The Poetry of Insights:

A Quantcast Valentine’s Day Poem

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.

Australians love their celebrities, Kendall Jenner, Hailey Bieber and Rihanna to name a few. Was this for Galentine’s Day or Rihanna allowing us to ‘Make it all about you’?

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 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? Interests in weddings, shopping, and Starbucks brew so maybe there is hope and the cliche is true.

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.

By Quantcast

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

Source: Quantcast Audience Planner, January 1-18, 2021, Top 50 Keywords by Market