



Valentine's Day Playbook

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



Valentine's Day: Full of Opportunity

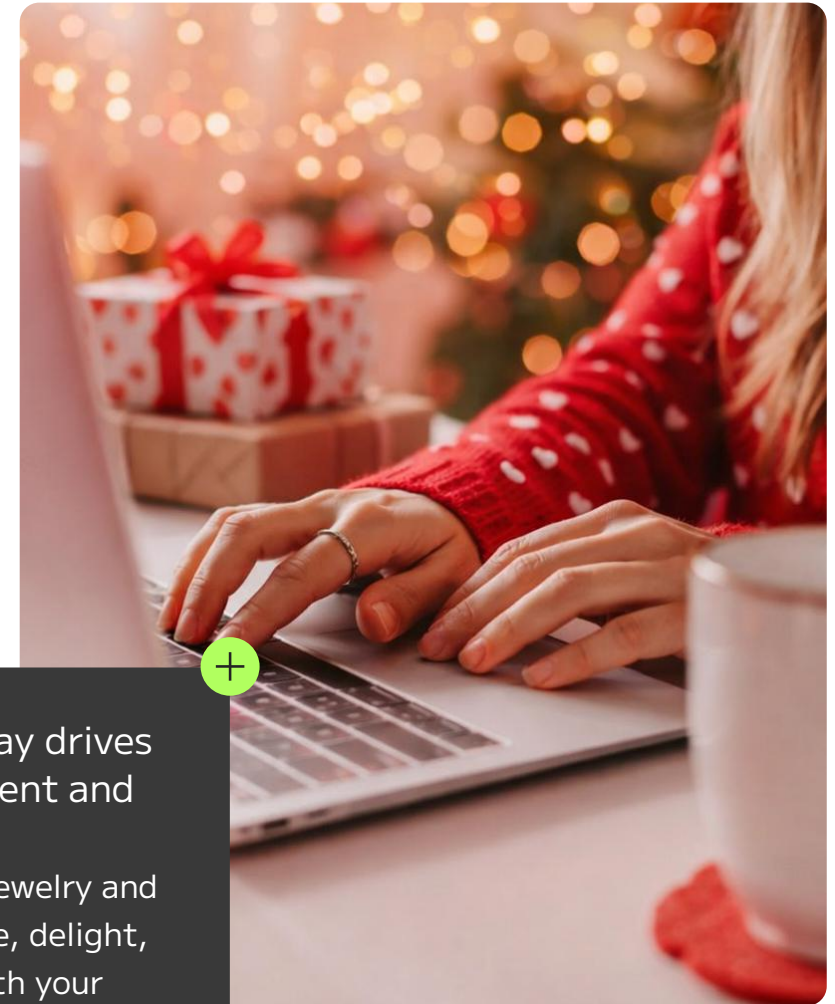
Strong consumer spend (Source: NRF):

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 wishlisting 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

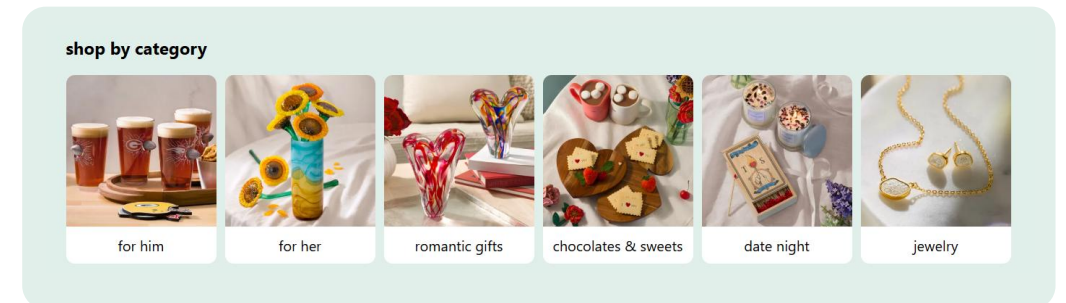
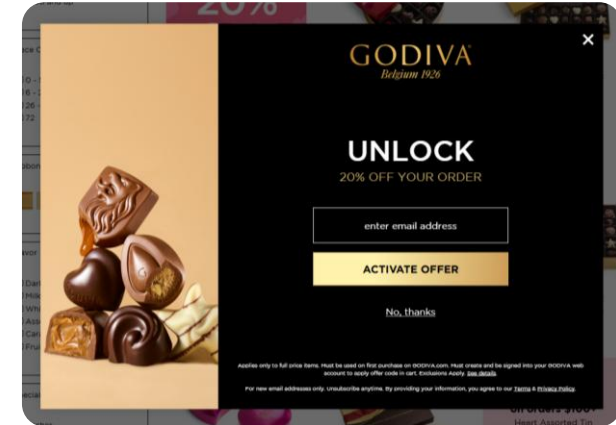
Segmentation & Personalization

