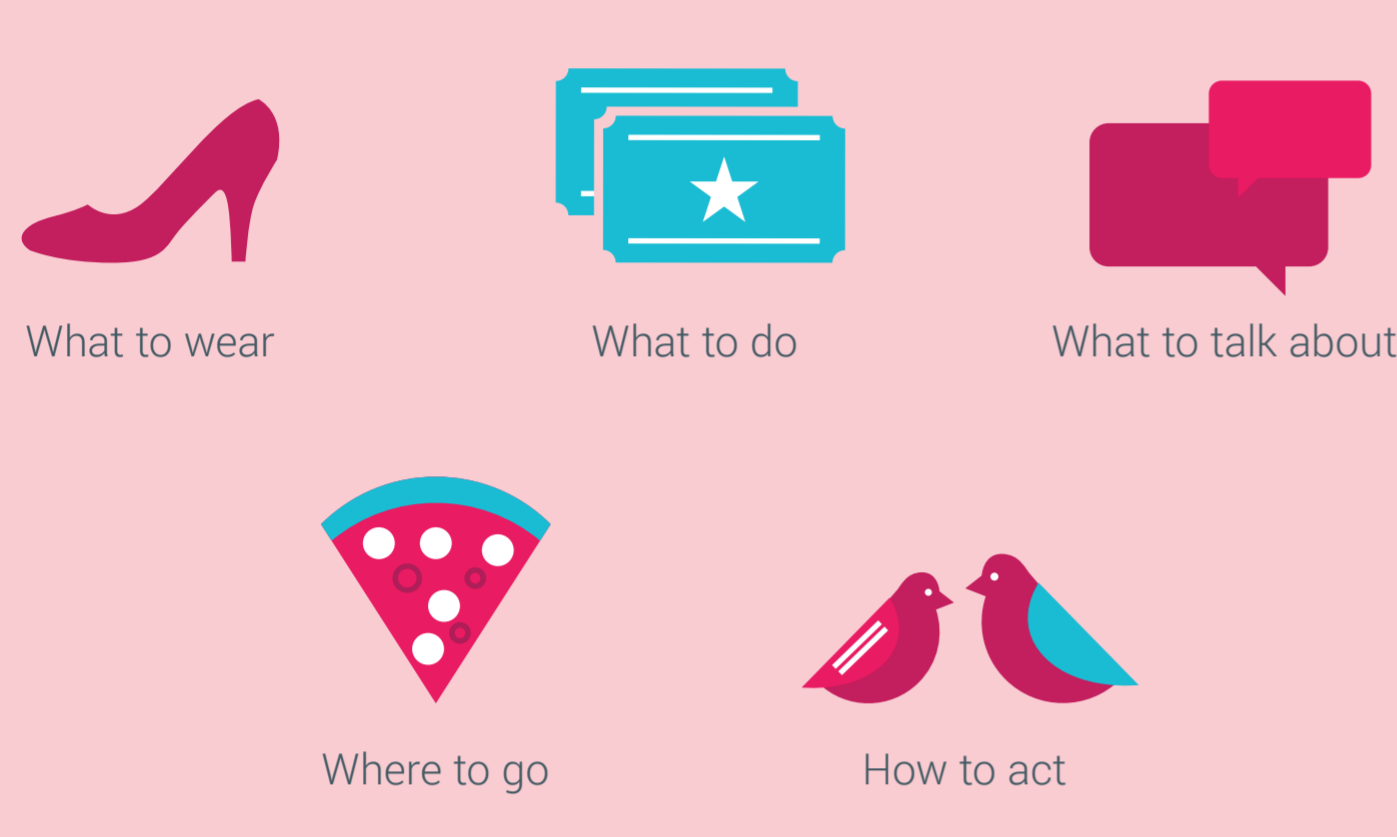


Growth in the dating category is coming from **dating apps.**⁵

GOING ON A FIRST DATE

Daters seek advice on everything from clothing to conversation topics.

