

Shoppers are enchanted by Halloween fun



Last Halloween saw monstrously big purchases, topping \$10.6B, up from both pandemic and pre-pandemic spend! We expect 2023 purchases to continue to rise, especially as nearly half of Halloween enthusiasts start shopping for ghoulish gear by September. Whether your target market is made up of the 44% carving pumpkins, those who purchased \$710M in pet costumes or Gen Zers heading out to frighteningly fun parties, Oracle has the targeting solution to enchant your shoppers.

\$29 in candy

purchased per household

75% of consumers

planned Halloween décor purchases

\$34 billion

in predicted spend on costumes

Check out Oracle Advertising's targeting tips to bewitch your buyers below

Haunting for deals



While consumers may derive their costume and décor inspiration online, most purchase their gear in-store. Last year, 40% of shoppers planned to purchase from discount outlets, while 36% headed out to Halloween specialty stores. Target these consumers while they scope out trends by surrounding Halloween content across the web with Oracle Contextual Intelligence.

Trick or TREATS



Candy reached record breaking spend last year at \$3.1 billion dollars! Whether your target consumers are indulging in sweet treats with scary movies or running towards eager trick-or-treaters, you can target buyers with Oracle Audiences based on past brand-specific purchases!

Spooktacular outfits



67% of Halloween participants planned to dress up, with 20% putting in extra effort to include their pet in the fun. Whether consumers are going for terrifyingly fabulous or gothically glamorous, they'll need makeup and transformative gear like false eyelashes, warts, or glitter. Surround relevant costume articles with Contextual segments to remain top of mind in-store.

BooOOoo-ze



While young adults are more likely to attend a Halloween parties, bar crawls and haunted houses, there are many more consumers who reach for pumpkin ales while handing out candy or sip cider while watching a scary movie marathon. Target the 21+ with specific beverage buyer Oracle Audiences, and surround cocktail recipes with Oracle Contextual Intelligence segments to reach consumers with the drink creative they prefer.

Find frightful shoppers this Halloween with Oracle Advertising



Oracle Audiences

Find your intended audience nearly anywhere they engage online with the precision and reach you've come to expect with Oracle Audiences. Check out a few audience examples for your Halloween campaigns below:

Halloween

- Halloween Buyers
- Halloween Candy Buyers
- Halloween Costume Buyers

CPG Buyers

- CVS Shoppers
- Holiday Food Buyers
- Kit Kat Buyers
- Non-Chocolate Candy Buyers
- Reese's Peanut Butter Cup Buyers
- Sugar Free Diet
- Safeway – All Banners Shoppers
- Walgreens Shoppers
- Walmart Shoppers

Retail Buyers

- Amazon Shoppers
- Department Store Shoppers
- Discount Store Heavy Spender
- Holiday Apparel Spenders
- In-Store Holiday Shoppers
- Last-Minute Holiday Shoppers
- Luxury Shoppers

Party goers

- Craft Beer Purchasers
- Home Entertainment
- Mixers and Cocktail Ingredients
- Party Supplies & Decorations
- Wine or Liquor Stores Top Spenders

Demographically inclined

- Home Owners
- Kid Driven Families
- Parents of Preschoolers
- Parents of Children
- Parents of Tweens/ Teens

Movie buffs

- Crime Movie Streamers
- Holiday Television Interest
- Horror & Thriller Movies
- Mystery Movies Streamers

Custom Audiences & Contextual Segments tailored to your brand

Save time in campaign planning by reaching out to your Oracle team 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.

Brand Safety

Many articles containing scary or gory language during Halloween could simply be details on a haunted hayride or the ultimate DIY lawn ornament. Standard block lists would steer you away from this spooktacular content, significantly reducing your ability to scale on relevant articles. With Oracle Contextual Intelligence, we understand a page's true context by identifying and scoring the content, thus recognizing Halloween fun as an over unacceptable brand risk. You can now also take advantage of Oracle's **Tiered Brand Safety**, which offers greater granularity and customization to meet your unique brand suitability standards.

- Adult
- Arms
- Crime
- Death & Injury
- Drugs
- Hate Speech
- Obscenity
- Piracy
- Sensitive
- Spam
- Terrorism

Oracle Contextual Intelligence

- Halloween
- Costume
- Party Supplies & Decorations
- Sales and Promotions
- Food & Drink
- Alcoholic Beverages
- Bars & Restaurants
- Outdoor Attractions
- Amusement & Theme Parks
- Malls & Shopping Centers
- Zoos & Aquariums
- Parenting Children 4-11
- Makeup & Accessories
- Arts & Crafts
- Movies

Contextual Predicts Categories

- Halloween
- Movies & Entertainment
- Parents of Young Kids
- Autumn Outdoors
- Oktoberfest
- Nightlife

Contextual Sentiment Categories

- Positive Like
- Positive Love
- Positive Happiness

NEW! Content Affinity Targeting

Utilize privacy-friendly targeting segments based on the content consumption patterns of people-based cohorts.

- DIYers
- Moms of Grade School Kids
- Indulgent Dog Owners
- Cosmetic Buyers

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 DirecTV, 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, Samsung, 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, MediaMath, The Trade Desk, Xandr, 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 such as Pandora and Spotify.

[Let Oracle Advertising help you activate your Halloween campaigns today!](#)