- 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

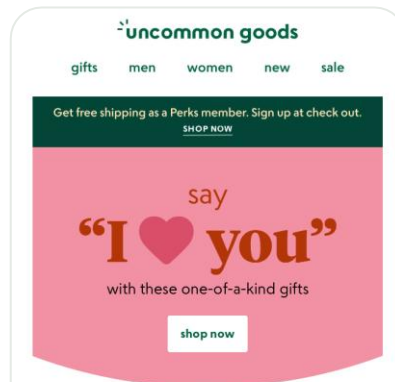
- Refresh copy and visuals for Valentine's Day
- Highlight seasonal imagery and colors
- Organize by gifting category
- Include a fun quiz to help shoppers find the right gift
- Make the experience fast, playful, and intuitive
- Highlight functionality to send gift ideas



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



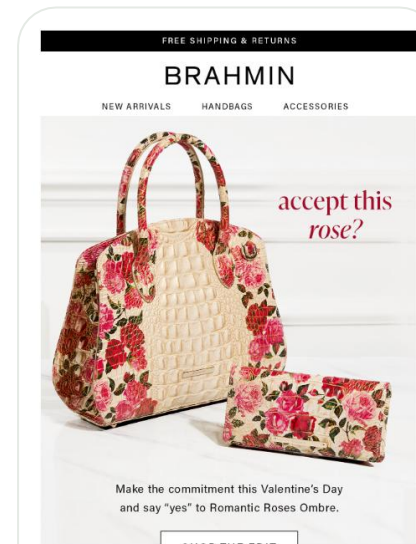
Celebrate the journey made together

[shop now](#)



For the snugglers who have a suspected blanket thief

[shop now](#)



GIFTS FOR HER



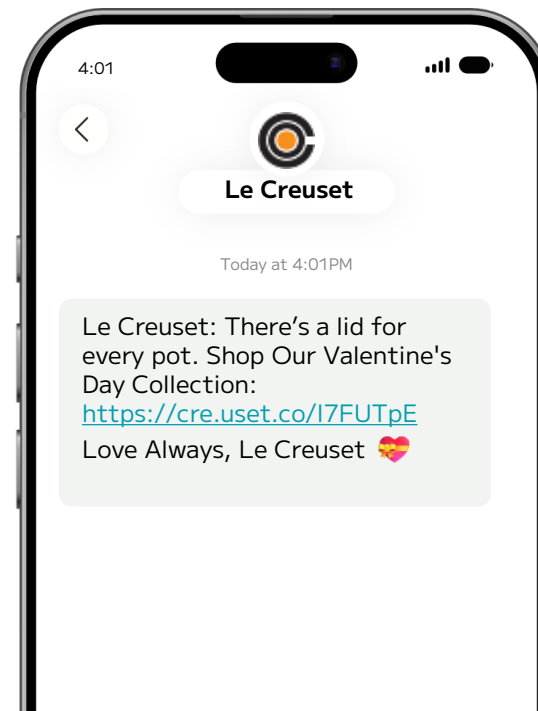
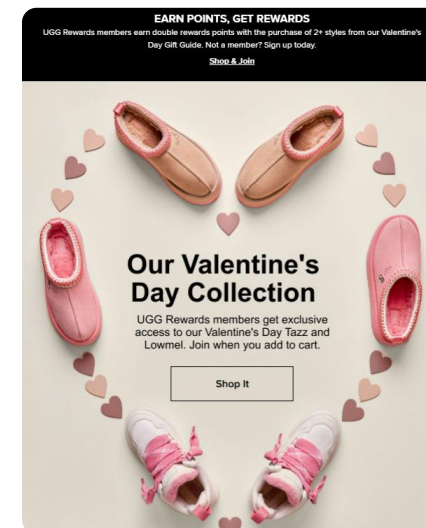
GIFTS FOR HIM

