

# The Cost Of Love

## Valentine's Day Stats

What did people buy in 2015?

Category	Spend in Billions \$18.9B	Average Spend (per person)
Jewelry 	\$4.8	\$172
An evening out 	\$3.6	\$78
Flowers 	\$2.1	\$42
Clothing 	\$2.0	\$90
Candy 	\$1.7	\$24
Gift card 	\$1.2	\$74
Greeting cards 	\$1.0	\$15

## Let's Get Digital - Digital

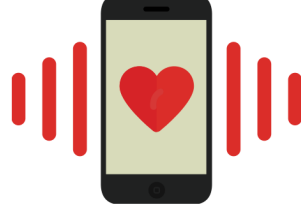
2016 expectancies

\$19.7B

Total sales

55%

of people plan to celebrate Valentine's Day



28%

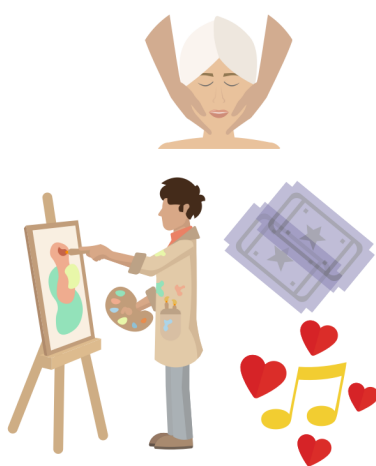
of sales will be made online

\$147

average spend per person

39%

would like to receive a gift of experience



24%

plan to give a gift of experience (concerts, spas, art lessons)

## \*eCommerce Protips\*

When it comes to buying a last minute gift, every second counts! 100% of the best eCommerce sites offer "shipping same as billing" options.

Valentine's Day is about feeling the love, not coming on too strong. Creating a user profile before a purchase is optional on 93% of the best eCommerce sites.

There's nothing wrong with asking for help when shopping for the one you love! 100% of the best eCommerce sites have live help available.

Sales are the key to anyone's heart! 100% of the best sites offer coupons.

## Tips to Help Sales Feel the Love



Email Newsletters



Offer sales, coupons and last minute deals



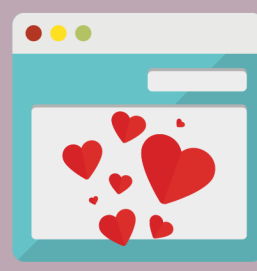
Couples Competitions



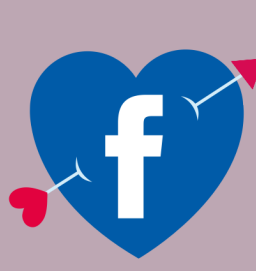
Guarantee shipping by Feb 14



Free gift wrapping and gift receipts



Holiday-themed website



Above all, be social! Shoppers turn to social media for gift inspiration, promotions, and competitions.

Sources  
<https://www.fundivo.com/stats/valentines-day-spending-statistics/>

<https://nrf.com/media/press-releases/dinner-and-movie-flowers-and-jewelry-bring-valentines-day-spending-record-high>  
[om/media/press-releases/dinner-and-movie-flowers-and-jewelry-bring-valentines-day-spending-record-high](https://nrf.com/media/press-releases/dinner-and-movie-flowers-and-jewelry-bring-valentines-day-spending-record-high)

<http://www.shipstation.com/blog/inking-new-ideas/tips-to-increase-ecommerce-valentines-day-sales/>

<https://nrf.com/media/press-releases/dinner-and-movie-flowers-and-jewelry-bring-valentines-day-spending-record-high>  
[http://www.criteo.com/media/1677/us\\_valentines\\_day\\_shopping\\_trends\\_2015.pdf](http://www.criteo.com/media/1677/us_valentines_day_shopping_trends_2015.pdf)

Brought to you by

BlueSnap®