TOP SEARCHES ABOUT FIRST DATES⁶



Searches for "first date outfit" up 60%.⁷

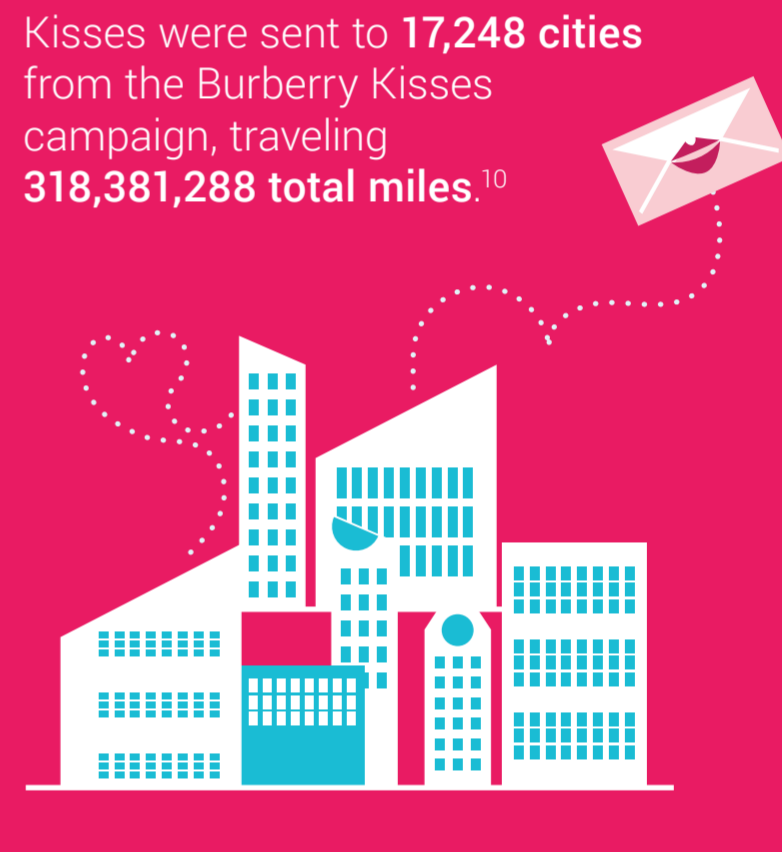
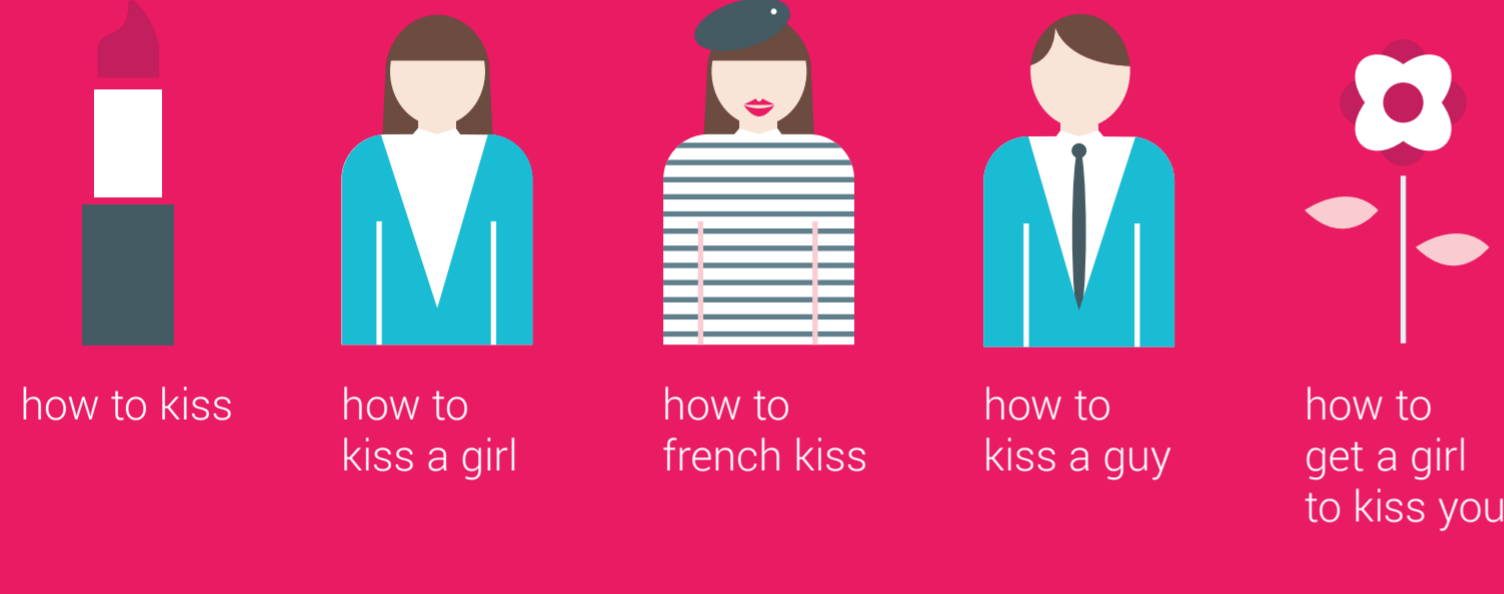


Over 60M views of YouTube videos about first dates.⁸

KISSING

First-timers ask the web questions they might be too shy to ask in person.