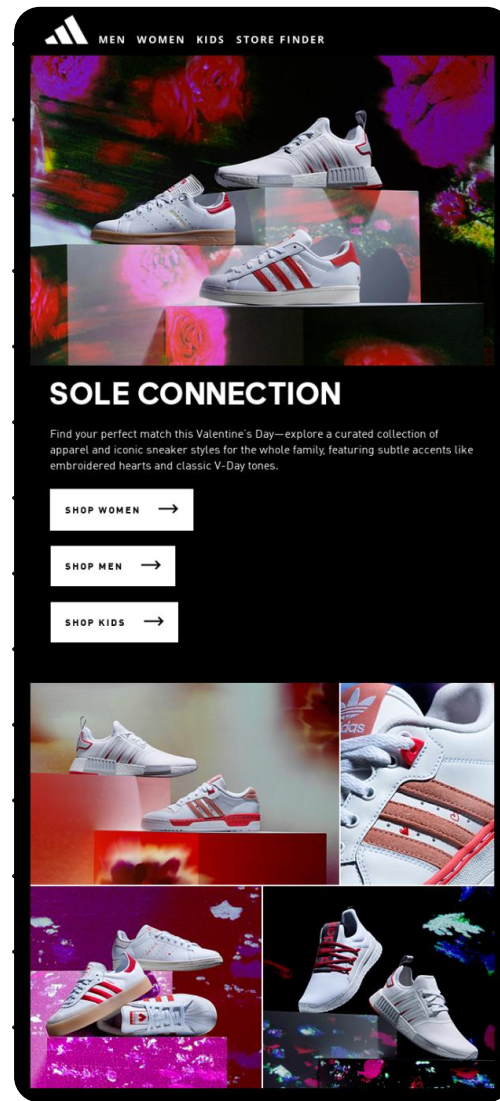
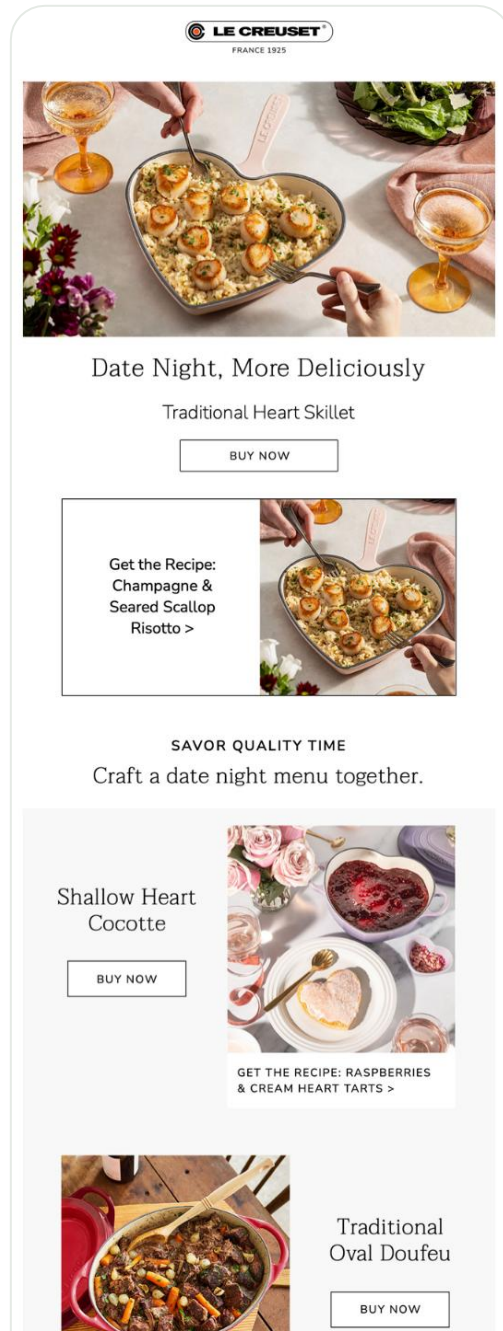
