

# The Poetry of Insights:

## A Quantcast Valentine's Day Poem



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They say all the lovers are in Paris  
but you may wonder if this is true.  
Quantcast first party data insights  
can solve this for you.

We did a little digging  
to see what we could find.  
With Valentine's Day approaching,  
let's see what's on your mind.

Americans are putting up **decorations**  
and doing **easy DIY**.

Add **cookie recipes** and baking,  
a bit of homemaking effort  
to show their partner that they tried.

Next over to the UK:  
what do they have planned?  
The Brits are reaching for their **cookbooks**  
for **menu ideas** to make sure romantic dinners are not bland.  
Add the **Andy Griffith** show and **MTV**  
For a solid night of lockdown romance more than guaranteed.

Here comes a real test of the data,  
is France really full of **romantics**?  
Or are we being fooled and is it just a load of dramatics?  
The French show interest in **weddings, shopping and Starbucks**  
so maybe there is hope  
and the cliché isn't bollocks.

Jumping to fashionable Italy,  
One thing is clear,  
Valentine's Day is about what you see in the mirror.

With their **jewellery** on point and **eyeliner** in check  
let's hope while rushing with their **last minute gifts**  
they don't hit the deck.

Love comes in the mail for the Germans,  
browsing **things on Amazon** that seem out of sync,  
**Lingerie, socks, and sweatpants**  
show romance and comfort, combined in a blink.

Our global insights journey complete  
we tapped into key market trends  
to help you understand your customer and how they might spend.

Roses are still red  
And Violets are still blue.  
Let us help you plan your audiences  
So your brand can break through.

\*Words in **bold** are pulled from the Quantcast Audience Planner, where marketers can discover valuable audience insights to elevate marketing strategy.