

# Valentine's Day Intent Audiences

Reach the buyers who are choosing now.

Valentine's Day turns emotion into purchases. People look for gifts, dinners, experiences, and last-minute surprises and they make decisions fast, often within a few days.

OnAudience provides dedicated Valentine's Day audience segments to help agencies, brands, and marketers reach in-market shoppers at every stage of the funnel. Use these audiences to improve precision, performance, and efficiency in your Valentine's Day programmatic campaigns.

## Reach Your Audience Precisely on the Grounds of ↘

### Classic Gifters



#### Who they are:

High-volume gifters looking for usual Valentine's gifts. They browse gift ideas, compare prices, and care about availability and delivery or pickup.

#### What campaigns and products are perfect to target them with:

- Flowers and bouquets, delivery and local pickup offers.
- Chocolates, sweets, and gift boxes.
- Greeting cards and personalized gifts.
- Gift bundles and curated "gift ideas" collections.
- Gift cards and instant gifting options.

### Premium Gifters

#### Who they are:

High average order value shoppers who research before buying. They compare options, browse premium brands, and respond to quality and credibility cues.

#### What campaigns and products are perfect to target them with:

- Jewelry, watches, premium accessories.
- Fragrance and premium beauty sets.
- Luxury retail and high-end gifting collections.
- Financing, warranties, gift-ready packaging, fast delivery upgrades.



### Dinner and Experience Bookers



#### Who they are:

People planning a night out or a shared experience. They are driven by availability, location, and timing, and often book close to the date.

#### What campaigns and products are perfect to target them with:

- Events, tickets, tastings, theatre, local experiences.
- Restaurant reservations and dining promotions.
- Spas, wellness experiences, couples packages.
- Weekend getaways, hotels, short trips.

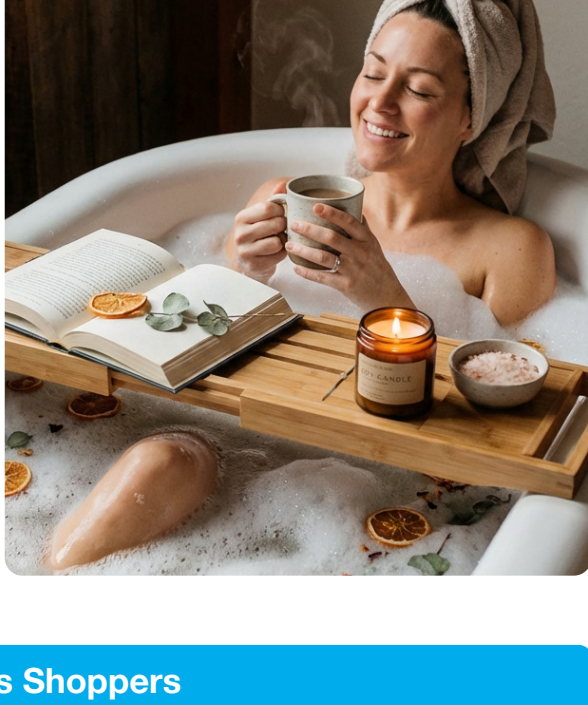
### Self-Care and Treat Yourself Shoppers

#### Who they are:

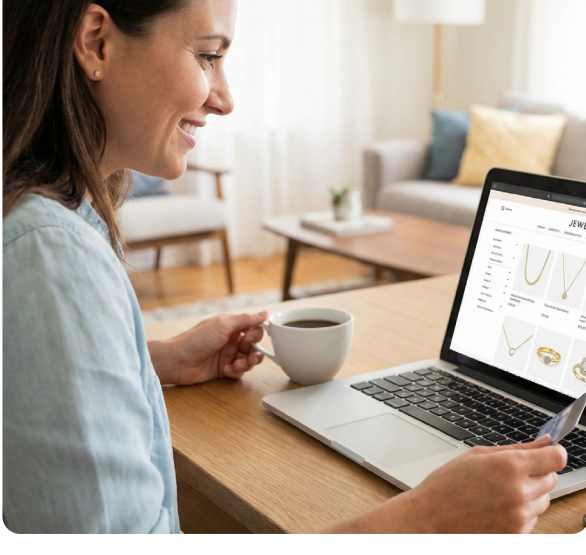
Not only couples. This group includes self-gifters and friendship gifting, focused on wellness, routines, and small luxuries.