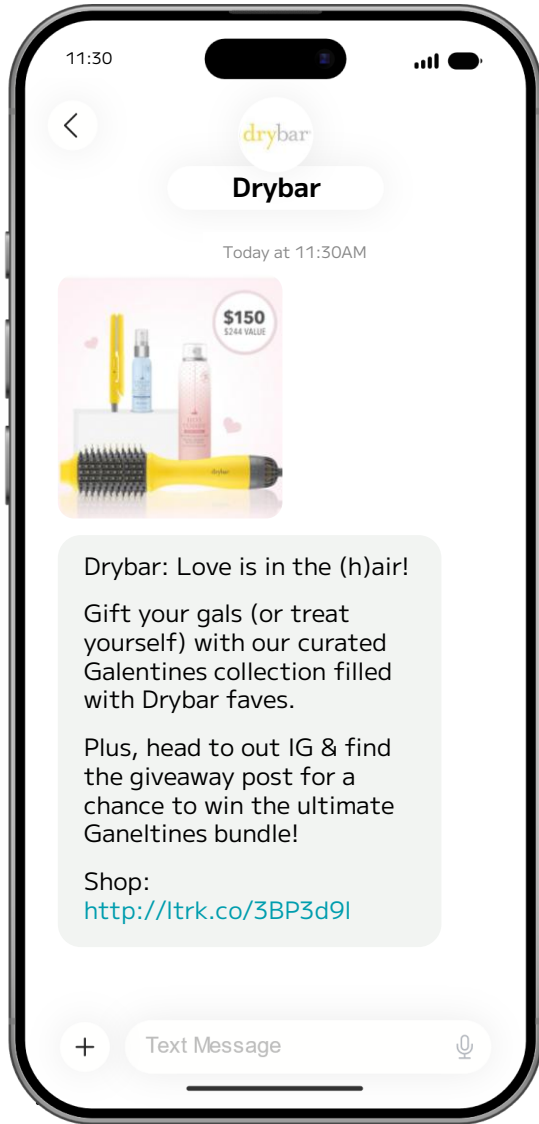


