

Match made in media:

GroundTruth's guide to winning Valentine's Day



2027 VALENTINE'S DAY GUIDE



Valentine's Day spending is set to hit a record **\$29.1B (up 5.8% YoY)**, driven by expanding gift lists and earlier shopping habits.¹ Today's celebrations are broader than ever, creating continuous opportunities to engage active buyers throughout the entire holiday.



Winning this market requires an **omnichannel** strategy that engages shoppers across every screen based on where they've been, what they search, and where they're heading next.

Discover the location intelligence, behavioral insights, and strategies needed to capture consumer attention and drive **real-world ROI** this Valentine's Day.

The Valentine's Surge by the Numbers¹

\$199.78

Average Spending
per consumer, surpassing the
record set in 2020.

55%

Of Consumers Plan
to celebrate Valentine's
Day this year.

\$2.1B

Predicted Spend
on Valentine's Day gifts for
their pets in 2026.

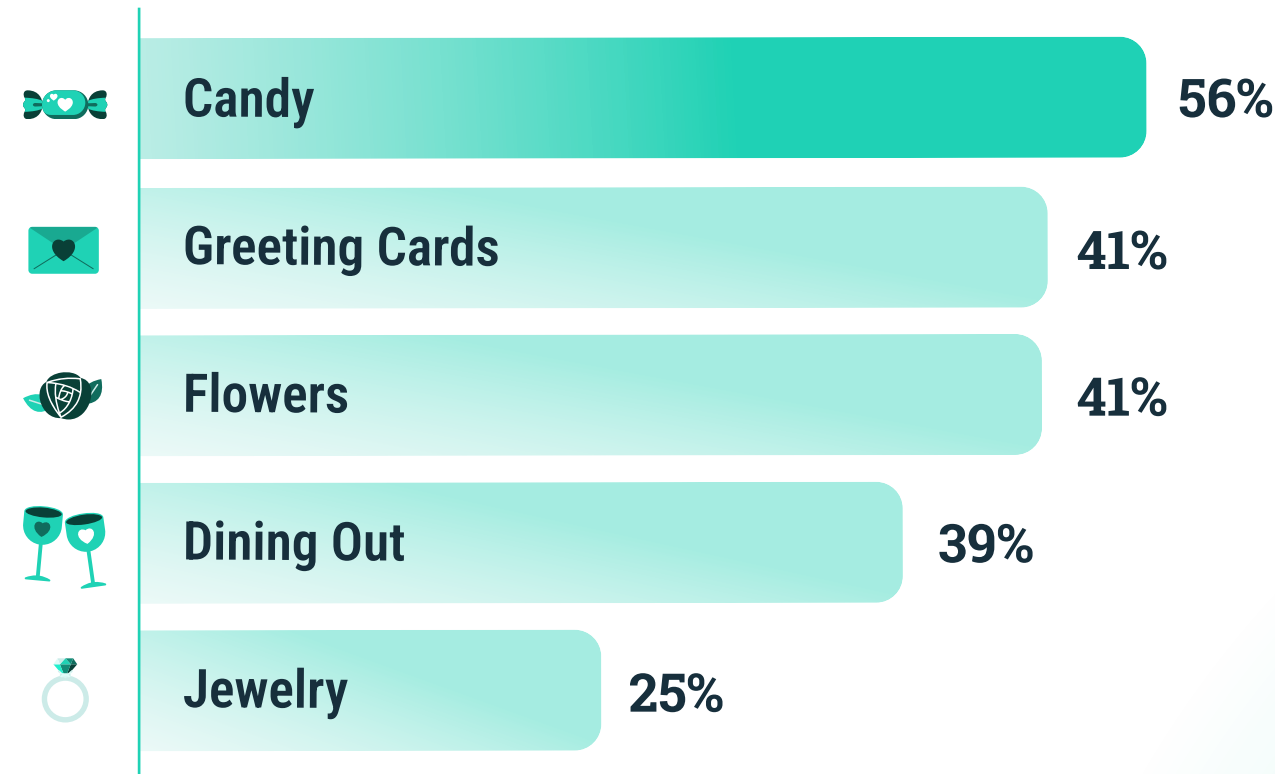
Let's dive in 

Understanding the 2027 Shopper

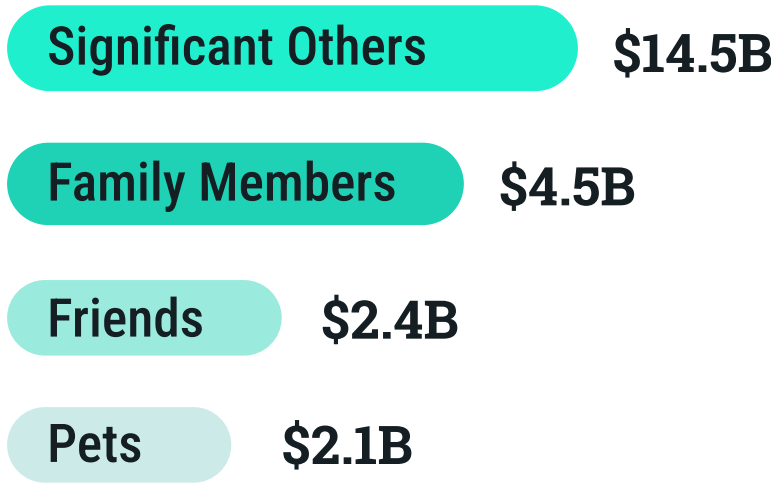


Connect the record **\$29.1B** spend to real-world behavioral profiles fueled by millennial households, working parents, and Galentine's gifters.¹

Top Gift Categories by Total Projected Spending



Who Are They Shopping For?



Top Valentine's Behavioral Audiences by Category

