ORACLE
Advertising

How to reach more audiences and discover new contexts using predicts

As someone at the helm of your client's digital advertising, chances are you spend your days analyzing, optimizing, and endlessly theorizing how to scale your campaigns while trying to strike the balance between marketing spend and performance.

If this sounds like you, then Predicts may be the solution you've been looking for.

What's Predicts?

Predicts is a contextual targeting solution that helps you capitalize on trending content and discover new environments featuring relevant, interested audiences to serve advertising to.
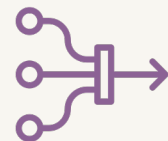
How Predicts helps you

Every marketer wants to save time and reach their goals easier. Predicts does this by:

Expanding audience reach without sacrificing relevance through daily automated and controlled segment optimization

Identifying emerging content trends early so you can capture CPMs at their lowest point

Allowing you to navigate successfully through unpredictable content and news cycles

3 reasons to add Predicts to your next campaign

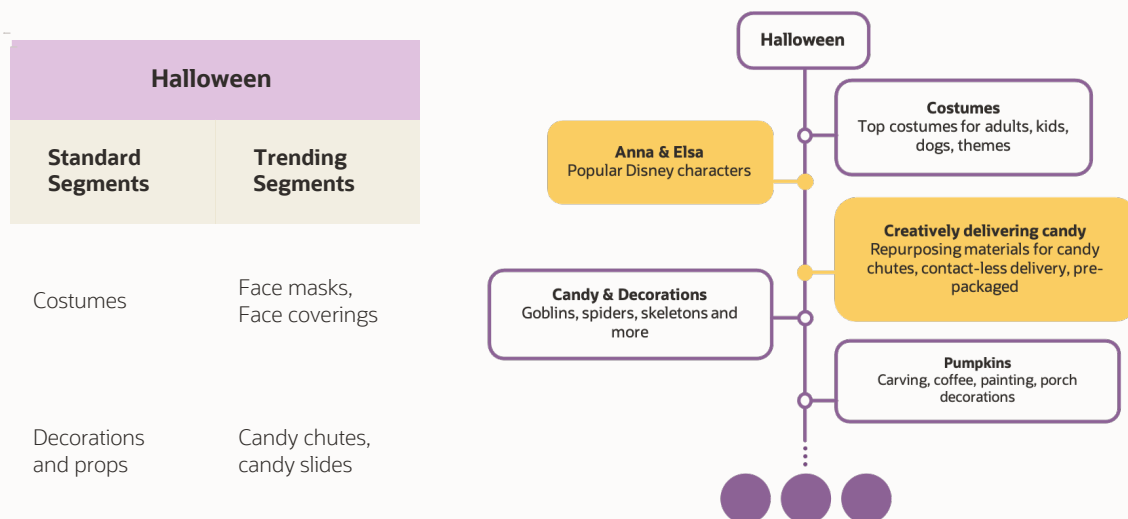## 1.   Capture high-value, relevant content before the competition does

While Contextual Intelligence analyzes massive amounts of webpage content, Predicts capitalizes on its efforts. It keeps an eye on what's trending each day and enhances your campaign segments by either adding or removing content based on relevance. This simplifies your work and helps you stay ahead of the competition with a consistent stream of high-value inventory that you can bid on before other advertisers even notice.

2.   Identify new and adjacent contexts to grow your brand

Predicts makes it possible to find new contexts and content interests that elevate your understanding of audiences, leading to more informed media decisions that drive growth. For instance, typical Halloween topics revolve around costumes, candy, trick-or treaters, and decorations. Predicts will uncover specific trends within these topics that you can zero-in on with your campaigns. So, if an obscure costume trend takes off, your brand can be front and center.

Predicts also pinpoints topics related to unique circumstances. For instance, Halloween in 2020 kept advertisers on their toes due to social distancing requirements. The unusual circumstances ultimately introduced creative, contactless ways to get candy into the hands of trick-or-treaters like candy chutes and candy slides—trends which can be picked up with Predicts when they make their way online.

Halloween	
Standard Segments	**Trending Segments**
Costumes	Face masks, Face coverings
Decorations and props	Candy chutes, candy slides

3.   Discover breakthrough "aha!" moments

Whether it's the latest celebrity diet, a work-from-home-inspired craze, breaking news, or a random surge in at-home sour dough recipes, content trends emerge out of nowhere and bring with them exciting new opportunities to engage audiences.

Predicts scours billions of pages of content daily to identify these consumer and content trends for you. Don't worry about anticipating where your category is heading next, Predicts does it for you. By scanning web content far and wide, you'll always be in control of what content trends you want to engage with, and one step closer to unlocking those breakthrough '*aha!*' moments that make all the difference to your campaign.
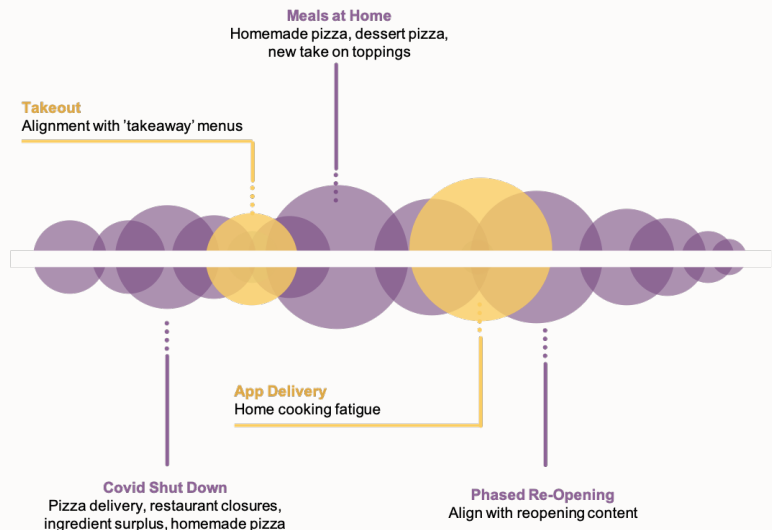
Predicts: A smarter way to capture trending content

Looking for: Pizza Lovers

Targeting Strategy:
- Curated Pizza Segment
- Predicts Pizza

Predicts Benefits:
- Solves for the unknown
- Automated optimisation
- Time saving
- Expanded reach

Meals at Home
Homemade pizza, dessert pizza, new take on toppings

Takeout
Alignment with 'takeaway' menus

App Delivery
Home cooking fatigue

Covid Shut Down
Pizza delivery, restaurant closures, ingredient surplus, homemade pizza

Phased Re-Opening
Align with reopening content

Take your campaigns to the next level with advanced contextual solutions

Oracle's Contextual Intelligence suite provides an easy way to augment your campaigns with advanced contextual solutions that strengthen brand safety measures, improve targeting, and uncover new, relevant audiences at scale.

If you're want to see how Predicts can help your campaigns,
contact your **Oracle client representative** today.