



Valentine's Day Playbook

Discover actionable tactics to drive engagement, conversions, and sales this Valentine's Day.



Valentine's Day: Full of Opportunity

Strong consumer spend (Source: NRF):

U.S. Valentine's Day spending reached **~\$25B in 2025**, with an AOV of **~\$185**

UK spending totals approximately **\$2.1B**

Key Marketing Considerations:

Beyond Jewelry & Flowers

Experiences, self-gifting, and gifts for everyone you love

Omnichannel Engagement

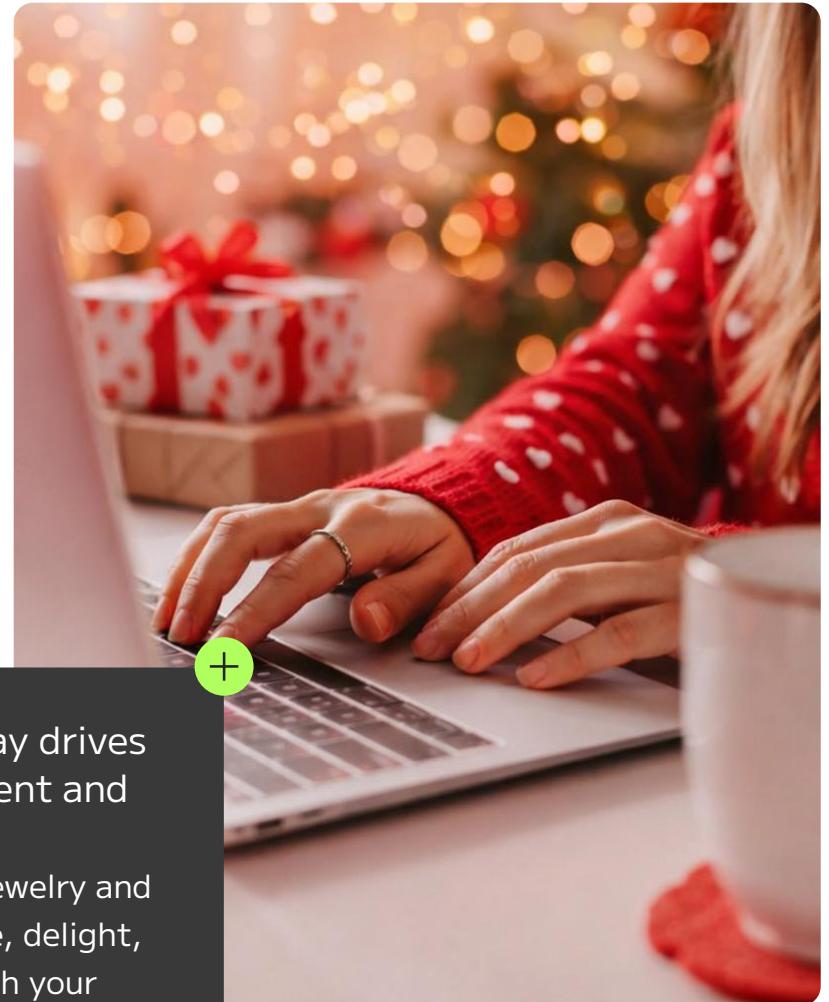
Email, SMS, paid media, and onsite personalization

Lean Into Social Proof

UGC in emails, landing pages, and social to inspire gift ideas

Segment By Intent

Shopping including partners, friends, family – and themselves



Valentine's Day drives real engagement and revenue. It's more than jewelry and flowers – inspire, delight, and connect with your customers.

Focus Areas & Strategies

1

Early Access/VIP Engagement

- Early access to products for VIPs
- Use SMS for exclusive offers, first chance
- Highlight loyalty points, referral bonuses
- Showcase any wishlist or send to a friend functionality on site for gifting idea generation

2

4-6 Weeks Out: Awareness & Inspiration

- Adjust colors, tone, and visuals for Valentine's Day
- Create gifting buckets on-site and link via CTAs
- Showcase customizable products
- Launch a quiz to find the right gift
- Add gifting ideas in your product recommendations
- Promote new arrivals and pink-themed items
- Key Dates/Themes: Galentine's (Feb. 13), Treat Your Self, Significant Other gifting

3

Final Push/ Last-Minute Shoppers

- Highlight shipping cutoffs
- Use SMS for cart or browse abandonment follow ups
- Promote gift cards
- Send last-minute SMS offers for urgency

