



All eyes are on March Madness!

The holidays may be over but sports are giving us a new reason to gather with friends and family to celebrate. In fact, March Madness drew enough devoted viewers to sell out advertising inventory across both male and female NCAA games last year. While we predict linear television spots will sell out again in 2024 there will be plenty of opportunities to reach basketball fans online, and with the right targeting approach, your dollars can go further in engaging more relevant consumers.

Top three digital advertising tips to win over consumers this March Madness



Cross-Platform Strategy

..... If you invested in March Madness specific creative, it needs to work everywhere. This means making several cuts of video optimized towards in-article, OTT, CTV, and social spaces, as well as amplifying your message outside of video. Incorporating complementary media like influencer takeovers, interactive social lens or layered interstitials will continue to build momentum for your brand. While you make your media work across platforms, utilize a singular targeting strategy to effectively target the same audience wherever they choose to view content. Fortunately, Oracle Audiences can be utilized within 99% of media platforms, just reach out to your account manager for a tailored recommendation.



Targeting Agility

..... As seen in every sporting event, one gut-wrenching free throw, unexpected Cinderella story or celebrity appearance can spark a “moment” that consumes sports reporting and captivates general media. That is until the next unpredictable moment happens. Utilizing Oracle’s Contextual Intelligence Predicts segments can help you capitalize on these trending moments in real-time at a cost-efficient CPM, which is needed after that commercial investment. Just add `gs_predicts_marchmadness` to your targeting in the programmatic platform of choice to let your brand be top of mind all tournament long!



Protect your ad spend

..... Sophisticated Invalid Traffic peaks during every sporting event, including March Madness, which saw up to 5.2% of ad inventory fall victim to session hijacking, invalid proxies and more last year. In the same framework, this is content you really want to be a part of as consumer attention is at a high point. So how do you run a successful campaign during the tournament? Oracle Moat Analytics features pre- and post-bid solutions for brand safety, invalid traffic avoidance, and viewability to protect your ad spend. Our advanced attention metrics can also reveal how consumers are engaging with your ads across channels and devices so you can truly understand campaign performance.

Target your most valuable customers and prospects around March Madness!

Oracle Moat Analytics

Protect your ad investment, gather valuable insights and optimize campaigns with pre- and post-bid measurement solutions. [Request a consultation today!](#)

Contextual Targeting

Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant people in the moments that matter. Now with over 1,000 segments across Standard, Predicts, Sentiment Content Affinity, and Brand Safety, Oracle can help you reach your desired audience with granularity and control in 38 languages.

Syndicated Categories

- Alcoholic Beverages
- Basketball
- Barbecues and Grilling
- Celebrities
- Cooking
- Entertain TV
- Fantasy Sports
- Food & Drink
- Home Entertaining
- Home Entertainment Systems
- Humor and Satire
- March Madness
- Parenting Children
- Pop Culture
- Sports Radio

Predicts Categories

- Brocation
- Cocktail Beer Enthusiast
- Dining Out
- Foodies
- Home Bakers Chefs
- Home Entertainers
- March Madness
- Moves & Entertainment
- Nightlife
- Sports Top Stories
- Trending Celebrities
- Trending Television

Content Affinity Targeting

- Consumer Electronics Buyers
- Eco-Friendly, Clean and Natural Interests
- Fathers Day Shoppers
- Foodies
- Golf Lovers
- Green Consumers
- Home Renovation Buyers
- Luxury Sports
- Meal Delivery App Buyers
- Sports Fans
- Summer Home Improvements

CTV Strategy

Demographic targeting will only get you so far, make sure to utilize a more narrowed audience tactic or test into contextual CTV targeting, which has a [300% higher brand recall!](#)

Oracle Audiences

Find your intended audience nearly anywhere they engage online with the precision and reach you've come to expect with Oracle Audiences. With more than 200 integrations into DSPs, social platforms, commerce platforms, OTT, streaming audio, and more, your team can create a true cross-channel audience strategy.

Game Day Viewership

- CBS
- CTV Device Ownership
- ESPN
- NBA TV
- NCAA March Madness
- TBS
- TNT
- OTT Exclusive Content Viewers
- Ad-Supported Video on Demand (AVOD) Apps

Interest

- Basketball
- College Basketball (NCAA)
- In-Market for Televisions
- Lapsed Smart TVs Buyers (2+ years)

Gametime Snacks

- Backyard Barbecuers
- Deli Dips, Spreads and Toppings
- Healthy Snacks
- Home Cooking and Grilling
- Instacart
- Pizza Frequent Spenders
- Salty Snacks
- Sports and Entertainment Restaurants

Beverage Buyers

- Wine or Liquor Store Top Spenders
- Canned & Premade Cocktail Buyers
- Hard Seltzer Buyers
- Light Beer Buyers
- Scotch and Whiskey Buyers

Custom Audiences & Contextual Segments

Save time in campaign planning by reaching out to your Oracle Account Manager for insight-driven strategy recommendations. If off-the-shelf solutions don't meet your needs, our custom contextual segments, audience targeting, and brand suitability segments will.

*Audience and contextual targeting segment availability vary by platform and geography, contact your account manager to surface.

Reach your customers and prospects everywhere



Consumers are more digitally connected through smartphones, laptops, gaming consoles, and TVs than ever before. They also seamlessly bounce across many devices, media formats, and platforms throughout a typical day while expecting a consistent customer experience. Utilize Oracle Audiences to develop a cohesive audience strategy that is portable across platforms and allows you to find your intended audience wherever they engage.



Addressable TV

Segment TV viewers by adding Oracle audience targeting to households through Video On Demand (VOD) or linear TV via cable, satellite, and set-top-boxes. Leverage partnerships with Dish, or Sling to avoid wasted media spend and increase ad relevancy for engaged TV viewers.



Commerce Platforms

Don't just rely on making the shopping list; engage relevant consumers who are actively shopping in the moment through some of the largest e-commerce platforms like Amazon and Wal-Mart.



Connected TV (CTV)

Explore connected TV with a fully immersive ad experience of sight, sound, and motion. Audiences by Oracle can help you deliver ads to valued customers and prospects on over ten endemic and programmatic CTV platforms, including Hulu, Amazon Fire TV, Sling, and Roku.



Demand Side Platforms (DSPs)

Expand your reach into the open internet by utilizing a Demand Side Platform (DSP) to activate the depth and breadth of data found in Audiences by Oracle, available across all major DSPs, including Google, The Trade Desk, Xandr, AppNexus and more.



Social Platforms

Capture the attention of a highly engaged and logged-in user base across social platforms such as Facebook, Pinterest, Snapchat, and Twitter. Oracle Audiences, particularly those built from purchase data and other offline signals, complement native behavioral targeting signals available on these platforms.



Streaming Audio

Engage your target audience, whether they are rocking out to their favorite music or actively learning through podcasts on platforms like Spotify.

[Let Oracle Advertising help you activate your March Madness campaign today!](#)



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