

BATTLE FOR THE BILLION-DOLLAR BACKPACK

Win your share



Back-to-School is one of the heaviest consumer spending periods of the year with more than \$83 Billion spent in 2017. Capture your share with relevant, targeted marketing and drive sales with this four-step plan.



STEP 1:
Unlock insights

Use data-powered insights to get inside your shoppers' heads. Meet any marketing objective with our industry-specific audiences.



STEP 2:
Connect with accuracy

Oracle ID Graph™ matches consumer identities across devices and channels, and at scale, to ensure you're providing a seamless experience across their touchpoints.



STEP 3:
Prove it works

Using the most accurate and relevant metrics available, Oracle Data Cloud enables you to track how effectively your campaigns connect with buyers.



STEP 4:
Partner with our experts

Our Data Hotline team will create innovative audience plans to help you win. Get fast, free answers for any campaign question.

BACK-TO-SCHOOL AUDIENCES

We've got you covered with over 50,000 audiences to meet any objective

CPG, Auto, Retail

Target high-value buyers of relevant back-to-school products using our 1:1 purchase-based data.

B2B

Reach teachers, professors, and administrators to help them in stocking up the classroom for all their back-to-school needs.

Consumer Technology

Target people who spend on consumer electronics during the back-to-school timeframe, or who may be researching and in-market for computers, mobile phones, and other electronic devices.

Demographics

Be confident you're reaching parents of school-age children with demographics that are validated and proven to reach the right audience to minimize waste.

Financial Services

Don't forget about high-school graduates heading to college. Target those researching automotive insurance, personal finance, and student loans.

Lifestyle/Interests

We all know mom is important during this season—get hyper-relevant with audiences such as fit moms, moms of high-school kids, and stay-at-home moms.

Online Behavioral

Use known online behavior to reach those consuming back-to-school content like healthy recipes, clothing and apparel, or car-buying intent.

Philanthropy

Donating a portion of back-to-school purchases to a cause? Target audiences that share the same affinity.

Retail Proximity

Target existing and new shoppers within driving distance of specific grocery, mass, club, and drugstore locations.

Seasonal

In-demand seasonal audiences are brought together for convenience so you know who is most likely to participate in your back-to-school promotion.

Telecommunications

Extend back-to-school offers for service and upgrades to users likely to switch mobile carriers and users with older devices.

Travel

Back to school is the best time to plan the next family vacation. Target those searching/browsing for flights, hotels, and car rentals.

TV Advertising

Spending the big bucks on back-to-school TV? Maximize your buy by reaching those same consumers online or target your TV advertising using our addressable audience segments.

Visa Audiences powered by Oracle

Target households based on their actual credit-card spend behavior across entertainment, retail, travel, grocery, and more.

Have a unique back-to-school challenge?

We can create custom audiences to meet your needs. Contact your client partner or The Data Hotline.

THE DATA HOTLINE

oracle.com/thedatahotline | Turn big ideas into great campaigns

Oracle Data Cloud | @OracleDataCloud

Oracle Data Cloud delivers the richest understanding of consumers across both digital and traditional channels based on what they do, what they say and what they buy enabling leading brands to personalize and measure every customer interaction and maximize the value of their digital marketing.

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