



# EXPERIAN AUDIENCES GUIDE

Valentine's Audiences

Read more 





# Valentine's Audiences

As the festive glow of the New Year settles, focus turns to one of the most celebrated retail moments of the season - Valentine's Day. With couples, families, and even friends embracing events like Galentine's Day, there's a growing opportunity for brands to connect with a diverse audience seeking meaningful ways to celebrate love and friendship..

From luxurious dining experiences and romantic getaways to thoughtful gifts and group outings, consumers are actively searching for ideas to make this Valentine's Day extraordinary. For marketers and agencies, the challenge lies in delivering campaigns that inspire and engage, tapping into the emotions that drive purchasing decisions.

Digital-first strategies, including social media, programmatic advertising, and Connected TV (CTV), provide the perfect platforms for reaching audiences with targeted and personalised messages.

In this guide, we've carefully curated audience recommendations to help you engage consumers celebrating Valentine's and Galentine's Day. Whether your focus is gifting, dining, leisure, or experiences, our insights will ensure your campaigns resonate across the right channels and drive measurable results.





# Which audiences does Experian recommend for your Valentine's Day campaigns?

Here are a few of our syndicated audiences that we recommend considering as part of your media planning.

## Spend insight audiences

High or frequent spenders in gifting, dining, and experience categories, including jewellery, fine dining, and travel, who are likely to spend again during Valentine's. For those looking for richer detail, our analytics consultants can segment further to identify peaks in spend around Valentine's-specific categories, such as romantic getaways or luxury goods.

---

- Intent (Purchase) - Retail - Valentines Day Spenders
- Intent (Purchase) - Retail - Jewellery and Watches
- Intent (Purchase) - Retail - Cards & Gifts
- Intent (Purchase) - Health & Beauty - Perfume
- Intent (Purchase) - Food & Drink - Restaurant - Low-Med Budget
- Intent (Purchase) - Food & Drink - Restaurant - High Budget
- Intent (Purchase) - Food & Drink - Bakeries
- Intent (Purchase) - Food & Drink - Hotels - Budget
- Intent (Purchase) - Food & Drink - Hotels - Premium



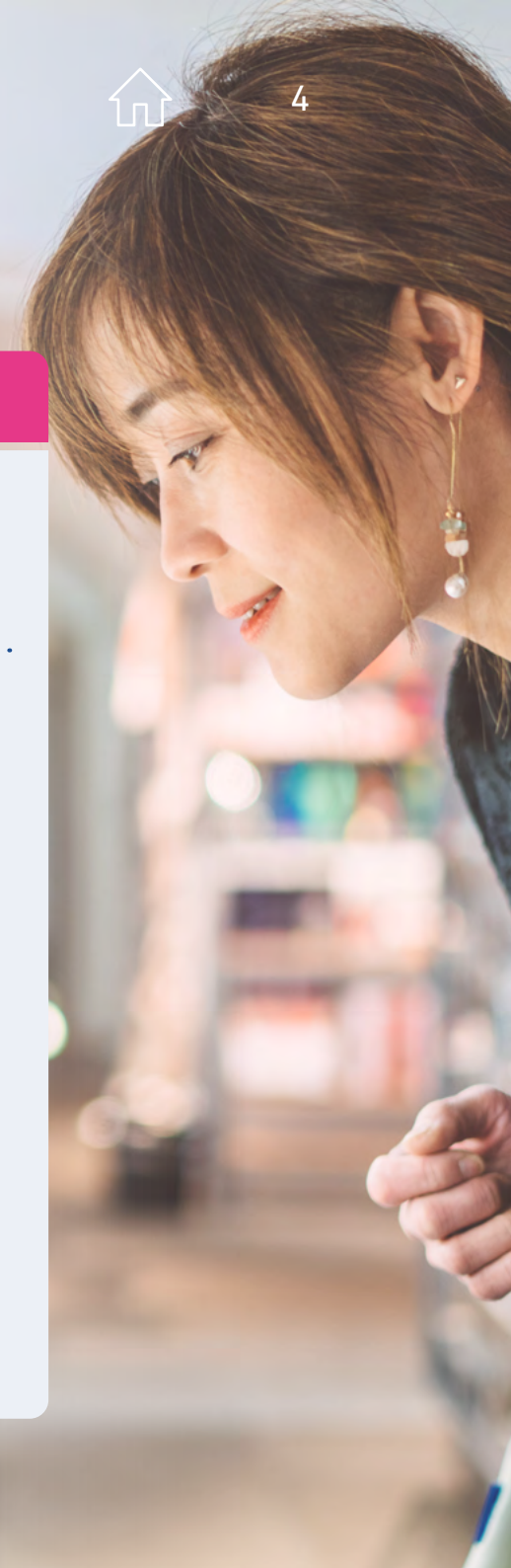


## Interest-based audiences

Modelled audiences designed to help clients connect with consumers whose interests align with their brand, product, or service. Our syndicated taxonomy includes audiences focused on Valentine's-related interests, such as romantic dining, theatre or cultural outings, and premium fragrance products for gifting.