4

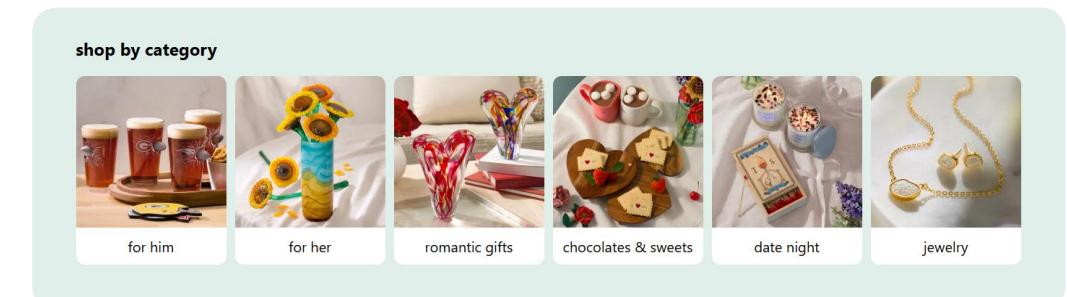
Segmentation & Personalization

- Appreciate your subscribers and send them a thank you/ Valentine's days message or offer
- Target customers who purchased last Valentine's Day
- Tailor messaging for those who may not celebrate – spin the holiday creatively (or let them opt out of vday messaging)
- Connect on a human level – Valentine's Day is emotional

Onsite

Make Shopping Fun & Easy

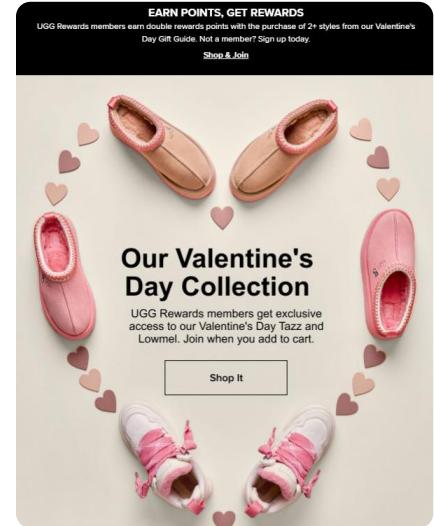
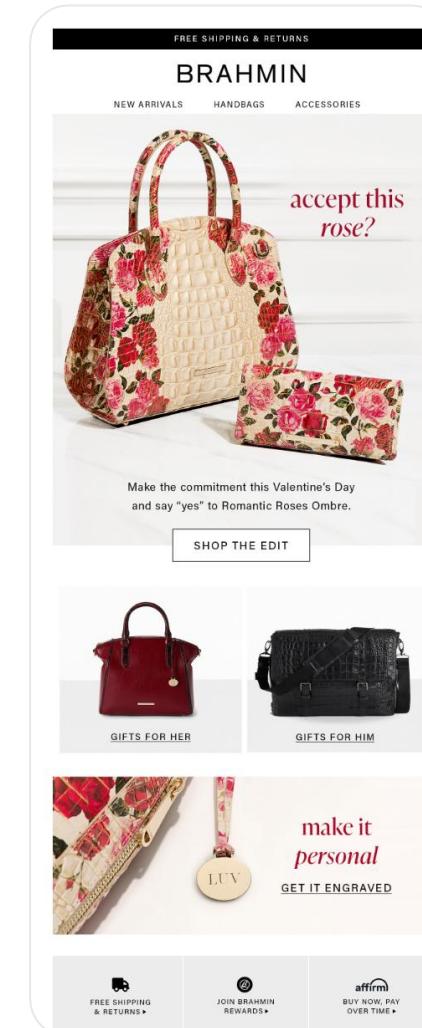
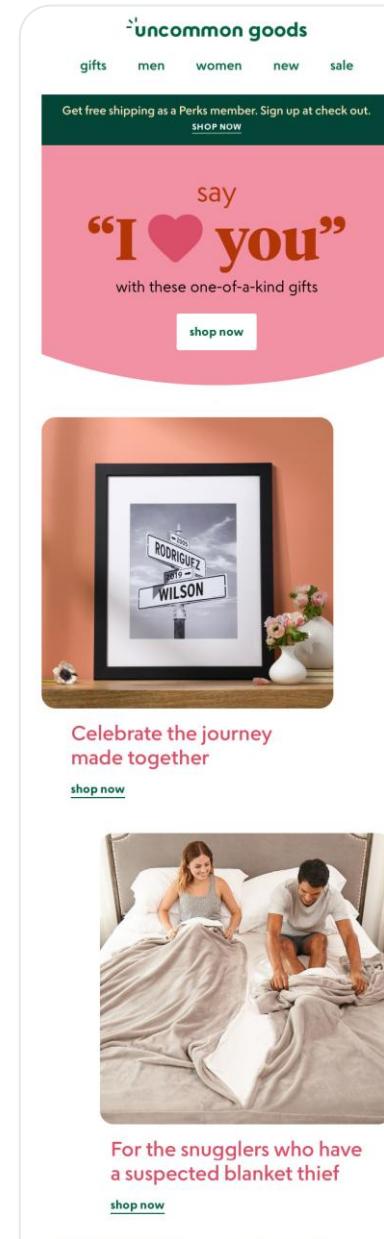
- Refresh copy and visuals for Valentine's Day
- Highlight seasonal imagery and colors
- Organize by gifting category
- Include a fun quiz to help shoppers find the right gift
- Make the experience fast, playful, and intuitive
- Highlight functionality to send gift ideas