FREE SHIPPING & RETURNS

JOIN BRAHMIN REWARDS

affirm BUY NOW, PAY OVER TIME

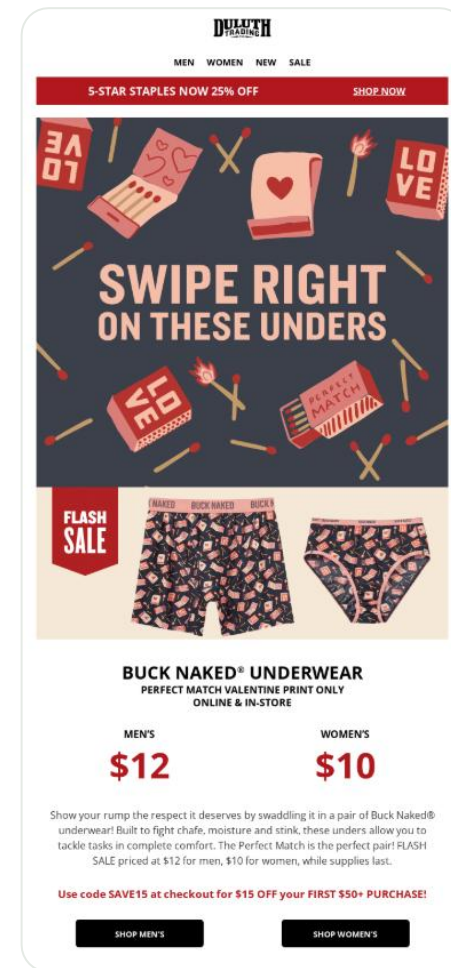
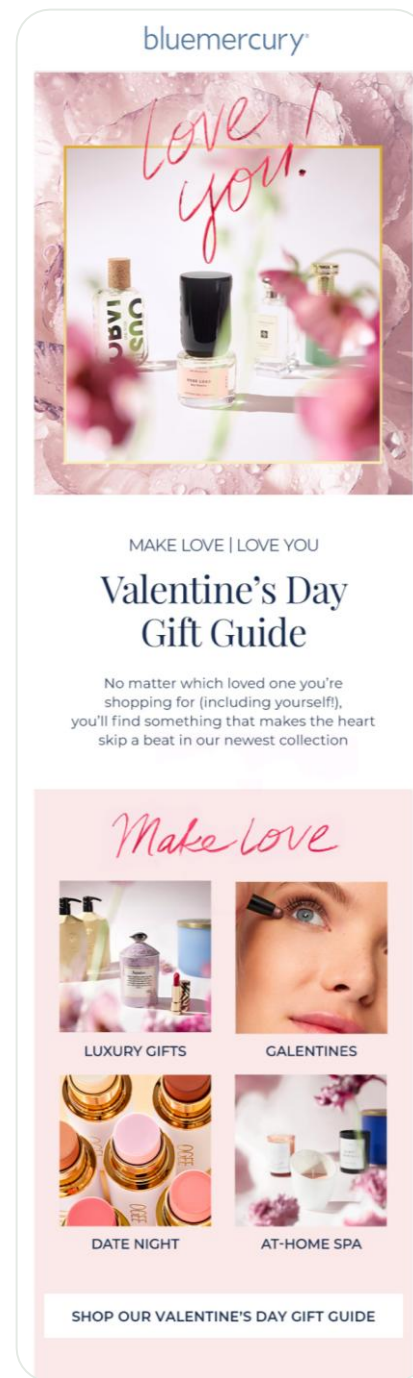
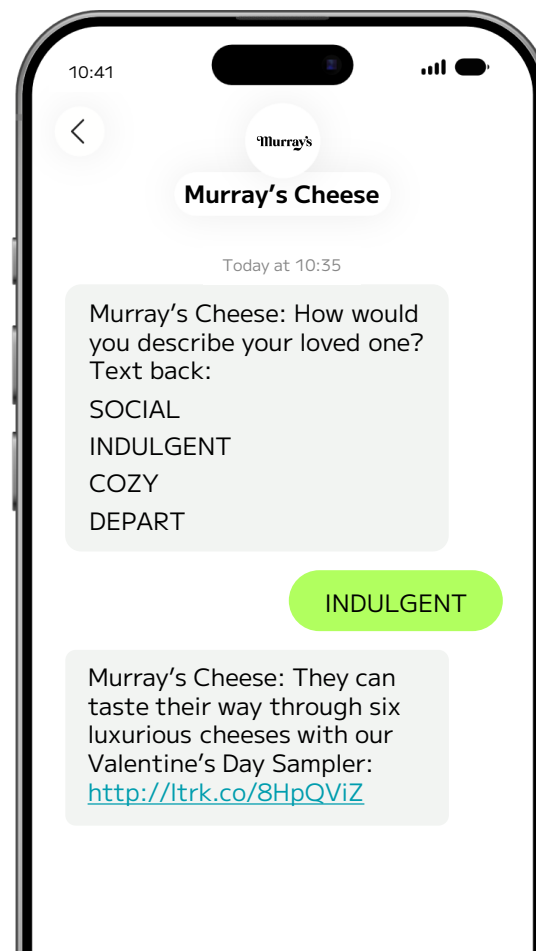




Gift Guides & Quizzes

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

L♥VE 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

SWEET WINK

Varsity Patch Short Sleeve

PRIMARY

Kids Heart Sweatshirt

BITS & BOWS

XOXO Golf Tee

Gifts

SCENTED SLIME BY AMY

XOXO Slime

PLAYFOREVER

RUFUS Red

DAYDREAM SOCIETY

Heartbeat Gang Temporary Tattoos

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

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DICK'S Sport...