TOP SEARCHES ABOUT THE KISS⁹



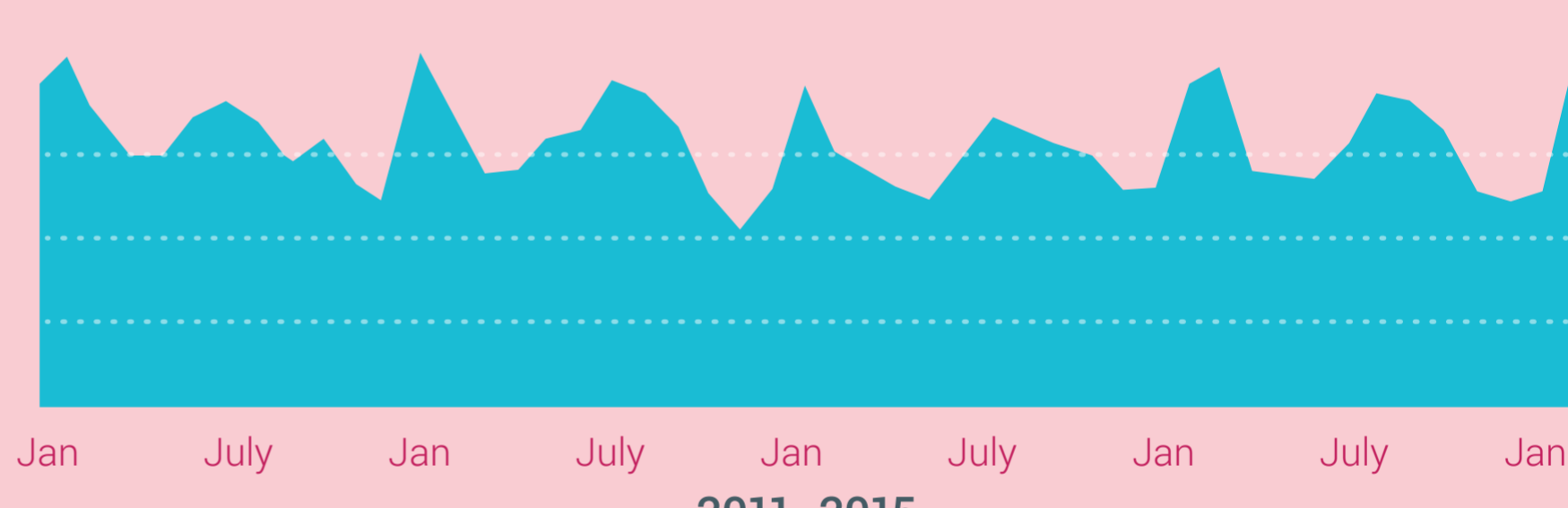
FALLING IN LOVE

Romantic soundtracks give people that lovin' feeling.



Time spent watching romantic music videos on YouTube **grew 58%** in December 2014 YoY.¹¹

SEARCHES FOR ROMANTIC GETAWAYS PEAK EVERY JANUARY AND JULY.¹²



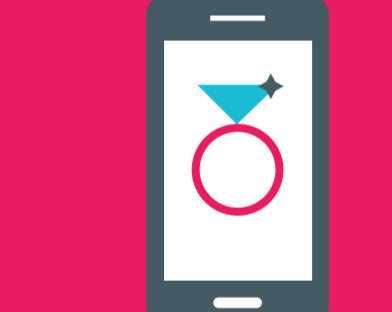
POPPING THE QUESTION

Before getting on one knee, people get on their smartphone and YouTube. Their partner wonders what's taking so long.