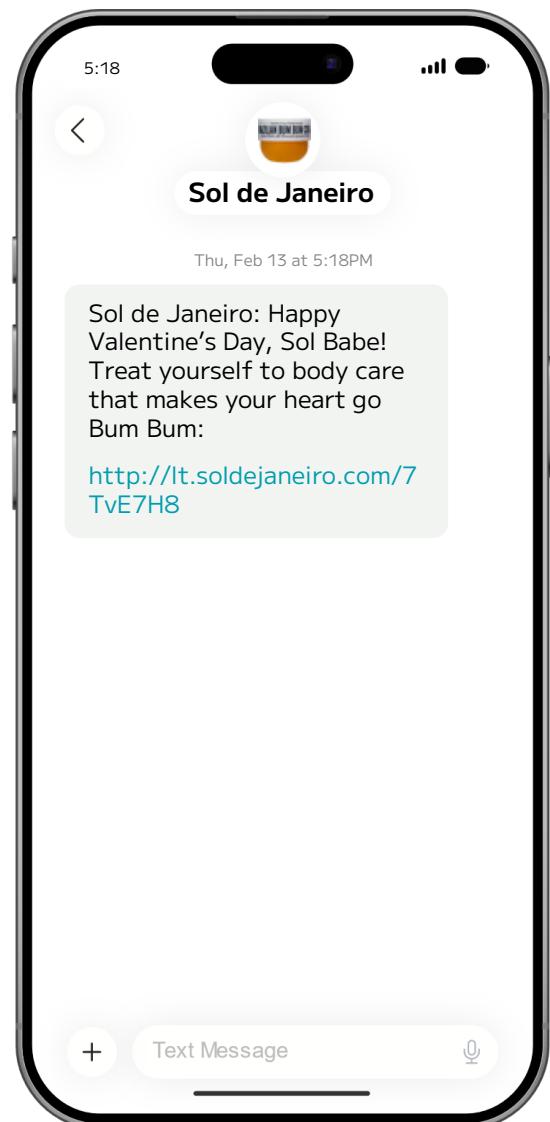
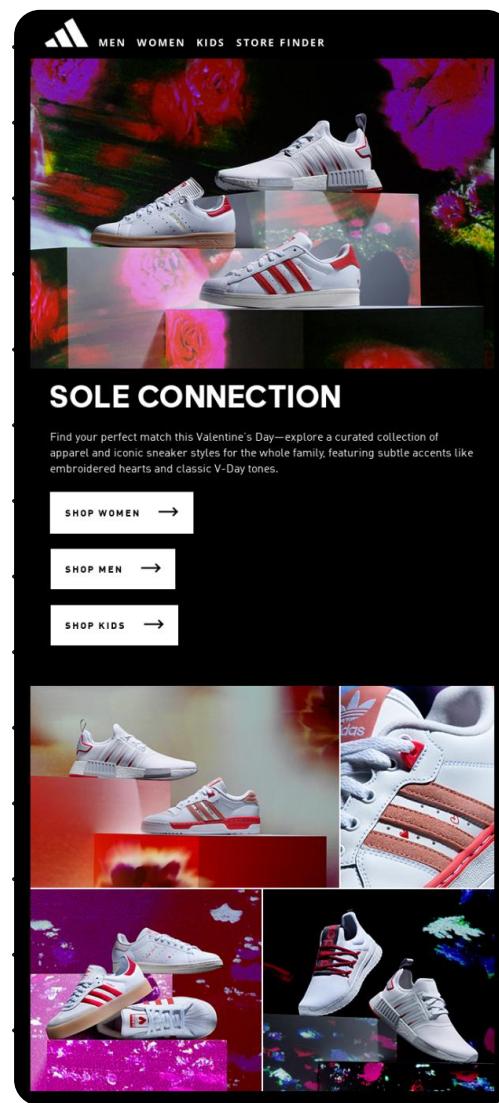