#### What campaigns and products are perfect to target them with:

- Skincare and makeup.
- Gift sets and beauty bundles.
- At-home self-care, candles, bath, "spa night" kits.
- Wellness subscriptions and routine-based offers.



### Fashion, Lingerie, and Accessories Shoppers



#### Who they are:

Style-led shoppers looking for something personal, often late in the window. Fit, sizes, and shipping cutoffs matter.

#### What campaigns and products are perfect to target them with:

- Lingerie, sleepwear, premium basics.
- Date-night fashion and accessories.
- Handbags and small leather goods.
- Express shipping, click-and-collect, size availability messages.

### Dating and Social Intent

#### Who they are:

A separate demand curve. Users that engage with dating, social, and local plans, often peaking in the days right before Valentine's.

#### What campaigns and products are perfect to target them with:

- Dating apps, installs, re-engagement, premium plans.
- Singles events, nightlife, local meetups.



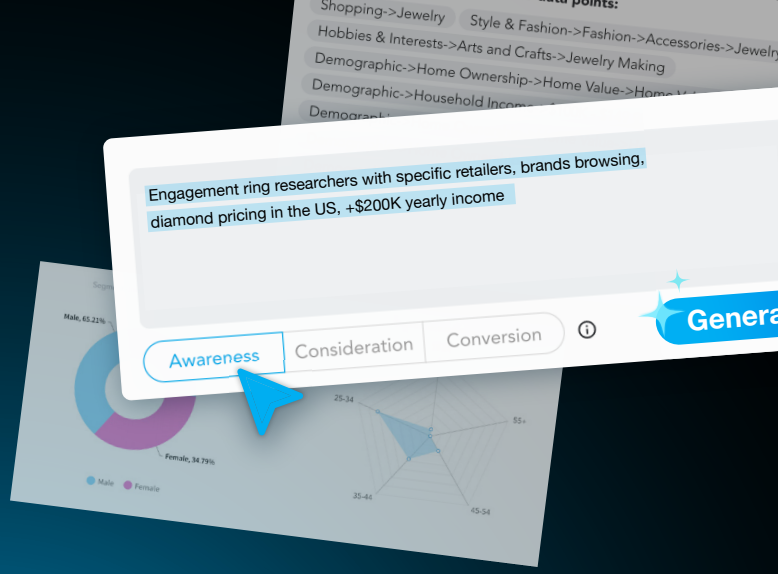
## Need a custom audience?

Create tailored combinations that match real trading needs, for example:

- Engagement ring researchers with specific retailers, brands browsing, diamond pricing in the US, +\$200K yearly income.
- US Premium Fragrance & Beauty Gifters, luxury perfume gift sets, department store beauty browsing with "gift wrap" intent) income \$150K+.
- US Fine Dining Reservation Intenders Valentine's Day dinner" searches, income \$150K+.

Use AI Audiences to turn a short brief into an activation-ready segment fast.

Build with AI Audiences



## Reach Shoppers Across Various Devices

Our data lets you engage shoppers seamlessly across:



CTV & OTT devices



Mobile



Desktop



DOOH

## Five reasons to choose OnAudience Valentine's Day Audience Data

+200

markets for international scale and local relevance



Own taxonomy and data standards for consistent planning across DSPs

Funnel-ready intent segments built for prospecting, sequential messaging, and retargeting.



Proprietary in-house technology for transparency, control and reliability



Privacy-safe

& compliance-aligned processing designed for fast activation

## Turn Valentines into Measurable Performance

+25B

devices

+50B

profiles

+3,900

segments

Reach high-intent Valentine's Day shoppers so you can boost relevance, efficiency, and campaign results.

OnAudience

Contact our team at [contact@onaudience.com](mailto:contact@onaudience.com)