HOW TO LEVERAGE

VALENTINES'
DAY ON
AMAZON

A COMPREHENSIVE GUIDE FOR
E-COMMERCE BRANDS

COMPILED BY **NUVORETAIL**

In This Book:

About us

As a leading e-Commerce service provider, we offer the most comprehensive end to end e-Commerce solutions to brands, both in India and abroad.

Right from preparing a road map to write our client's e-Commerce success story to assisting them in increasing their online sales, we do everything via our diverse e-Commerce services and bespoke strategies and technology.

We bring deep expertise to e-commerce strategy by choosing right marketplace(s), technology & channel partner(s), on platform and off platform marketing services, SEO through key word research, media planning, social media marketing, e-Commerce operations across various e-Commerce platforms, webstore development, AI enabled e-Commerce MIS Dashboards and much more.

We have proven experience in successfully launching new brands digitally and expansion of product portfolio for existing brands, both domestic and international. In the last 3 years, since start of our operations in 2019, we have helped some very established as well as new age brands on their e-commerce journey and are still managing some of their bestseller products.

In 2022, we have successfully generated over USD 13 millions worth of sales for our clients in over 5 countries around the world.

At Nuvoretail, we believe in simplifying the e-Commerce journey for our clients and help increase online business and sales. Not only do we provide our clients with our leading E-commerce Management Services but also strengthen their Decision Support Systems with cutting edge AI enabled technologies. We have in-house assets and technology for e-Commerce analytics to improve sales and brand visibility. We leverage our proprietary data analytics software tool called 'Enlytical' to provide relevant e-Commerce Business Insights and AI enabled interactive management dashboards for our clients spanning across different categories, marketplaces and geographies. Our moto is to "enable data driven e-Commerce decisions for our clients".

Awards & Recognitions

Thanks to the faith and support of our partner brands, we have come a long way as an industry-leader.

We are **Verified Amazon Advertising Partners** since Aug 2022.

Our Founder, Mr. Vishal Sharma is an honorable member of Amazon Advisors' program. In the same, he has beat other Amazon Advisors to secure the top position in the recent Advisors' Marathon.

We have also been recognized by **CIOReview India** as one of the most promising Ecom Tech Service providers.

Analysis

Buckle up for this year's Valentines' business on Amazon! Prepare your brand for one of the highest traffic period on Amazon, and the only one in the month of February.

Such periods serve as a great awareness opportunity for new brands or products. During a high traffic gifting season, relevant categories like beauty, gourmet or electronics might expect a surge in business.

Sellers and advertisers should expect higher impressions, CPC and clicks. Making the best of the clicks is still up to the brand.

We, at NuvoRetail, have put together an analysis of the trends, on a category and keyword level to enable you to leverage it in the most profitable way.

Higher Search Volume

The usual searches remain higher from the second half of January to first week of February.
However, specific Valentines' related keywords peak only around the second week of the month itself.