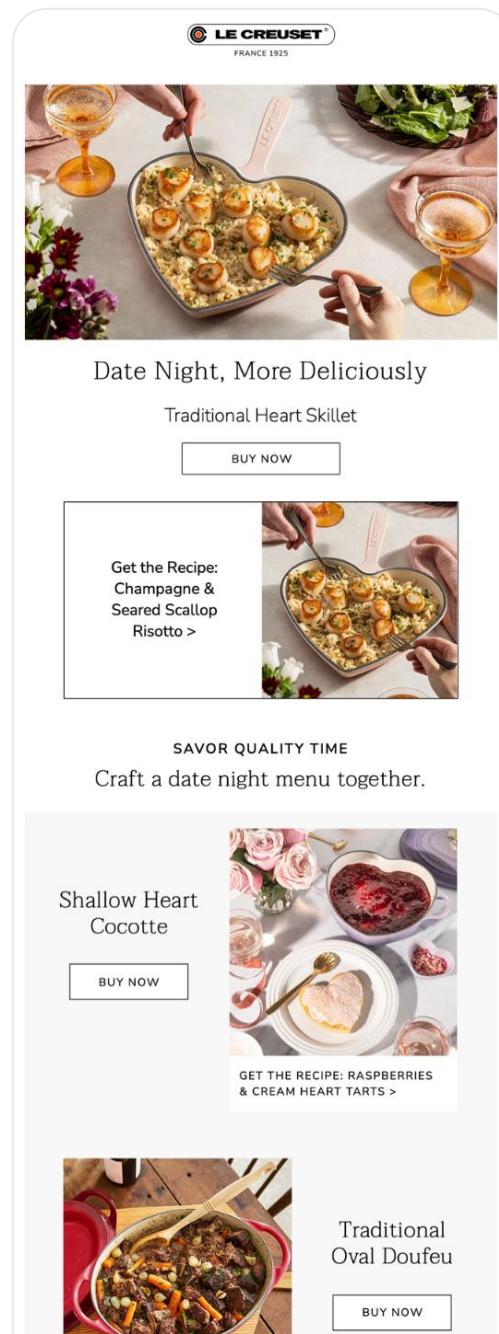
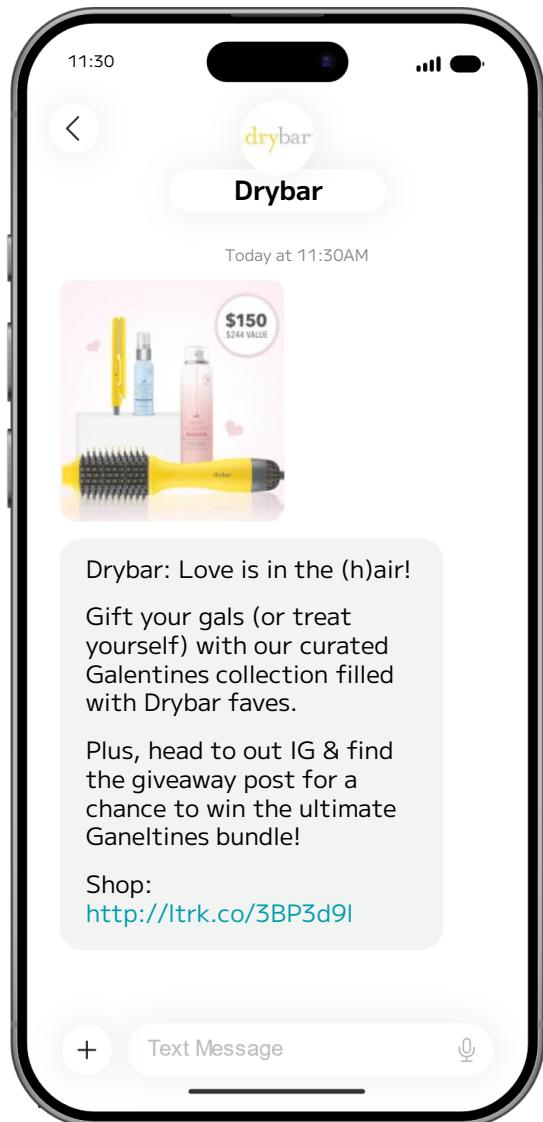