Based on GroundTruth Visitation Data



Jewelry Stores

- Morning Coffee Visitors
- Christopher & Banks Shoppers
- Yankee Candle Shoppers
- Kay Jewelers Shoppers

Luxury Stores

- Bloomingdale's Shoppers
- Burberry Shoppers
- Jimmy Choo Shoppers
- Cartier Shoppers

Retail Stores

- Working Moms
- Morning Restaurant Visitors
- Fit Moms
- Meijer Pharmacy Visitors

Discount Stores

- Working Moms
- Casual Restaurant Visitors
- Sam's Club Visitors
- Lunch Restaurant Visitors

Grocery Stores

- Hannaford Pharmacy Visitors
- Giant Food Pharmacy Visitors
- Stop & Shop Pharmacy Visitors
- Publix Liquors Shoppers



Key Takeaway

Activate Beyond Traditional Demographics

Valentine's Day spend spans diverse audiences and retail verticals. GroundTruth's **Behavioral Audience Targeting** reaches active shoppers based on where they shop and dine, placing your media in front of the right consumer.



Key Locations Driving Spend

Analyzing real-world shopper destinations and category market share leaders.

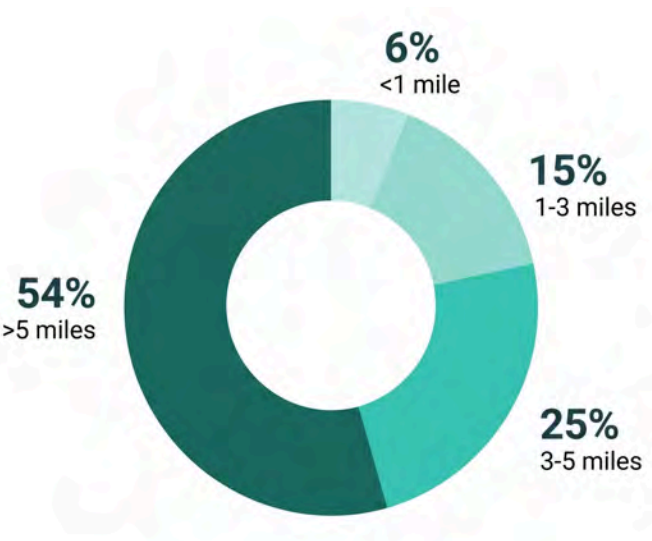


The Top Shopping Destinations in 2026¹

- 38% Online
- 35% Department Stores
- 30% Discount Stores
- 21% Specialty Stores
- 19% Florists
- 15% Jewelry Stores

Drive-to-Distance Insights

Average distance traveled across all categories



GroundTruth Visitation Data (02/01/26 - 02/22/26)

Specialty Gifting

+50% of Jewelry and 54% of Luxury shoppers travel >5 miles.