This suggests the possibility of a first mover's advantage in the ranking for the trending keywords. By being there before the keywords peak, your ppc campaigns would be able to build strong relevancy for Organic presence.
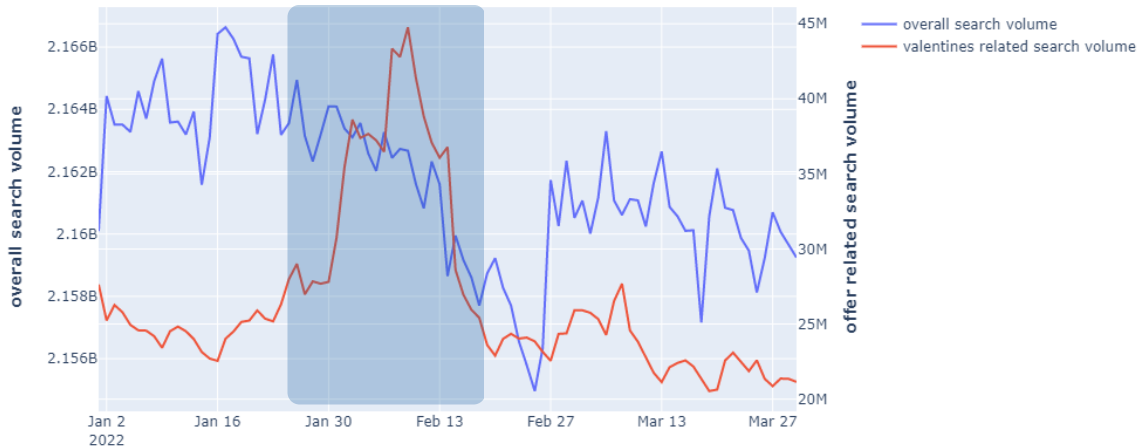
Category Metrics
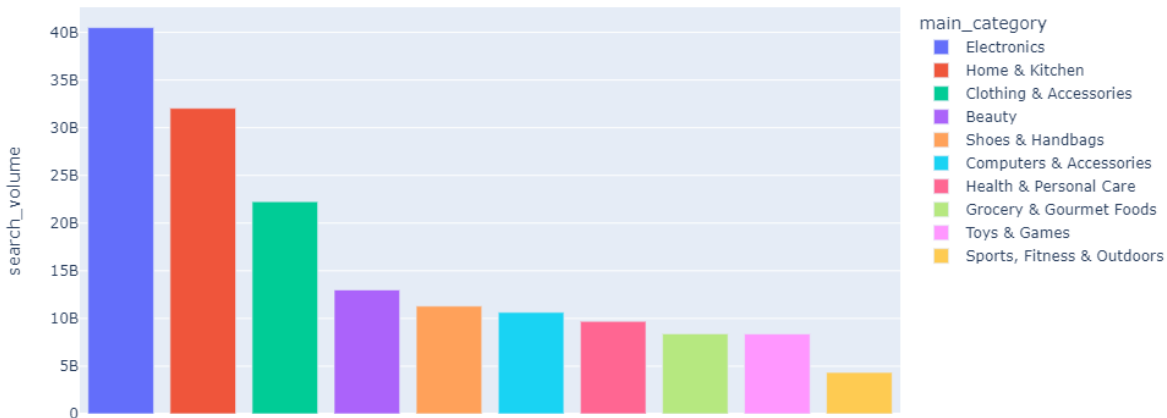
With nearly 40 Billion searches and 6 Million unique searches, Electronics is the highest performing campaign during Valentines'. This is followed by Home & Kitchen, Clothing & Accessories, and Beauty.
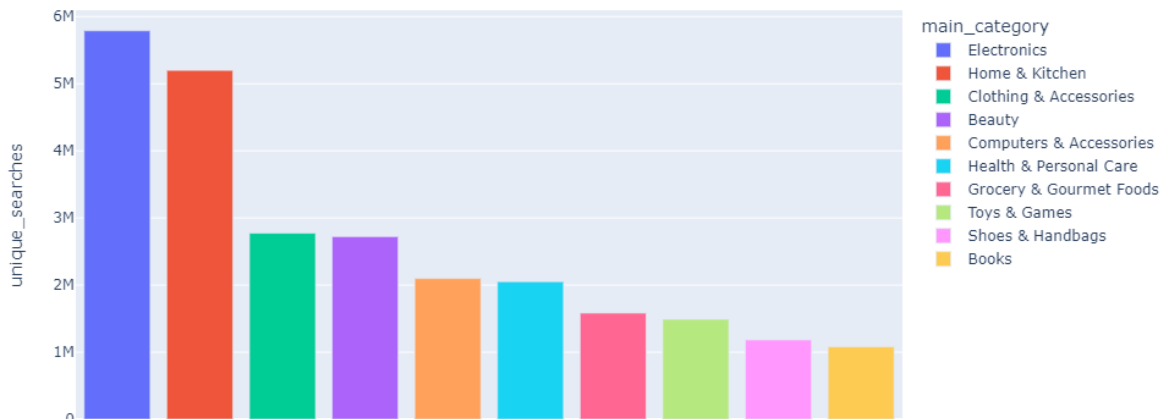
Percentage Change

