



Click on the icon to download this study  PDF

Require [Adobe Acrobat®](#) for viewing

*"Valentine's day is an invention of stores to win more money"
(Now tell it to your girlfriend)*

Valentine's day in the Internet in Europe in 2001

"San Valentín es un invento de las tiendas para ganar más dinero"

There is no love, there is only love evidence... Is this why Valentine's day has become a major Marketing event in Europe? Whatever the answer, hearts and roses have flowered the web during that time: more than 600 different banners have run by the 14th of February and they concentrated not less than 2% of all online banners which run on that day only! Netcrawling has analysed the Valentine's day phenomenon in 11 different European markets in 2001 thanks to its on line monitoring service, LemonAd; LemonAd monitors on line advertising, 24/7, on more than 90,000 Internet pages and 1,500 sites across Europe.

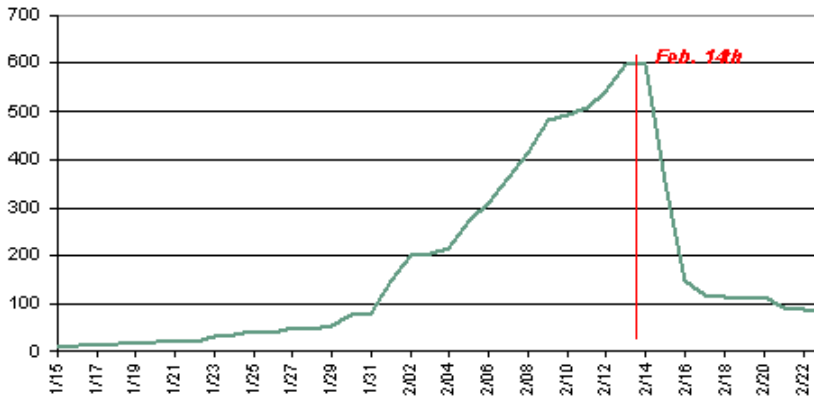
Content :

- ≈ **I** - When have Valentine's day campaigns run in Europe?
- ≈ **II** - Who are the main advertising sectors?
- ≈ **III** - Who are the top advertisers in each market?
- ≈ **IV** - Which sites have carried out most Valentine's ads?
- ≈ **V** - The example of Kelkoo

► I - When have Valentine's day campaigns have in Europe?

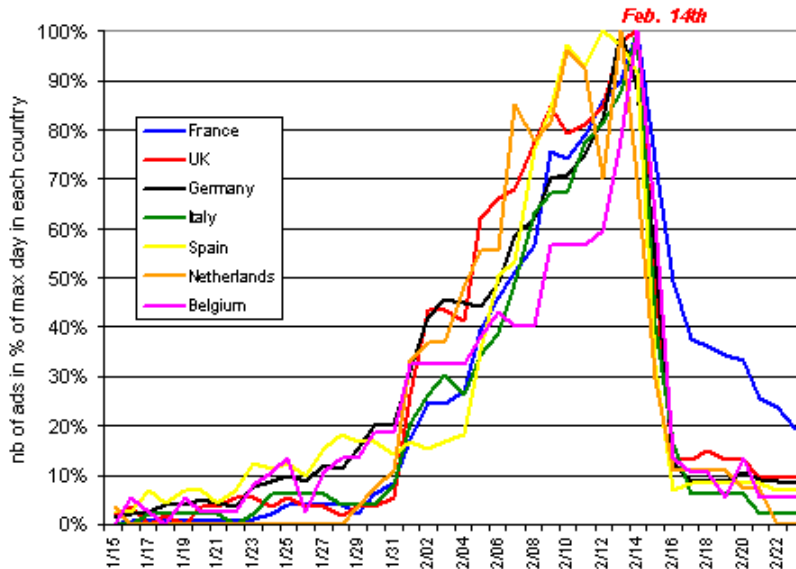
Like pure marketing events, the active period is very much concentrated on Valentine's day itself. Only few banners have run before the D-Day and ads have fell down by 85% just on the next day. Surprisingly, those remaining ads were still running a few weeks later anyway!

Daily number of displayed Valentine ads throughout Europe



Only few differences between the markets... Netherlands, UK and Spain have started a bit earlier than the others with most Valentine's ads concentrated around Feb. 10th while French ads were peaking still Feb. 23rd: do "Latin Lovers" live in France?

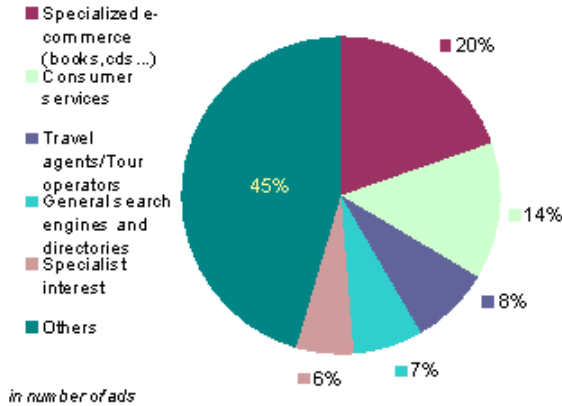
Daily evolution in 7 countries



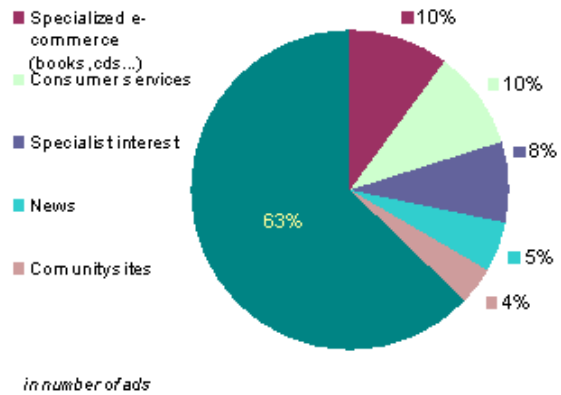
► II - Who are the main advertising sectors?