TOP SEARCHES ABOUT PROPOSALS¹⁵



Proposers look to YouTube for inspiration—videos of proposals have gotten **nearly 300M views.**¹⁶



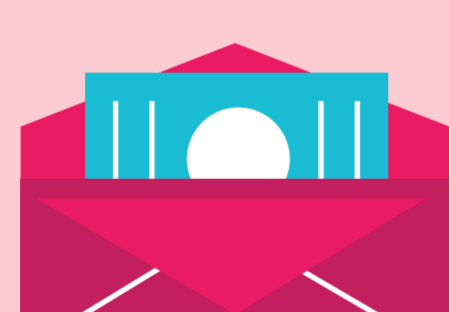
Mobile searches for engagement rings **grew 52% YoY.**¹³



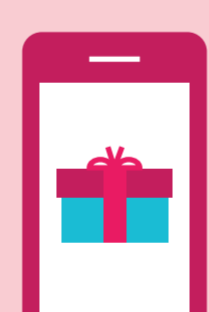
Online purchases of diamond jewelry are **up 39% from 2011.**¹⁴

TYING THE KNOT

She said yes! Summer is the most popular time to tie the knot.



Searches for **wedding invitations** peak in January,¹⁷ while anniversaries peak in June.¹⁸



Wedding guests are shopping for gifts down to the wire. "**Wedding registry**" searches peak in June, and last year **40% more of these searches were done on mobile.**¹⁹



The most interest in **eloping comes from Oklahoma, Louisiana, and Georgia.**²⁰

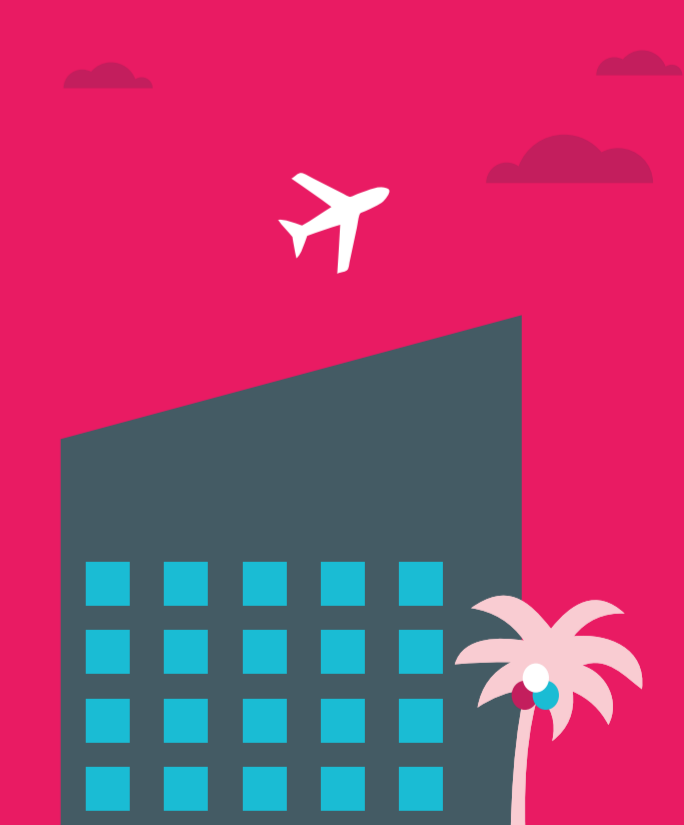
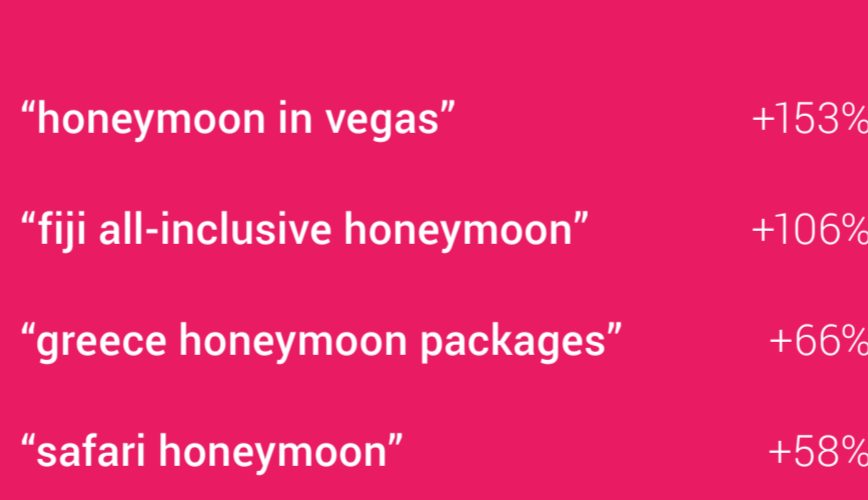
HONEYMOONING

When deciding where to get away, couples are looking at exotic destinations (and Las Vegas).