Relevant categories like Beauty, Fashion, Bags, wallets & luggage, watches, etc, witnessed more than 200% jump from business as usual. This signifies a double convertible traffic during the sales period.
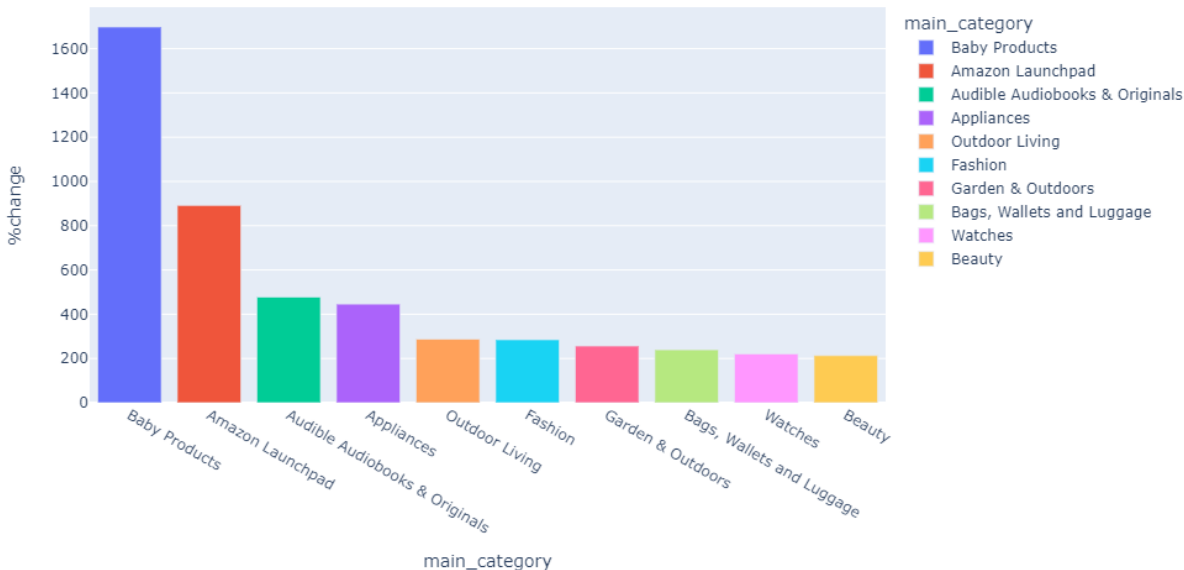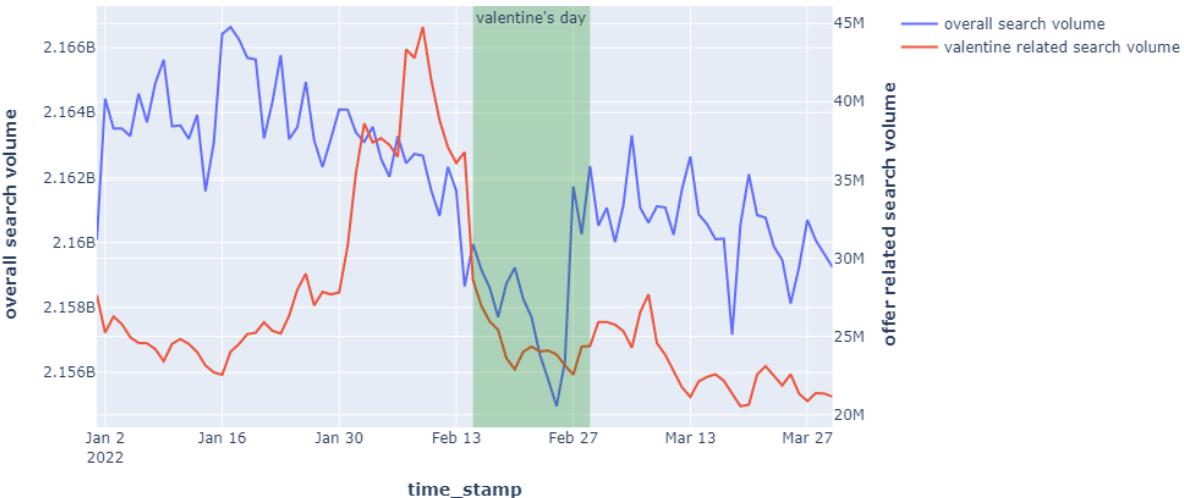
Post Event Downtrend

Right from the 14th of February to the end of it, we can clearly see a downfall in the volume of searches. Not just the Valentines' specific keywords, but on the overall level too.

It would be a good practice to expect such depression and pause the event specific campaigns when the ACOS becomes high.

DEPRESSION AFTER THE VALENTINE'S PERIOD 2022

Trending Keywords

While a lot of customer behavior during high traffic periods is based on a trial and error or Automatic targeting, a few event specific keywords usually have a better chance than others.

Based on the Search Volumes of the relevant keywords during Valentines period 2022, we have put together a list of top trending keywords that you can target for the best reach.