Two sectors have concentrated most Valentine's campaigns this year. "Specialised e-commerce" was probably the most expected one with its traditional campaigns from flower shops, perfume shops, women underwear etc; more untypical maybe is the "Consumer services" sector with reflects quite well the new services introduced with the Internet: e-mails, chats and price comparison ...

Sectorial breakup of Valentine ads



Sectorial breakup of all ads in Feb. 1st - 24th.



► III - Who are the top advertisers in each market?

This is sad for the most romantic people, but, Valentine's Day provides a good marketing opportunity... That the Internet Industry understood this perfectly as well!

All usual players from the Internet World seem to have designed ad hoc campaigns in order to support services developed especially for this event: flowers, gifts, e-cards, beauty advices... Within the 15 advertisers in Europe, the usual portals and search engines still rank first whatever the country and whatever the criteria (number of sites, number of ads).

Top 15 Valentine's advertisers in Europe in 2001

Advertiser	nb of sites	Advertiser	nb of ads	Advertiser	nb of countries
Kelkoo	136	Kelkoo	32	Kelkoo	8
Lycos	80	AOL	32	Lycos	7
Agilbanner	72	Zoom	25	BOL	5
Topmail	49	Planet Internet	24	Blue Nile	5
Spray	43	Blue Mountain	18	Stardock	5
Cofidis	41	Lycos	18	CyberRebate	5
BOL	38	BOL	16	Yahoo	4
CHL	34	France Télécom	16	Click Rewards	4
Thomas Cook	30	iBazar	13	Ebay	4
Ebay	28	Line One	12	Lastminute	3
BrillopsGuiden	26	Fragancia.com	11	AT&T	3
Direkt Anlage Bank	23	365	11	Amazon	3
WHSmith	23	M&M's	10	IBM	3
Virgilio	22	Hospitalslaborants kolen	10	iBazar	3
Zoom	22	MobilSjov	10	France Télécom	3

► IV - Which sites have carried out most Valentine's ads?

Media plans don't seem to have been specifically adapted to Valentine's day. The usual categories of sites are used, search engines like yahoo for example still rank first, Valentine's ads have simply replaced regular ones.

Top 15 Valentine's sites accross Europe in 2001

Site category	nb of advertisers	Site	nb of advertisers
General search engines and directories	135	Yahoo France	16
Specialist interest	99	Yahoo United Kingdom	12
News	93	Freeerve (UK)	9
Consumer services	74	Citynews (UK)	9
Targeted communities	74	Excite United Kingdom	9
Access provider	61	Netscape UK	8
Community sites	42	Altavista Spain	8
Specialized search engines and directories	39	Lycos France	8
Technology	37	Lycos United Kingdom	8
Guides	24	Vlanadoo France	7
Travel agents/Tour operators	20	Au Féminin (France)	7
Specialized e-commerce (books,ods...)	18	AOL Germany	7
Corporate services (Advertising agencies, s	16	Day United Kingdom	7
Professional	14	Infobel Belgium	7
Casinos, lotteries, bookmakers	9	Page France	7

► V – The example of Kelkoo

Number one of all Valentine’s advertisers, whatever the criteria (number of ads, number of sites), Kelkoo is also the only one that run a Valentine’s campaign in 8 countries simultaneously.

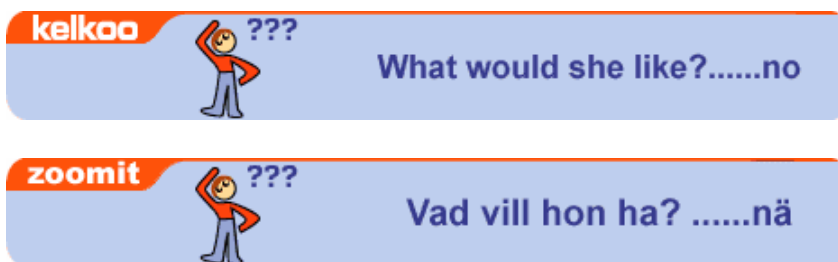
The same ads have been translated into each corresponding local language and leveraged on two main topics across Europe.

A first very cute and smooth serial of creatives



"When you love, you don't count... except on Kelkoo. Compare price before buying."

... and a much more provocative serial ...



Methodology :

The sample studied has been gathered according to three processes, in order to ensure a reasonable completeness. First, the target pages of campaigns beginning from Jan. 15th have been crawled to detect the term “Valentine” or its national equivalents. Then the campaigns ending on Feb. 14th to 18th have been selected, as well as those including isolated banners ending in these 5 days. The ads from all selected campaigns have been looked and classified as bearing a Valentine or love message or not, and split into theme categories.

The final sample includes 1,014 Valentine ads extracted from 625 campaigns belonging to a total number of 317 advertisers, displayed in 13 countries (France, Germany, UK, Italy, Spain, Sweden, Denmark, Austria, Belgium, Netherlands, Switzerland, Norway and Portugal). Some countries being in pre-test phase, no national comparison has been made. All figures exclude autopromotion, except special

mention. 

Interested in studies?

Receive by e-mail at a chosen frequency a summary of the advertising activity you are interested in. How the sector evolves, its key players, best sites, media planning indicators, formats and creatives being used. Receive all the informations about an advertiser, a site in one country or in Europe.

You request it, we produce it! Price per project.

Contact LemonAd in your country : [LemonAd in Europe](#)

