

How Mobile Helps Plan the Perfect Valentine's Day

Sure, Cupid is great, but—unlike a smartphone—he can't find a local florist or teach you to cook a lobster tail. So on Valentine's Day, people turn to their phones during these micro-moments to help plan the perfect day for their loved ones. Here, we explore how consumers shop for the holiday and beyond, whether buying gifts or making special meals.



BUYING A LAST-MINUTE GIFT

According to Google Search data, Valentine's Day is the #2 holiday for last-minute gift shopping.¹ People turn to their smartphones to quickly find retail stores near them. As a result, mobile searches for the following locations on Valentine's Day grew year-over-year:²



"florist near me"

2.6X

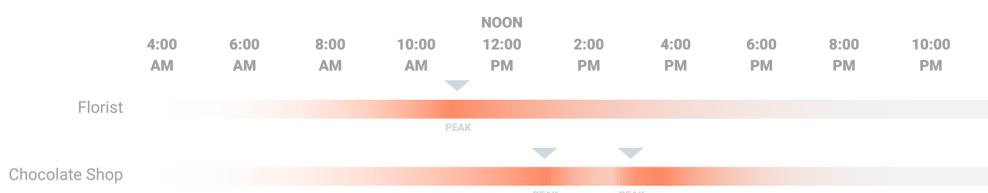


"chocolates near me"

4.1X

With only a short time to make a purchase, consumers then flood the stores. Many retailers see a surge in midday foot traffic as lovestruck consumers hustle to buy the perfect gift.

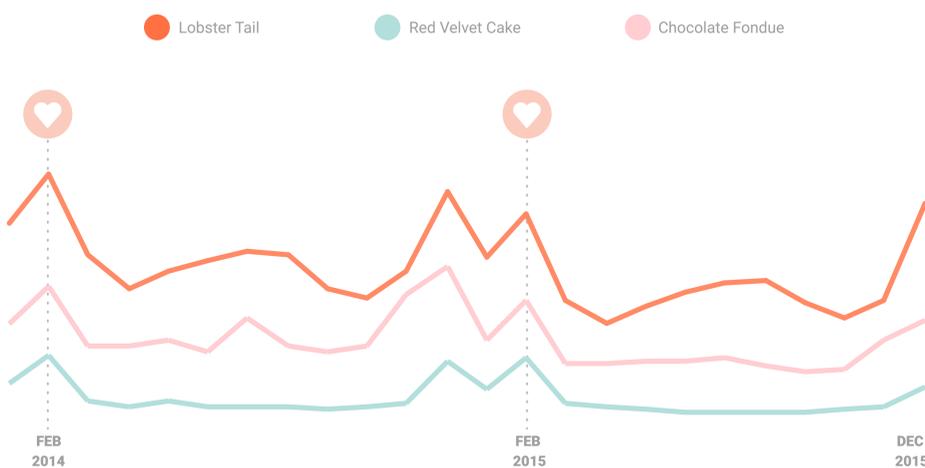
PEAK HOURS FOR IN-STORE SHOPPING ON VALENTINE'S DAY³



MAKING A MEAL

Search interest for "valentine dinners at home" grew nearly 20% year-over-year,⁴ as people looked for help in preparing the perfect date-night meal.

SEARCH INTEREST IN TOP RISING VALENTINE'S DAY RECIPES⁵



Once a recipe is chosen, consumers turn to YouTube on their phones to learn how to prepare the meal.

Lobster-cooking videos

On Valentine's Day 2015, the average daily viewership increased **4.9X** and **62%** of hours watched were viewed on mobile.⁶

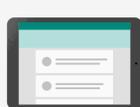
Red velvet cake videos

On Valentine's Day 2015, the average daily viewership increased **2X** and **73%** of hours watched were viewed on mobile.⁷



As they research the perfect ingredients, food shoppers turn to mobile to help make the best decisions.

87% look up brands they've purchased before⁸



50% look up brands they've never purchased⁹

WHAT THIS MEANS FOR YOUR BRAND

Be There

The mobile phone is a matchmaker between shoppers and stores. Make sure your brand or store is appearing in mobile searches during last-minute shoppers' I-want-to-buy moments.

Be Useful

From a local flower shop providing store hours, to a pharmacy offering up-to-date inventory, to a CPG company creating video recipes, brands that find ways to be useful to consumers in the moment will win their hearts and minds (and dollars).

Be Quick

Prioritize your mobile content so that your consumer can easily find the most important information fast and without friction.

Visit thinkwithgoogle.com/micromoments to learn more.

SOURCING

- 1 Google Trends, January 2013–December 2015, United States.
- 2 Google internal data, February 2015 vs February 2014, United States.
- 3 Google internal data, United States, aggregated, anonymized data from a sample of U.S. users that have turned on Location History, from February 14, 2015.
- 4 Google Trends, February 2015 vs. February 2014, United States.
- 5 Google Trends, January 2014–December 2015, United States.
- 6,7 Google data, February 2015, United States. Classification as a lobster-cooking and a red velvet cake video was based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube.
- 8,9 Google, "The Role of Mobile on the CPG Purchase Journey" study, United States, September 2015. n=371.