Search Terms	Search Volume
gifts for women	22,952,424
gifts for men	22,272,061
valentine gift for husband	16,766,163
gift for girls	16,689,758
birthday gift for girls	16,109,758
gifts	15,906,424
chocolates gift pack	13,867,782
anniversary gift for couple spe	13,515,227
gift	13,509,542
gifts for girls	13,134,485

Top 10 Keywords: Valentines' 2022

Top Performing Keywords

Generic

S.no.	Search Terms	Search Volume
11	valentine gift for girlfriend	13,018,448
12	gift for men	12,401,136
13	valentine gift for wife	11,475,822
14	gift card	11,413,358
15	gift items	11,056,512
16	wedding gift for couples	10,972,118
17	birthday gift	10,405,479
18	birthday gift for husband	10,382,488
19	couple gifts	9,896,788
20	return gifts for kids	9,318,127
21	anniversary gift	9,257,847
22	birthday gift for boys	8,411,055
23	birthday gift for wife	8,226,509
24	gifts for kids	7,910,518
25	personalized gift	7,662,612
26	gift box	7,650,827
27	gift for husband	7,442,667
28	amazon gift card	7,437,682
29	marriage gifts for couples	7,278,511
30	new born baby gifts	7,275,198

Keywords 11-30, Valentines' 2022

Top Performing Keywords

Beauty

S.no.	Search Terms	Search Volume
1	gifts for men	22,272,061
2	gift for men	12,401,136
3	gifts for women	6,503,653
4	gift for mom	3,820,210
5	birthday gift for men	3,797,468
6	gift hamper for women	3,383,207
7	gift set for women	3,262,743
8	gift hampers for men	3,013,952
9	men gift set	2,734,949
10	body shop gift set	2,197,862
11	gift set for men	2,188,240
12	forest essentials gift set	2,142,638
13	mens grooming kit gift set	1,724,208
14	mens gift	1,698,999
15	bath and body works gift set	1,582,995
16	men gift	1,406,061
17	gift for husband birthday special love	1,373,417
18	men gifts for birthday	894,979
19	men grooming kit gift set	890,154
20	gifts for him	769,233

Keywords basis Valentines' 2022

Top Performing Keywords

Fashion

S.no.	Search Terms	Search Volume
1	anniversary gift for couple special	13,515,227
2	couple gifts	9,896,788
3	anniversary gift	9,257,847
4	birthday gifts for boys	4,452,175
5	gifts for girls age 18 to 25	2,969,462
6	best gift for boyfriend	2,949,914
7	gift for dad	2,376,965
8	couple gifts for wedding	2,127,119
9	gift for friends	1,752,536
10	key chain for gift	1,438,079
11	birthday gifts for men	1,389,549
12	gift for new born baby boy	999,214
13	mens gift	834,071
14	mens gift items	624,759
15	gift for wife special romantic	609,381
16	valentine gift for husband special love	595,028
17	tie set for men gift combo	592,890
18	valentine dress for women	560,537
19	new born gift set	463,413
20	gifts for new born baby boy	451,664

Keywords basis Valentines' 2022

How to Prepare

Table 1 | Part A

S.no.	Impact Area	Activity
1	Inventory + Low Delivery Time	Inventory replication for optimum average delivery time
2	Retail Readiness	Ensure buybox availability
3	Creatives	Event specific Banners, Videos and taglines with callouts
4	Increasing Sales	Push higher pack variants and Enable better deals on the same
5	Campaign Budget	Allocate some spends for ART
6	Promo Planning	Set-up special ART Deals & Discounts
7	Inventory forecast	Maintain OSA
8	Pricing	Competitive discounts
9	Reviews	Take actions to suppress recent negative reviews
10	Retail Readiness	Noding to be checked
11	SP / SB	New campaigns using sale event keywords

How to Prepare

Table 1 | Part B

S.no.	Impact Area	Activity
12	Retail Readiness	Add event specific backend search terms
13	All Campaigns	Ensure campaign sufficiency
14	SP / SB	Boost Keyword coverage
15	Planning	Ensure account recharge
16	SD Campaigns	Product Targeting on competitors with inferior deals
17	SD Campaigns	SD Audience Targeting- Bargain Hunters
18	SD Campaigns	Aggressive on VR-lookback 7 days
19	SD Campaigns	PR Campaigns on deal enabled products
20	All Campaigns	Increase campaign budgets
21	Bids	Inc bids from 1.25 to 1.5 times

How to Prepare

Table 1 | Part C

S.no.	Impact Area	Activity
22	Social Media	Social media campaigning
23	Brand Store	Custom event based brandstore page
24	All Campaigns	Go aggressive on phrase and broad matches
25	All Campaigns	Track performance of newly added keywords and campaigns in terms of visibility and ACOS

With proper strategy and planning, a brand can easily capitalize on the high traffic periods like these.
The next step would be to understand the impact of these actions on your brand's performance and taking due actions on them in advance.

Thank You

For a more detailed consultation, reach out to us at:

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