

# CONTEXTUAL SEASONAL SEGMENT GUIDE: FALL AND WINTER



With trends coming and going faster than the seasons, aligning with the consumer mind-set at the right moment is challenging. This fall and winter, optimize your campaigns with dynamic contextual segments that expand audience reach with relevance and also help advertisers optimize campaigns with seasonal precision.

Oracle Predicts uses the leading Contextual Intelligence technology from the acquisition of Grapeshot to help advertisers:

## CAPTURE

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High-value inventory on trending content before your competition does

## DRIVE

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Greater scale and engagement by finding all relevant contexts for your brand's message

## OPTIMIZE

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Campaigns with data-driven dynamic segments automated by relevant keywords

### Back to School

- Back to School
- College Bound
- Parents & Teachers
- Parents of Young Kids
- Savvy Shoppers Couponing

### Health & Wellness

- Alpine Vacations
- Coffee/Tea Drinkers
- Cold/Flu Season
- Healthy Lifestyle
- Outdoor in Autumn

## Holidays

- All Things New Year
- Black Friday/Cyber Monday
- Chinese New Year
- Christmas
- Gift Giving
- Holiday Shoppers
- Halloween
- Hanukkah
- New Year's Eve
- New Year's Resolutions
- Oktoberfest
- Ramadan
- Saint Patrick's Day
- Thanksgiving
- Traveling for the Holidays
- Valentine's Day

## Politics

- U.S. Politics Election
- Veterans Service

## Sporting Events

- Formula One
- Hockey
- International Sports
- NFL/NCAA Football
- Sports Top Stories
- Super Bowl
- USA Sports

## About Oracle Contextual Intelligence

The Oracle Contextual Intelligence suite of solutions stems from the Oracle Data Cloud acquisition of Grapeshot. The technology helps advertisers identify brand-safe environments, transform digital content into action, and bring relevance to every customer experience.

**Contact your client partner or The Data Hotline to enable Oracle Contextual Intelligence today**

**THE DATA HOTLINE**  
oracle.com/thedatahotline