Wed, Feb 12 at 11:15AM

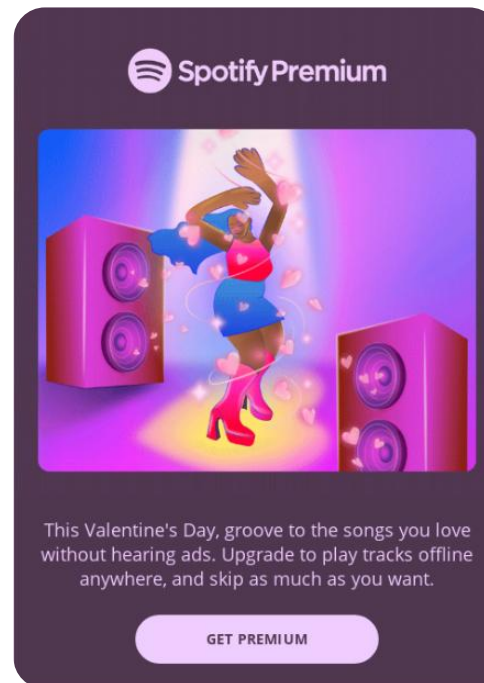
DICK'S: Treat your Valentine (or yourself) to can't-miss gifts + get them fast with store pickup!

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

Make-Up or Break-Up

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

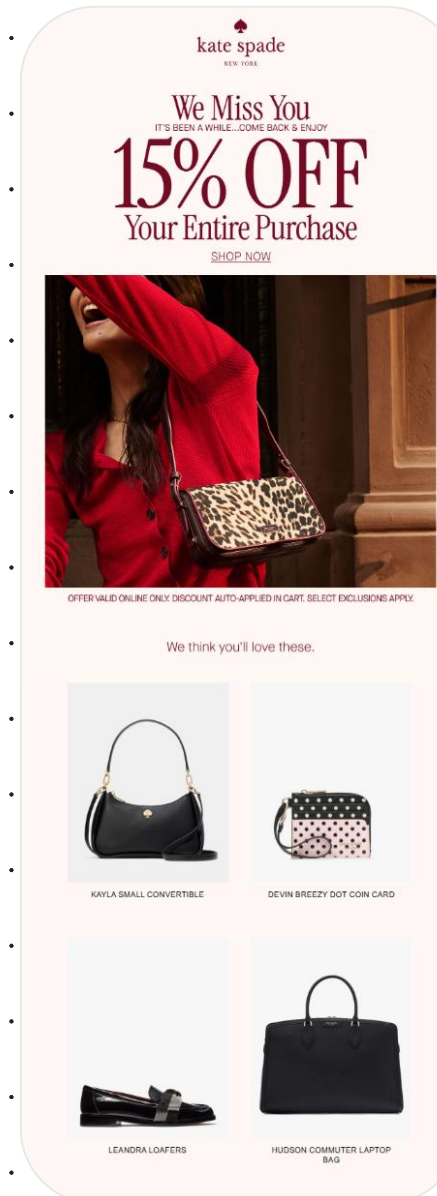
- Segment ex...customers – those who purchased last year but haven't returned since, as well as recent lapsed customers.
- Encourage customers to replace, refresh, or elevate products they already own or love
- Promote new or premium products as a fresh start or meaningful upgrade
- Use targeted messaging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



A Spotify Premium advertisement featuring a woman in a blue dress dancing between two large pink speakers. The background is a vibrant purple and blue gradient with floating pink hearts. The Spotify Premium logo is at the top.

This Valentine's Day, groove to the songs you love without hearing ads. Upgrade to play tracks offline anywhere, and skip as much as you want.

GET PREMIUM



A Kate Spade advertisement with a pink background. At the top, it says "kate spade NEW YORK". Below that, "We Miss You" and "IT'S BEEN A WHILE...COME BACK & ENJOY". A large "15% OFF" is displayed, followed by "Your Entire Purchase" and a "SHOP NOW" link. A photo of a woman in a red dress holding a leopard-print bag is shown. Below the photo, it says "OFFER VALID ONLINE ONLY. DISCOUNT AUTO-APPLIED IN CART. SELECT EXCLUSIONS APPLY." and "We think you'll love these." Four products are displayed in a grid: a black bag, a polka-dot bag, a black loafer, and a black laptop bag.