Mass Outlets

+55% of Grocery and Discount shoppers stay within 5 miles.

GroundTruth visitation data reveals category market share leaders during the Valentine's Day shopping cycle.

Jewelry Stores

Pandora	38%
KAY Jewelers	30%
Zales	15%

Fine & Popular Dining

The Cheesecake Factory	50%
The Capital Grille	10%
Fogo De Chão	7%

Luxury Stores

Bloomingdale's	85%
Michael Kors	13%
Kate Spade	3%

Discount Stores

Dollar General	50%
Dollar Tree	27%
Ross	11%

Intercept Shoppers Across Top Destination Hubs

Even with strong digital activity, in-person visits remain critical for Valentine's Day conversions. Our proprietary Blueprint technology precisely maps store locations and geofences top competitors, reaching shoppers across key retail, grocery, and dining hubs.



THE WHEN

Navigating the 2027 Calendar Shift

In 2027, Valentine’s Day falls on a Sunday, coinciding with Super Bowl LXI. Unlike 2026's Saturday peak, reduced store hours and game-day events will shift gift shopping earlier in the week.



The 72-Hour Squeeze: Jewelry, Intimates, and Chocolates in-store shopping compresses into Thursday, Feb 11 through Saturday, Feb 13.



The Sunday Pivot: Super Bowl watch parties shift dining to Friday and Saturday, pivoting Sunday traffic toward takeout, florals, and convenience stores.



The 3-Phase Activation Timeline:



Early Gifting Surge 
Behavior: Early foot traffic spikes in Intimates (+52%) and Luxury Stores (+21%).*

Action: Combine CTV with Mobile proximity targeting to capture early buyers.



The Physical Squeeze 
Behavior: In-store shopping compresses into 72 hours due to Super Bowl Sunday.

Action: Launch real-time Mobile ads and target shoppers based on recent visits.



Post-Holiday Peak 
Behavior: Presidents' Day captures extended shopping (+51% Jewelry, +24% Discount Stores).*

Action: Pair Audio promo ads with retargeting to capture value-driven shoppers.

*Compared to overall visitation during 2/1/26 - 2/22/26



Valentine’s Day is a multi-weekend opportunity. Brands that start early, adjust for the 72-hour squeeze, and extend campaigns through Presidents' Day will maximize foot-traffic and sales.

Capturing this full holiday trajectory requires precision targeting. By pairing real-time audience behaviors with an omnichannel strategy, brands can intercept active shoppers at every key decision point.



Targeting Tactics to Win Valentine's Day

Every campaign requires a tailored approach. Whether your goal is foot traffic, online sales, or conversions, we align your brand, footprint, and audience to capture active holiday shoppers.



On-Premise Targeting

Trigger promotional messaging precisely when buyers enter a Blueprint boundary while browsing key retail, grocery, or dining hubs.



Competitive Conquesting

Target past visitors of competing jewelers, apparel brands, and specialty stores to steal market share during key gifting windows.



Neighborhoods

Connect with target gifting audiences based on hyper-local household density, income profiles, and proven brand affinity.



Predictive Audiences

Leverage AI-powered intent signals and past visit patterns to predict future shopper behavior and reach in-market gift buyers.

Drive Full-Funnel Impact Across Every Screen

Connect with gift buyers at every stage by pairing location intelligence with a multi-screen media strategy.