Honeymoon-related searches peak in January.²¹

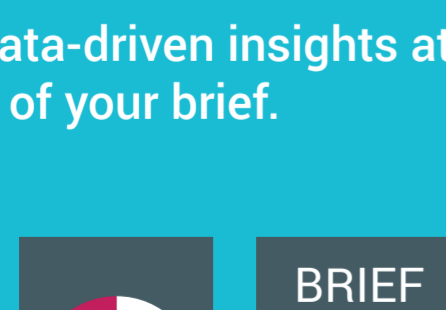


TOP FIVE RISING SEARCHES ABOUT HONEYMOON DESTINATIONS²²



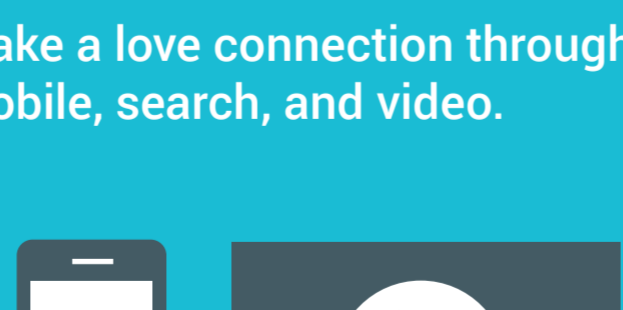
WINNING OVER THE HEARTS OF CONSUMERS

Put data-driven insights at the heart of your brief.



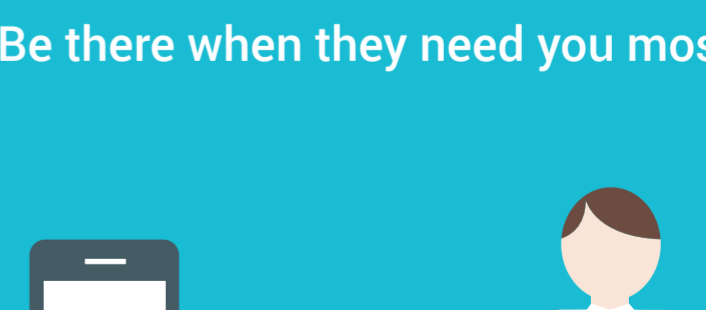
The best ads hit us on an emotional level. By understanding how people find and fall in love, brands can uncover fundamental human truths and develop creative and messaging that truly resonate. See what insights you can find in Google Trends data that can fuel your creative brief and executions.

Make a love connection through mobile, search, and video.



Love changes our daily habits and behaviors, and not just on Valentine's Day. There's a huge opportunity to engage with people during these life moments—from a first kiss to a wedding—all year round. These moments happen on search, mobile and YouTube; are you there? Are your campaign windows wide enough to capture interest beyond the holiday?

Be there when they need you most.



When it comes to love and marketing, timing is everything. Consumers are now constantly connected, seeking answers, and making decisions immediately. Marketers need to be there in the moment with timely, relevant content and experiences.

SOURCES: 1 NRF and Prosper Insights & Analytics, 2014 Valentine's Day Spending Survey, January 2014. 2 Google Trends, January 2011–January 2015, United States. 3 Google Data, January–February 2014, United States. 4 pmas.org and eHarmony, May 2013. 5 Google Trends, Dating & Personals, January 2011–January 2015, United States. 6 Google Data, January 2014–January 2015, United States. 7 Google Trends, January 2012–December 2015 vs. December 2008–December 2011, United States. 8 YouTube Data, 2013–2014, United States. Classification is based on public data (headline, tags, etc.) and is not 100% scientifically accurate. 9 Google Data, January 2014–January 2015, United States. 10 Burberry Kisses campaign data. 11 YouTube Data, December 2014, United States.

12 Google Trends, January 2011–January 2015, United States. 13 Google Data, December 2014, United States. 14 De Beers, Diamond Insight report, 2014. 15 Google Data, January 2004–January 2015, United States. 16 YouTube Data, January 2013–December 2014, United States. Classification is based on public data (headline, tags, etc.) and is not 100% scientifically accurate. 17 Google Trends, January 2011–January 2015, United States. 18 Google Trends, January 2011–January 2015, United States. 19 Google Data, June–July 2014, United States. 20 Google Trends, January 2012–January 2015, United States. 21 Google Trends, January 2011–January 2015, United States. 22 Google Data, 2014, United States.