Content

Redefine How Shoppers Think About Valentine's Day Gifting

- Spotlight products beyond traditional Valentine's Day gifts
- Encourage gifts for everyone – partners, family, friends, and self
- Bundle various unexpected items to inspire gifting and indulgence
- Use past purchase behavior to suggest unique gifts

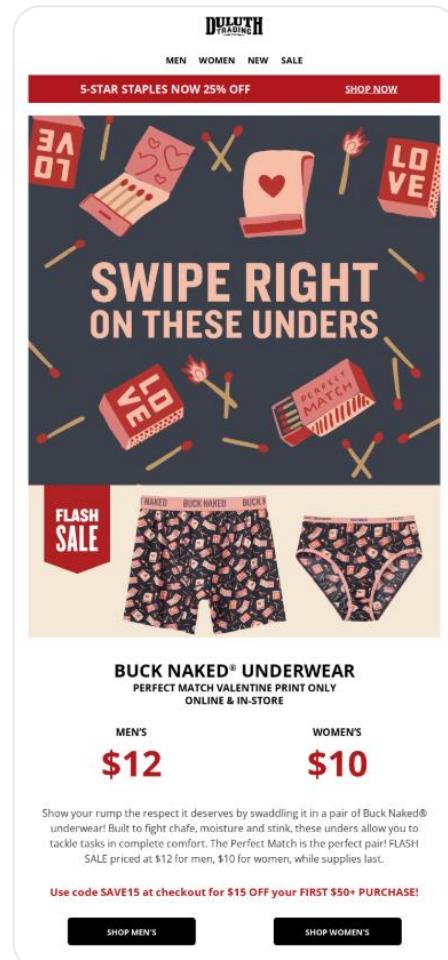
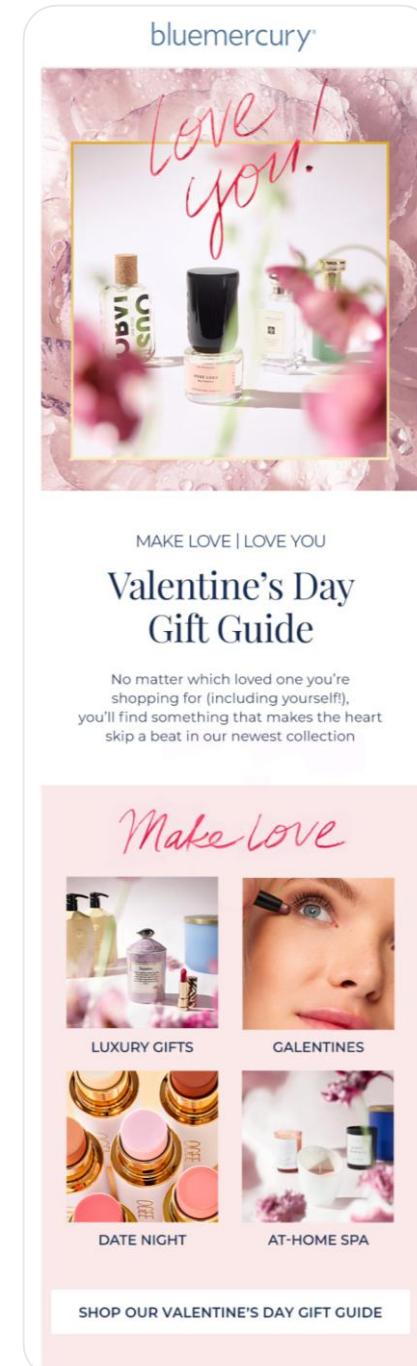
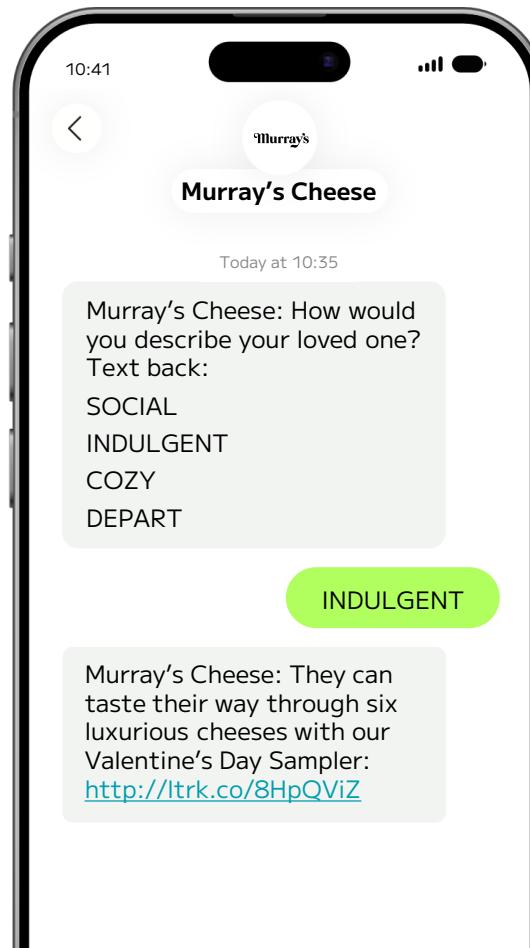




