



Give your Mother's Day campaigns the special treatment

Mother's Day is typically filled with pampering and presents, such as flowers, cards, or special outings such as brunch or a spa day. While the pandemic may have affected purchases the last few years, consumers are armed with a new sense of normalcy and fewer restrictions, allowing moms to be celebrated bigger than ever before.

Create an effective data-driven strategy for your Mother's Day campaign by combining past Mother's Day purchase trends with helpful targeting tips by Oracle



Millennials spoil moms

Last year, 25–34-year-old consumers planned to **spend an average of \$367** on moms, leaning towards higher priced gifts like jewelry or electronics. They're also more amenable to advertising, with 48% looking to retailers for shopping inspiration. Target these consumers accurately with Oracle's Demographic segments layered with Mother's Day shoppers to increase ROI.



Breakfast at Tiffany's

While greeting cards and flowers held the highest percentage of planned purchases, jewelry and special outings led the way in terms of money allocated, **bringing in over \$6 and \$4 billion** respectively last year. Find those who are more likely to spring for earrings over roses with Oracle's purchase-based audiences, since the best predictor of future behavior is past behavior.



Mama's boys

Men spend almost double what women spend on Mother's Day, averaging \$285 by buying gifts for their wives and mothers. To target these men with the right creative, divide your targeting tactic by age as 18–24-year-olds are more likely to buy just for mom, while 25–44-year old's may buy for both. Oracle's insight tools can also help you narrow your targeting by providing a deeper look into your consumers through 1st party CRM data or 3rd party purchase audiences.



Bet on tradition

While **44% of consumers want to find a unique gift** for moms, most purchase within traditional gift categories such as cards, flowers, special outings, gift cards, clothing, electronics, or jewelry. To position your product as the "it" item of the season, utilize contextual targeting to surround relevant Mother's Day articles like gift guides or feel-good blogs, whose ads garner over 17 seconds of interaction time, with attention quality 143% above benchmark!

Let Oracle Advertising help you to activate your Mother's Day campaign today



Reach your most valuable customers and prospects this Mother's Day!

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 audience samples for your Mother's Day campaigns below:

Traditional Mother's Day

- Mother's Day
- Gifts and Party › Flowers
- Gift Card Buyers
- Greeting Cards and Stationary High Spenders

Jewelry

- Jewelry Buyers
- Fine Jewelry
- Bracelets
- Necklaces and Pendants
- Watches

Special Outing

- Fine Dining
- Ice Cream and Frozen Yogurt
- Restaurant Diners Frequent Spenders
- Weekend Getaways High Spenders
- Online Vacation Rentals High Spenders

Consumer Electronics

- High Income Tech Shoppers
- Mobile Phones
- Voice Assistants and Displays
- Wearable Devices

Personal Service

- Spa Mavens
- Spa Gift Card Buyers
- Salon and Spa High Spenders
- Wellness Spenders

Beauty, Clothing & Accessories

- Luxury Apparel (Clothing) Spenders
- Casual Wear and Work From Home Clothing Buyers
- Women's Shoes
- Luxury Fragrances
- Cosmetics
- Handbags, Bags and Wallets

Home & Garden

- Home Décor Buyers
- Outdoors › Gardening and Landscaping
- Arts and Crafts Buyers
- *And more...*

Contextual Targeting



Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant people at the right moment. See contextual targeting sample segments for your Mother's Day campaigns below

Syndicated Categories

- Mothers Day
- Home Interior
- Fashion Jewelry
- Fashion
- Food Kitchen
- Food Establishment
- Travel Family

Predicts Categories

- Mothers Day
- Dining Out
- Cutting Edge Tech Enthusiasts
- Spa Wellness Trips
- Millennial Moms
- Foodies
- Movies & Entertainment

Sentiment Categories

- Positive Love
- Positive Happiness
- Positive Pleasure

Custom Audiences, Contextual & Predicts Segments

Reach out to your account manager today to learn about our customizable audience targeting, and unlimited number of contextual and brand safety segments

Targeting Those Who Brunch at Home with Mom?

Utilize our best-in-class CPG audiences

- Kid Driven Families
- Home Cooking and Grilling
- Desserts and Baking
- Holiday Food Buyers
- New Product Enthusiasts
- Organic and Natural Foods
- In-Market for Grocery Delivery
- Premium Brand Buyers

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Reach your customers and prospects everywhere



Consumers are more digitally connected through smartphones, laptops, gaming consoles, and TVs than ever before. They also bounce seamlessly across devices, media formats, and platforms throughout the 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 ecommerce platforms like Amazon and Wal-Mart.



Connected TV (CTV)

Explore connected TV, with a fully immersive ad experience of sight, sound, and motion. **Oracle Audiences** can help you deliver ads to valued customers and prospects on over 10 different 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 breath of data found in Oracle Audiences—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's audiences, particularly those built from purchase data and other offline signals, compliments 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.

*Note – audience and contextual targeting segment availability varies platform by platform.

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