



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 cliché 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.

The Irish opt for the small things:
Headphones, mugs, beauty products and **flowers,**
Flirty and **thoughtful gifts**
amidst the rain showers.

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.

The Swedish want humour.
Moments to laugh, joke, and **enjoy.**
They are looking for happiness
so don't you play coy.

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.

By Quantcast

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