Gift Guides & Quizzes

Drive Traffic, Product Discover, and Engagement

- Use gift guides to drive qualified traffic to your site and store
- Highlight curated picks by recipient, price point, or interest
- Offer a quick quiz to help shoppers find the right gift based on recipient's style, interests, or personality
- Incentivize by offering a free gift with purchase to increase conversions and average order value.



GODIVA
Belgium 1926

BEST SELLERS CHOCOLATE VALENTINE'S DAY



ENDS TOMORROW

A Gift For You

We're playing cupid and granting you **FREE SHIPPING** to treat your sweetheart to the world's best chocolate!

CODE: FREESHIP

FREE GIFT



Free Chocolate

We're treating all orders of \$120+ to a **FREE** 9-piece Gold Gift Box.

CODE: REDRIBBON

CVG

NEW LEGGINGS SHORTS BRAS SHACKETS FLEECE



CUPID'S FAVORITES

View in a browser

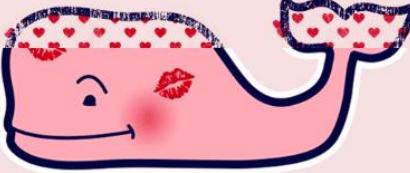
vineyard vines 

MEN WOMEN KIDS NEW SALE

XOXO, VV

LOVE IS IN THE AIR

SHOP VALENTINE'S TEES




MAISONETTE

New In | Baby | Kids | Sale



Styles He'll Love

From cozy layers to cool accessories, our Valentine's picks for boys are made to mix, match, and love all season long—styles he'll wear now and beyond February 14.

Shop Now

Outfits



Gifts



3:40

LovelySkin

Today at 3:40

LovelySkin: Give the gift of glowing skin with our 20% off Valentine's Day Sale! Treat yourself or a loved one. Plus, earn a FREE \$29 SkinMedica HA5 Hydra Collagen Hydrator gift with \$125 purchase.

SHOP NOW: <https://ltk.co/1fyFDap>

11:15

DICK'S

DICK'S Sport...