UPPER FUNNEL

DIGITAL OUT-OF-HOME



UPPER-MID FUNNEL

AUDIO



MID FUNNEL

CTV



MID-LOWER FUNNEL

DESKTOP



LOWER FUNNEL

MOBILE, SOCIAL, PUSH NOTIFICATIONS

- + Brand lift
- + Awareness
- + Physical world presence

- + Awareness
- + Listener engagement
- + Memorable storytelling

- + Impression & reach
- + Video engagement
- + QR-driven action

- + Clicks
- + Web engagement
- + Retargeting

- + In-store visits
- + Sales & conversions
- + Location-based action



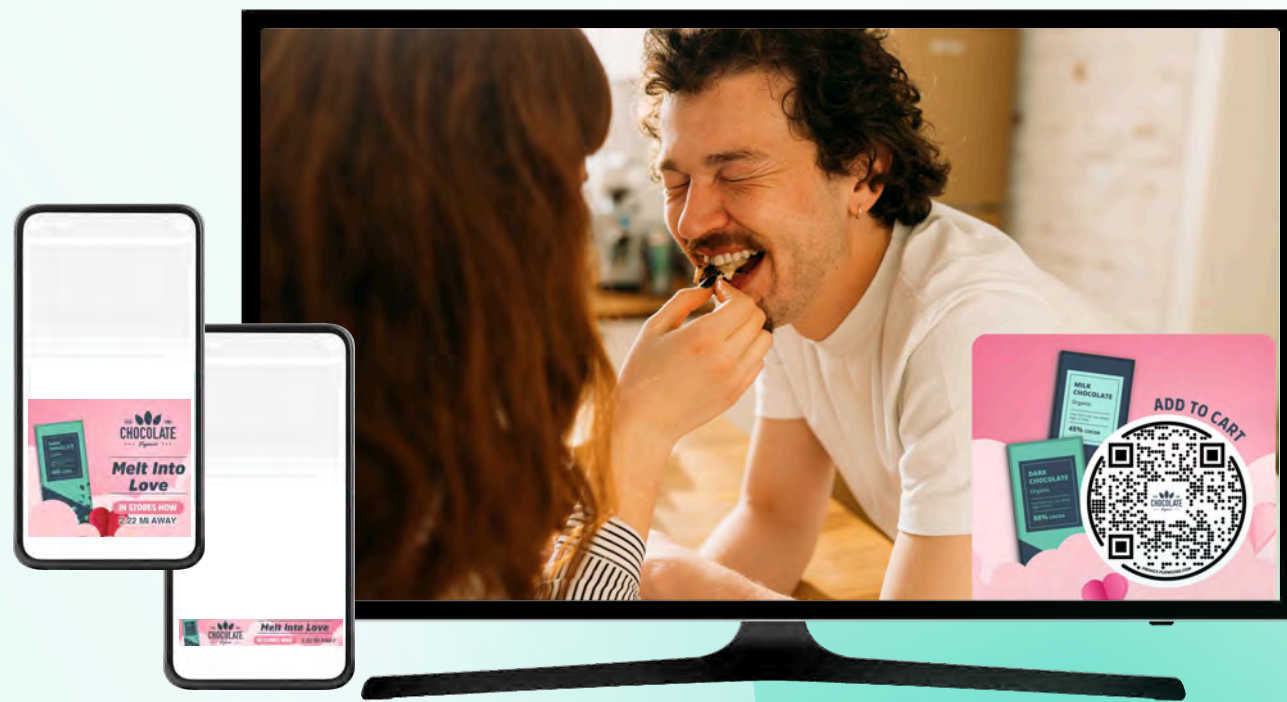
CASE STUDY #1



Premium Chocolate Brand Boosts Sales and Household Penetration via Omnichannel Campaign

Strategy: The brand leveraged GroundTruth's precise targeting tactics across Mobile and CTV for maximum omnichannel reach.

Impact: The campaign drove increased sales at Walmart, broader household penetration, and stronger ROAS.



Real Business Results

AUDIENCE TARGETING TACTICS

Purchase-Based Targeting:

Targeted competitor brand buyers.

Location Targeting:

Engaged past retailer loyalists.

7.6X

Return on Ad Spend (CTV)

6.1%

Increase in Household Penetration (CTV)

1.4X

Incremental ROAS (Mobile)

CASE STUDY #2



Greeting Card Brand Drives 1.1M Visits and 2.34X ROAS with GroundTruth Media

Strategy: A household-name greeting card brand partnered with GroundTruth for a hyper-targeted Mobile and OTT campaign to drive store visits and conversions.

Impact: The two-month campaign delivered over 1.1M total visits, 2.34X ROAS, and \$929k in conversions.



AUDIENCE TARGETING TACTICS

Location-Based Audience Targeting

On-Premise & Retargeting

Behavioral & Purchase-Based Audiences

Neighborhoods Targeting

Real Business Results



1.1M
Total Visits



2.34X
Return on Ad Spend



\$929k
Conversions