---

- Interest (Affinity) - Health & Beauty - Premium Partner - Fragrance - Fragrance gift products
- Interest (Affinity) - Health & Beauty - Premium Partner - Fragrance - Women's fine fragrance products
- Interest (Affinity) - Health & Beauty - Premium Partner - Fragrance - Female buyers purchasing mens products
- Interest (Affinity) - Shoppers & Shopping - Fashionistas - Brand label ambitious professionals
- Interest (Affinity) - Shoppers & Shopping - Fashionistas - Brand label ambitious professionals
- Intent (In-market) - Health & Beauty - Premium Partner - Beauty and Skincare - Premium cosmetics products
- Intent (In-market) - Health & Beauty - Premium Partner - Beauty and Skincare - Cosmetics products
- Intent (In-market) - Health & Beauty - Premium Partner - Mens - Male Grooming products
- Interest (Affinity) - Interests. Hobbies and Travel Propensity - How I spend my free time - Theatre
- Interest (Affinity) - Interests. Hobbies and Travel Propensity - How I spend my free time - Ballet and Dance
- Interest (Affinity) - Interests. Hobbies and Travel Propensity - How I spend my free time - Restaurants and Cafes
- Interest (Affinity) - Shoppers & Shopping - Shopper Type - Luxury Shoppers - Indulgent and impulsive shoppers
- Interest (Affinity) - Shoppers & Shopping - Shopper Type - Luxury Shoppers - Fine life living





## Demographic-based audiences

Valentine's Day campaigns often perform well with affluent audiences and those with higher disposable incomes, as these consumers are more likely to invest in premium gifts, luxurious experiences, and fine dining. Experian provides detailed demographic audiences segmented by wealth, affluence, and disposable income to help target the right consumers effectively.

.....

- Demographic - Personal Finance - Disposable Income - £1000-£1499
- Demographic - Personal Finance - Disposable Income - £1500-£1999
- Demographic - Personal Finance - Disposable Income - £2000 or more
- Demographic - Personal Finance - Disposable Income - More than £1000
- Demographic - Affluence - Mid Affluent Households
- Demographic - Affluence - Highly Affluent Households

## Custom Audiences: Mosaic Types

Did you know you can also utilise custom Mosaic audiences for your Valentine's Day campaigns? Mosaic is Experian's proprietary classification tool which segments the UK population into 15 groups and 66 detailed types. Our Mosaic audiences build on this insight to cluster together groups of people with similar demographic and behavioural attributes.

.....

- Mosaic - Mosaic UK 7 Type - H32 First Rung Futures
- Mosaic - Mosaic UK 7 Type - H33 Contemporary Starts
- Mosaic - Mosaic UK 7 Type - H34 New Foundations



# Need further guidance?

Experian Syndicated Audiences include attribute rich consumer insights to help you target new prospects or more effectively reach your existing customers across a multitude of verticals and categories including:



Auto



Charity



Food &amp; Drink

Entertainment  
& LeisureHealth  
& Beauty

Retail &amp; CPG



Travel



Tech



## How to activate Experian audiences

Our Syndicated Audiences are available off the shelf via a range of our partner platforms so you can activate the audiences across social, programmatic, OOH and CTV.

### Some of our partner platforms

Samsung SMART TV

Meta

eyeota  
A Dun & Bradstreet Company

/LiveRamp

**Require a custom audience? We can help you build and activate an Experian audience on the platform of your choice. Combine multiple off-the-shelf audiences to create a tailored selection for yourself, or work with our audience team to build a bespoke audience.**

Our consultants can spin up audiences at speed, to create in-the-moment audiences that respond to a topical event – or tailor-made audiences to help with use cases such as competitor conquests or win-back campaigns.

For more information, reach out to your Experian account manager or our dedicated Audiences inbox

Connect with our audience team



---

Registered office address:  
The Sir John Peace Building, Experian Way,  
NG2 Business Park, Nottingham, NG80 1ZZ

[www.experian.co.uk](http://www.experian.co.uk)

© Experian 2025.

Experian Ltd is authorised and regulated by the Financial Conduct Authority. Experian Ltd is registered in England and Wales under company registration number 653331.

The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU.

All rights reserved.