Wed, Feb 12 at 11:15AM

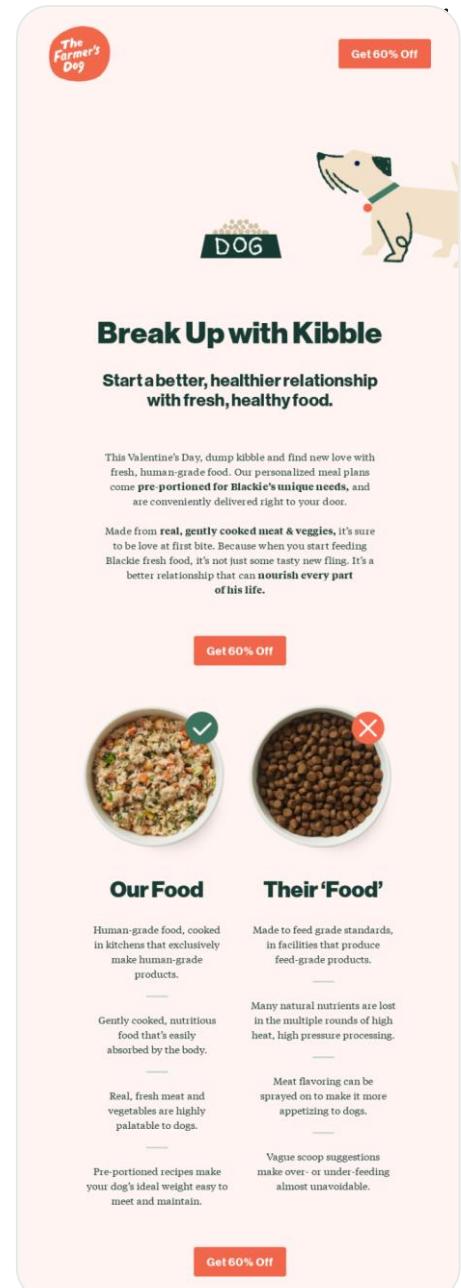
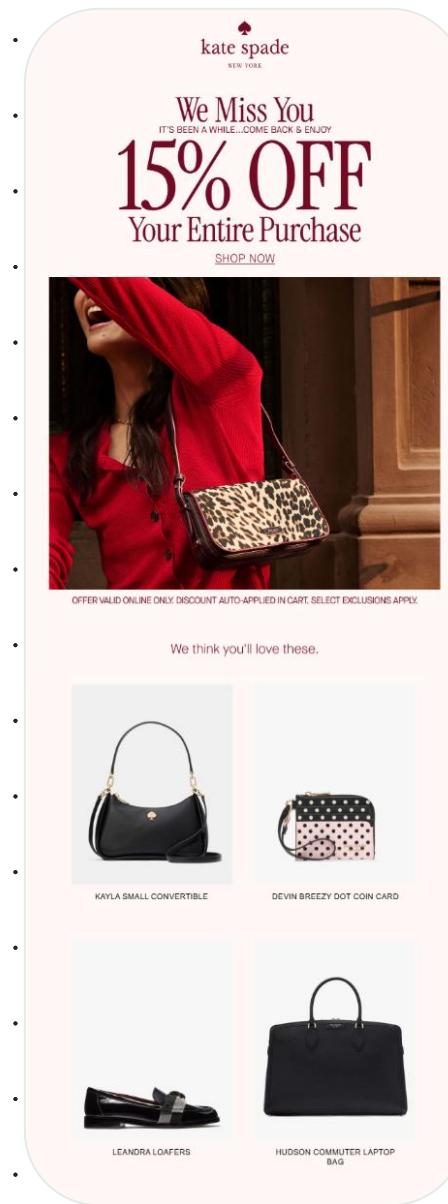
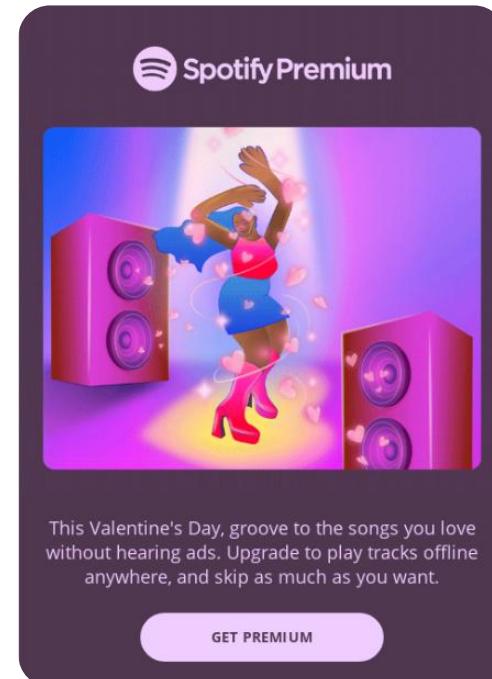
DICK'S: Treat your Valentine (or yourself) to can't-miss gifts + get them fast with store pickup!

