

Geschenke &
Blumen

Schmuck

Lingerie

Fotoprodukte

Trends zum

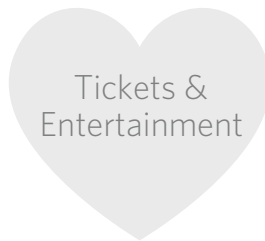
Valentinstag

Erotik

Dating

Tickets &
Entertainment

Wein &
Spirituosen





84€
Cashback
Subvertical mit
höchstem AOV

42€

AOV



Top 3
Subverticals

44% Content
22% Gutschein
10% Retargeting



Top Verticals
Valentinstag

18% Editorial
Content
16% Gutschein
12% Loyalty



Geschenke &
Blumen



Top Mobile
Subvertical



37% Loyalty
36% Preisvergleich
35% Social



Bloggs & Social
Content

Verticals mit höchstem AOV
am Valentinstag



Top Wochentag

16%
Montag

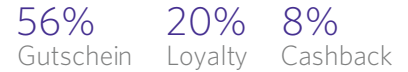




Top 3 Subverticals



Top Verticals Valentinstag



38% Mobile

+18% Wachstum



48% Content
Top Mobile Subvertical



Sub Networks

Verticals mit höchstem AOV am Valentinstag



Top Wochentag

18% Sonntag





145€
Cashback
Subvertical mit
höchstem AOV

AOV

120€



Top 3
Subverticals

64% Discount Code
12% Cashback
9% Content



Top Verticals
Valentinstag

60% Gutschein
14% Cashback
8% Loyalty



Schmuck



38%
Mobile

+12%
Wachstum

66% Smartphone
34% Tablet

44%
Gutschein
Top Mobile
Subvertical



Cashback
Verticals mit höchstem AOV
am Valentinstag



Top Wochentag

16%
Montag





60€ Retargeting
Subvertical mit höchstem AOV

52€



Top Verticals
Valentinstag

61%
Gutschein

27%
Editorial
Content

4%
Cashback



Top 3
Subverticals

47%
Gutschein

35%
Content

6%
Cashback



Erotik



36%
Mobile

80%
Smartphone

20%
Tablet

47%
Preisvergleich

45%
Content

Top Mobile Subvertical



Top Wochentag

18%
Sonntag



Shopping
Directory

Verticals mit höchstem AOV
am Valentinstag

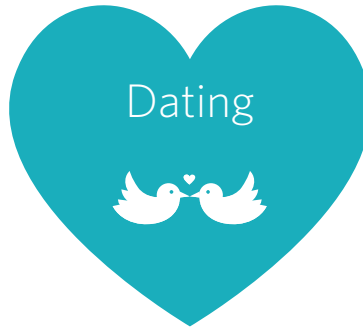




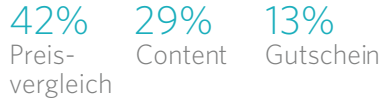
Gutschein
Verticals mit höchstem AOV
am Valentinstag



19%
Sonntag



Top 3
Subverticals



43%
Mobile

+6%
Wachstum



56%
Preisvergleich
Top Mobile
Subvertical





125€
Cashback
Subvertical mit
höchstem AOV

AOV

71€



Top Verticals
Valentinstag

56%
Gutschein

16%
Editorial
Content

11%
Cashback



Fotoprodukte



Top 3
Subverticals

56%
Gutschein

21%
Content

12%
Cashback



8%
Mobile

73%
Smartphone

27%
Tablet

30%
Newsletter
Top Mobile
Subvertical



Top Wochentag

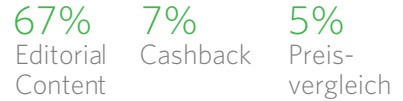
17%
Montag



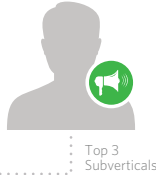
Loyalty

Verticals mit höchstem AOV
am Valentinstag





Tickets & Entertainment





91€
Search
Subvertical mit
höchstem AOV

AOV

78€



Top 3
Subverticals

68%
Gutschein
15%
Content
8%
Retargeting



Top Verticals
Valentinstag

44%
Gutschein
33%
Loyalty
8%
Display



Wein &
Spirituosen



25%
Mobile

+18%
Wachstum

57%
Smartphone
43%
Tablet

27%
Gutschein
Top Mobile Subvertical



Top Wochentag

17%
Montag



Display

Verticals mit höchstem AOV
am Valentinstag

