Tap into the Evolving Needs of Back-to-School Shoppers with Oracle Data Cloud

Evolving Back-to-School Needs

Traditionally one of the most active times for consumer shopping, this year’s back-to-school season is unlike any other. Nevertheless, students still need to be equipped for learning—whether at home or in the classroom. As customers shift toward online purchases, brands need to ensure they’re reaching these shoppers through a variety of tailored audience and contextual targeting solutions, including our dynamic trending segments to make sure brands stay relevant as school decisions are evolving (and varying) by region.

Audiences and Contextual Segments

- **115 million** addressable households with offline purchase, online behavioral, and demographics data
- **50,000+** syndicated audiences covering all verticals
- **15 billion** web pages crawled each month
- **250** syndicated contextual categories

How Oracle Helps Reach the People Who Matter Most to You

Oracle Data Cloud can connect you with your customers via the broadest and most highly curated set of data assets in the industry. Oracle Data Cloud’s activation products enable you to combine people data with real-time trending content to build a complete picture of your consumers.

Find your intended audience nearly anywhere they engage online through more than 200 integrations into DSPs, social platforms, OTT, and more, using Oracle Audience.

Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant audiences. Dynamic trending segments harness new trends and seasonally relevant content to drive incremental reach of your message.
Examples of Oracle Data Cloud Audiences and Contextual Categories to Help You Drive Your Back-to-School Campaigns

**Oracle Audiences:**

**DLX CPG & Retail**
- Online Heavy Buyers
- Online Grocery Store Shoppers
- Online Drugstore Shoppers
- Online Retail Heavy Buyers
- Small & Home Office Product Buyers

**Retail Direct-to-Consumer Brands**
- Beauty Buyers
- Fashion & Apparel Buyers

**Visa Audiences Powered by Oracle**

**Heavy Online Spenders:**
- Budget Apparel
- Midbudget Apparel
- Luxury Apparel
- Children’s Apparel
- Family Apparel
- Footwear (Shoes) Women’s Apparel
- Online Education/Courses
- Back-to-School Supplies

**Audiences by Oracle:**
- Back to School – Kids under 12
- Back to School – Teens
- Back to School – College
- Tablets and e-Readers
- Printer Supplies
- Home Schooling
- Distance Learning Apps
- Desktops/Laptops

**Oracle Contextual Intelligence Syndicated Products:**

**Curated Categories**
- Education
- Education University
- Entertain Books
- Event Back-to-School
- Family Children
- Food
- Fashion
- Fashion Women
- Shopping
- Tech Computing
- Tech Phones
- Online Shoppers

**Curated Predicts Categories**
- Back-to-School
- College Bound
- Cutting-Edge Tech Enthusiasts
- Graduate Degree
- Millennial Moms
- Parents of Young Kids
- Parents Teachers
- Retail Industry
- Savvy Shoppers Couponing
- Style Fashion
- Technology
- Trending Toys

**Custom Targeting & Predicts**
Reach out to learn about our unlimited number of customizable targeting segments, which are available for immediate activation and tailored to your brand’s specific needs.

Please contact your Oracle Data Cloud Representative / TheDataHotline to learn more