kate spade
NEW YORK

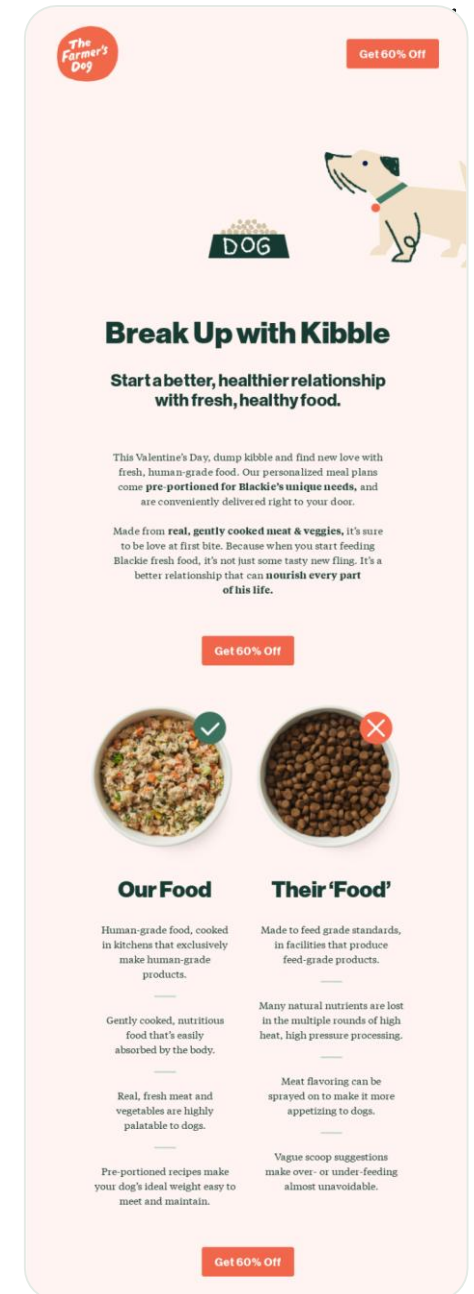
We Miss You
IT'S BEEN A WHILE...COME BACK & ENJOY

15% OFF
Your Entire Purchase
SHOP NOW

OFFER VALID ONLINE ONLY. DISCOUNT AUTO-APPLIED IN CART. SELECT EXCLUSIONS APPLY.

We think you'll love these.

KAYLA SMALL CONVERTIBLE
DEVIN BREEZY DOT COIN CARD
LEANDRA LOAFERS
HUDSON COMMUTER LAPTOP BAG



A "The Farmer's Dog" advertisement with a pink background. At the top left is the logo "The Farmer's Dog" and at the top right is a "Get 60% Off" button. Below the logo is a dog and a bowl of kibble. The headline is "Break Up with Kibble" followed by "Start a better, healthier relationship with fresh, healthy food." The text describes the benefits of the food, mentioning it's made from real, gently cooked meat & veggies, and is pre-portioned. Below this, there are two bowls of food: one with a green checkmark and one with a red X. The text "Our Food" and "Their 'Food'" are placed below the bowls. The advertisement concludes with a "Get 60% Off" button.

The Farmer's Dog

Get 60% Off

DOG

Break Up with Kibble

Start a better, healthier relationship with fresh, healthy food.

This Valentine's Day, dump kibble and find new love with fresh, human-grade food. Our personalized meal plans come **pre-portioned for Blackie's unique needs**, and are conveniently delivered right to your door.

Made from **real, gently cooked meat & veggies**, it's sure to be love at first bite. Because when you start feeding Blackie fresh food, it's not just some tasty new fling. It's a better relationship that can **nourish every part of his life**.

Get 60% Off

Our Food

Human-grade food, cooked in kitchens that exclusively make human-grade products.

Gently cooked, nutritious food that's easily absorbed by the body.

Real, fresh meat and vegetables are highly palatable to dogs.

Pre-portioned recipes make your dog's ideal weight easy to meet and maintain.

Their 'Food'

Made to feed grade standards, in facilities that produce feed-grade products.

Many natural nutrients are lost in the multiple rounds of high heat, high pressure processing.

