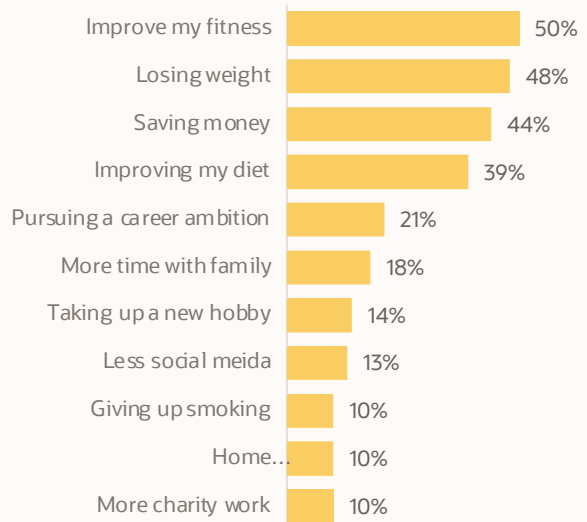**ORACLE**
Advertising

# New Year, New You! Kicking off '22 with a personal growth mindset

New Year's Day shifts the consumer mindset from holiday gluttony to personal development. While the pandemic may have played a role in the items consumers purchased, New Year's resolutions themselves hardly change. For instance, when comparing the past three years, the top resolutions have been focused on new skills, money, and physical/mental health.

Fitness, of course, sees the most significant spike in engagement. Still, like many activities in 2021, health was centered around the home, with highly sought-after exercise equipment and the latest smart wellness gadgets in high demand. While athleisure will continue to be a hot item year on year, we suspect consumers will venture out of the home and back into the gym, along with travel and socially inclined hobbies popping up with a newfound enthusiasm.

## New Year's Resolutions
### Share of Survey Respondents*

| Resolution | Share |
|---|---|
| Improve my fitness | 50% |
| Losing weight | 48% |
| Saving money | 44% |
| Improving my diet | 39% |
| Pursuing a career ambition | 21% |
| More time with family | 18% |
| Taking up a new hobby | 14% |
| Less social meida | 13% |
| Giving up smoking | 10% |
| Home... | 10% |
| More charity work | 10% |

## Oracle Activation can help you reach people who matter most during the kickoff of New Year Resolutions

### Oracle Audiences

To win this new year, test out messaging with audiences that have varied purchase drivers like the wellness guru vs. fitness resolution fanatic. Utilize your Oracle Account Manager to help you find your intended audience nearly anywhere they engage online through more than 200 integrations into DSPs, social platforms, commerce platforms, OTT, streaming audio, and more.

### Contextual targeting

Utilize Oracle's contextual segments to surround articles relevant to your brand, like newly engaged wedding planners or adventure-seeking travelers. Oracle Contextual Intelligence helps you analyze complex content at scale and connect with relevant audiences. Dynamic trending Oracle Predicts segments harness new trends and seasonally relevant content to drive incremental reach of your message.

# Reach your most valuable customers and prospects with New Year Resolutions in mind

## New Merchant Category Audiences

The best predictor of future behavior is relevant past behavior. That's why purchase-based audiences routinely deliver the strongest ROI when trying to drive sales and acquire new customers.

Oracle's new Merchant Category Audiences are built at the purchase transaction level, aggregating spend across payment method and merchants to capture a comprehensive view of consumer shopping behavior. These modeled audiences are sourced from over 50,000 merchants and $1 trillion in annual spending, helping you to reach your most valuable customers and prospects in 2022.

### Select Seasonal Merchant Category Audiences

- Activewear High Spenders
- Cosmetics and Beauty High Spenders
- Gyms, Exercise and Fitness High Spenders
- New Year's Diet & Fitness Resolution Spenders
- Outdoor Enthusiasts High Spenders
- Salon & Spa High Spenders
- Sporting Goods High Spenders
- Wellness Spenders
- Weekend Getaways High Spenders
- *Plus many more*

## Additional Oracle Audience Examples

### Resolution Themes

- Alternative Medicine
- Career Improvement and Advice
- Dieting & Weight Loss
- Leisure and Vacation Travelers
- Meditation and Mindfulness Apps
- Massage and Spa
- New Year's Resolutions Organization
- New Year's Weight Loss Resolutions
- Nutrition
- Self-Improvement
- Winter Activity Enthusiasts
- Wedding Planning
- Wellness
- Yoga & Pilates

## Oracle Contextual Intelligence Segments

### Syndicated Categories

- Education Language
- Event New Year
- Food Diet
- Food Kitchen
- Home Interiors
- Sport Winter
- Travel Holidays

### Predicts Categories

- All Things New Years
- Diet Fitness
- Healthy Lifestyle
- Home Bakers Chefs
- New Years Eve
- New Years Resolutions
- Travel
- Weddings Brides

### Custom Targeting & Predicts

Reach out to learn about our unlimited number of customizable targeting and safety segments, which are available for immediate activation.

## New Sentiment Targeting:

Align to positive New Year stories and content to drive greater campaign engagement

- Positive Amusement
- Positive Curiosity
- Positive Like
- Positive Love
- Positive Happiness
- Positive Amusement
- Positive Pleasure
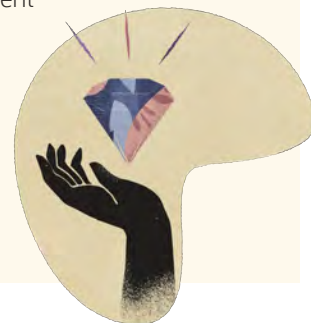


Let **Oracle Advertising** help you to activate New Year campaigns today →