

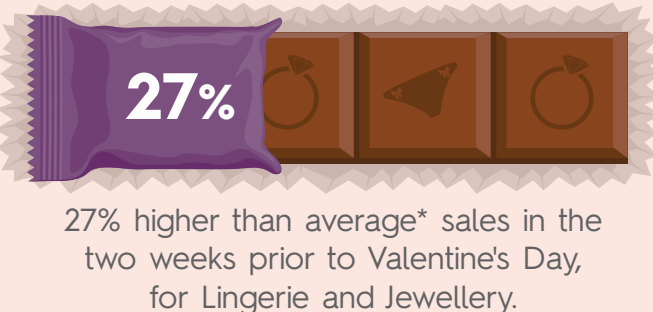
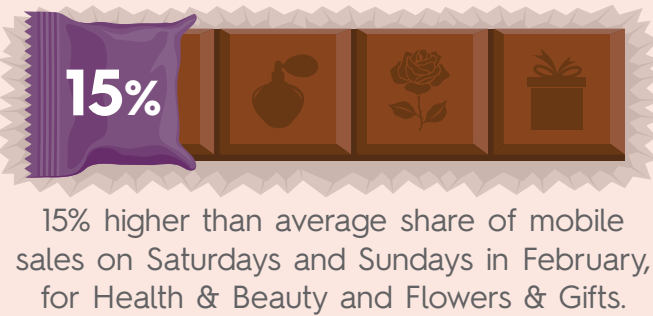


4 out of 10 Valentine's Day purchases will be made on mobile

Smartphones and tablets will account for 38% of sales for categories that see the biggest bump around Valentine's Day\*\*



Expect mobile sales to be strong during weekends



Categories that feel the love during the run-up to Valentine's Day

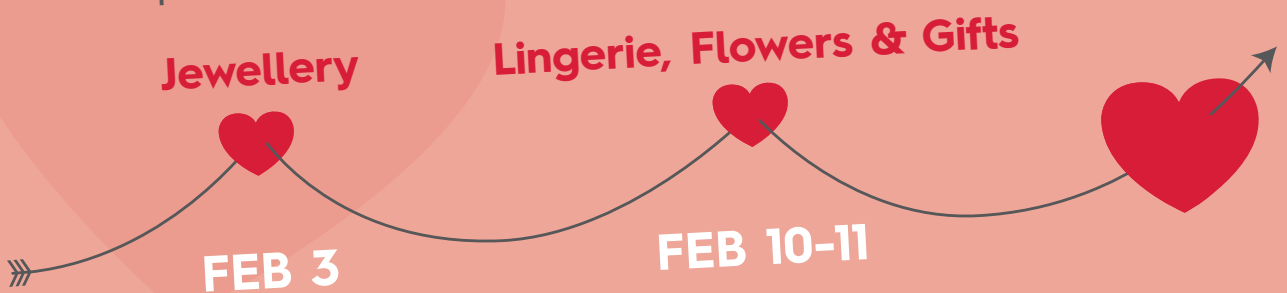
Daily peaks reached during the period from January 15, 2014 until February 13, 2014\*



For some verticals, Valentine's Day represents the first major sales spike of the year. For Flowers and Gifts and Jewellery, it is the second most important peak in Q1 after Mothers' Day.

Early (love) birds offer diamonds, laggards offer flowers

More expensive gifts are purchased in early February, while less expensive gifts tend to get purchased at the last minute



Source: Criteo, 2014. In order to build this analysis, Criteo analysed 5 million online transactions from more than 170 UK retailers over desktop, smartphones and tablets.

\*Baseline: average over Jan 15, 2014-Jan 22, 2014  
\*\*Average over Q4, 2014