



To Customers, With Love: Your Valentine's Day Guide to Playing Cupid - 2024



Sweet Stats for Retailers

53% of consumers plan to celebrate Valentine's Day 2024, with total spending expected to reach \$25.8 billion USD.

\$185.81 USD

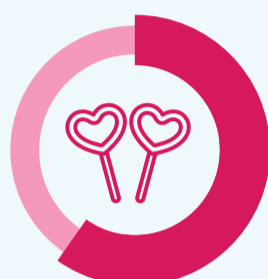
Average spending by individual

\$14.2 Billion USD

Projected spending on significant others

SOURCE >>

Popular Presents



57%

Intend to splurge on candy



40%

Will give a greeting card



39%

Think flowers are ideal



32%

Are planning an evening out



22%

Say it all with jewelry



21%

Plan to gift clothing



19%

Will spend on a gift card

SOURCE >>

#celebratingnotcelebrating

29% of consumers not celebrating Valentine's Day 2024 are still planning to mark the occasion!

3%

Will purchase "anti-Valentine's Day" gifts

15%

Will treat themselves to something special

11%

Will spend an evening out with friends or family members

3%

Will spend on other products and experiences

SOURCE >>



9 Ways to Woo Your Customers With Frictionless Commerce

V-Day is the perfect celebration to delight your customers with personalized experiences straight from the heart, shipping that's faster than Cupid's arrow, and giveaways sweeter than their favorite candy.

1 MAKE IT PERSONAL

Personalize your website experience; ask customers the right questions. Are they shopping for themselves or someone else? What's their budget? Use data to enhance the shopping journey.

2 ENSURE SHIPPING SELF-AWARENESS

Clearly communicate shipping times on your website to avoid late delivery disappointment. Send reminders and if on-time delivery isn't possible, offer alternative options like gift cards to ensure seamless experience.

3 THROW IN GIVEAWAYS

Attract customers with discounts and free gift cards. Use these incentives to encourage purchases and foster customer loyalty.

4 OFFER EXTRA ADVICE

Don't just list products; enhance experience by curating gifting guides that highlight how your products can create unforgettable Valentine's Day moments in 2024.

5 WIN BACK YOUR EX'S

Launch a Valentine's Day win-back series targeting customers who haven't returned since last year. Create urgency with countdowns and provide personalized product recommendations based on past purchases.

6 SHOWER THEM WITH ATTENTION

Identify key loyal and VIP customers and reach out to them with access to your best deals and sales before anyone else.

7 VALENTINE'S DAY IS A THING

Design promo offers and curated gifts for the besties, moms, and grandmas in peoples' lives.

8 MAKE IT PAWSITIVELY PAWFECT

Give pet parents a chance to show their fur babies the love with a collection that's designed just for critters.

9 FIND THE PERFECT PARTNER

Pivotree has vast commerce and supply chain experience as well as deep data management expertise, and a true love of what you do as retailers to make this Valentine's Day unforgettable for your customers – and your bottom line.

Show Your Product Data Some Love!

Get a free data quality assessment today.