<http://m.dsg.com/aRVXgoRTxSN9>

Make-Up or Break-Up

Position this moment as a reset, win-back, or upgrade opportunity

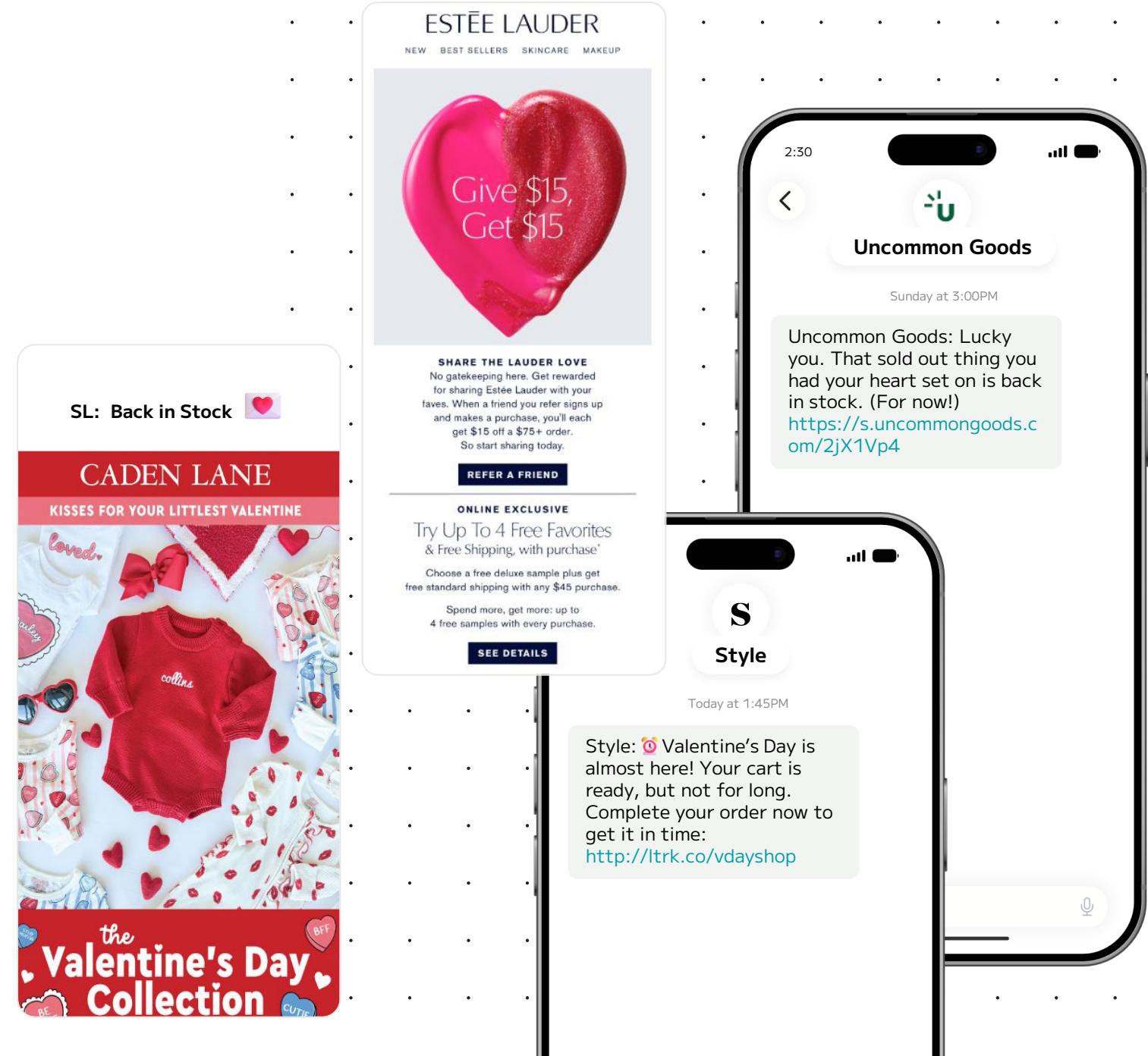
- Segment ex...customers – those who purchased last year but haven't returned since, as well as recent lapsed customers.
- Encourage customers to replace, refresh, or elevate products they already own or love
- Promote new or premium products as a fresh start or meaningful upgrade
- Use targeted messaging to recommend “next-best” or upgraded options based on past behavior and intent



Triggered Campaigns

Add a Valentine's Day Lens to Automation

- Update creative, subject lines, and timing to reflect the holiday moment – proven to drive engagement and conversion
- Add shipping cutoffs to triggers to add urgency to even triggered messages



Take your Digital Marketing to the next level.

Contact us: info@listrak.com

Existing Clients: connect with your Account Manager

Reach out to Support: <https://support.listrak.com/>

Listrak is the person-first marketing automation platform that unifies data, identity, and cross-channel messaging to deliver hyper-personalized customer experiences. Designed for leading retailers and brands, our email, mobile, push, and web solutions drive growth, increase efficiency, and maximize revenue.

