



VALENTINE'S DAY

ROMANCE IS IN THE AIR

Reach millions of consumers who are in market for the perfect gift this Valentine's Day with Acxiom data segments.

Reach Up To

6.6 MILLION

Co-habiting or married couples

3 MILLION

Valentine's Day gifters

2.3 MILLION

Who prefer a romantic meal at home

8.7 MILLION

With a high spend on eating and drinking out

Suggested Segments

YOUGOV

- Valentine's Day Gifters (Chocolates, Fragrance, Jewellery, Candy & more)
- Romantic Nights in
- European City-Breakers

ACXIOM

- Married Couples
- Living with Partner
- High Spend on Men's Clothing
- High Spend on Women's Clothing
- High Spenders on Eating or Drinking Out
- Tendency to Make Indulgent Purchases
- High Spend on Holidays in the UK or Abroad
- High Spend on Alcohol