Meat flavoring can be sprayed on to make it more appetizing to dogs.

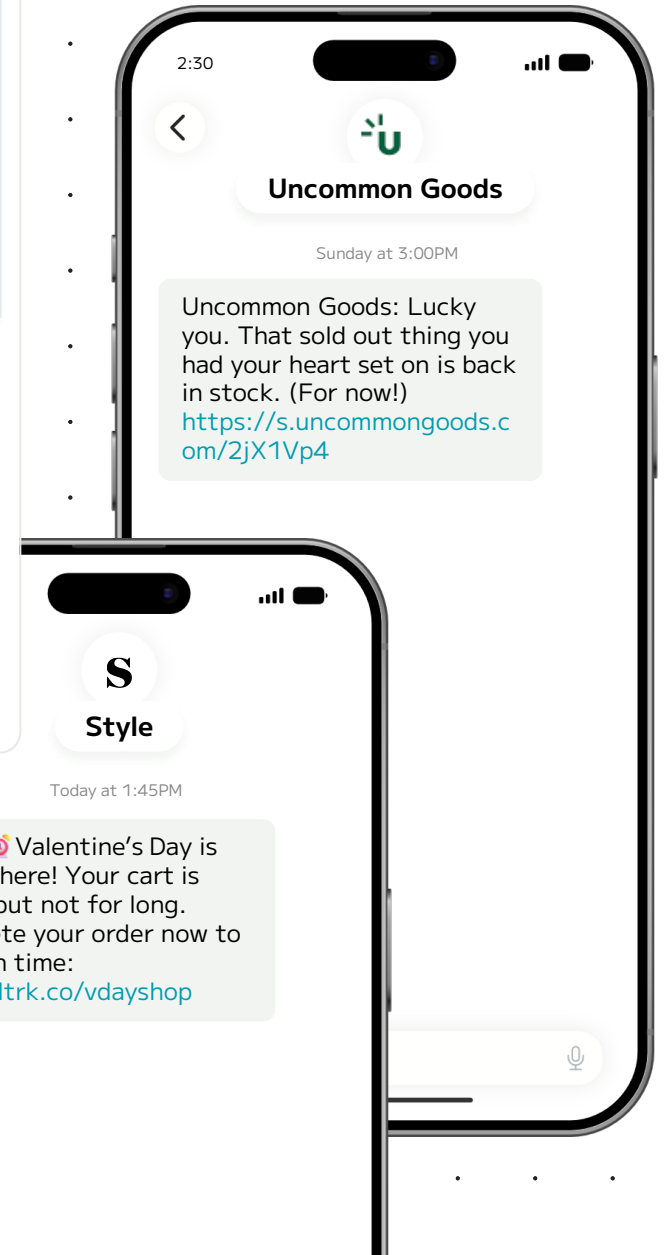
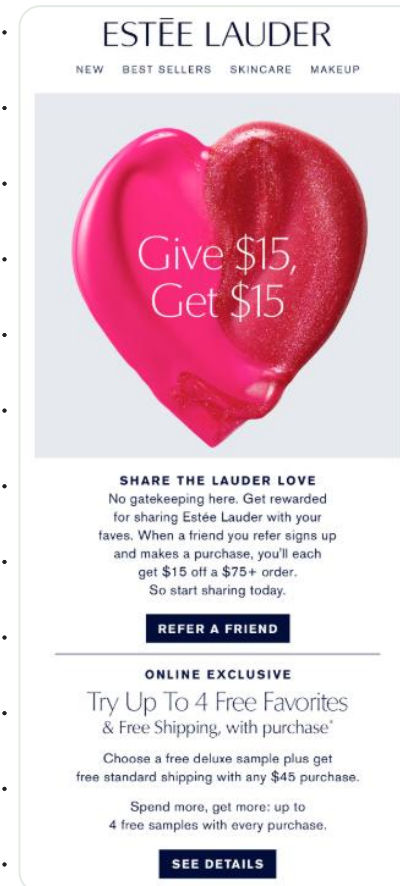
Vague scoop suggestions make over- or under-feeding almost unavoidable.

Get 60% Off

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.

