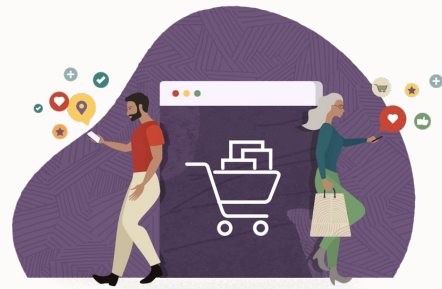# Engage Black Friday shoppers early and online this holiday season

As we head into the year's busiest shopping season, consumers and retailers face new challenges from ongoing inflation, hiked interest rates, and labor shortages. However, while the economy's negative aspects can seem gloomy, retailers are pushing on, promoting sale events to encourage spending earlier in the season.

This is welcomed news to consumers, whom rate **deals and promotions as the top concern in holiday spending,** creating even more hype around this year's Cyber Five event (Thanksgiving through Cyber Monday). **Online sales are projected to reach over $38 billion** within this time period alone. Still, with **22% of adults already beginning their holiday shopping,** it's best to get the jump on advertising to make the shopping list.

Looking at Oracle's Contextual Intelligence, we've seen **content categorizations related to Black Friday begin to lift in July with Prime Day deals, rising again in September, then extending beyond the critical sales period at Thanksgiving.**

To reach consumers in the active planning and shopping mindset, advertisers can target Black Friday and Cyber Monday content, as well as many other categories with Oracle Contextual Intelligence segments. Additionally, advertisers can leverage past holiday purchase behaviors to find relevant shoppers with Oracle Audiences.

2021 Black Friday
Oracle Contextual Content Categorization Trends
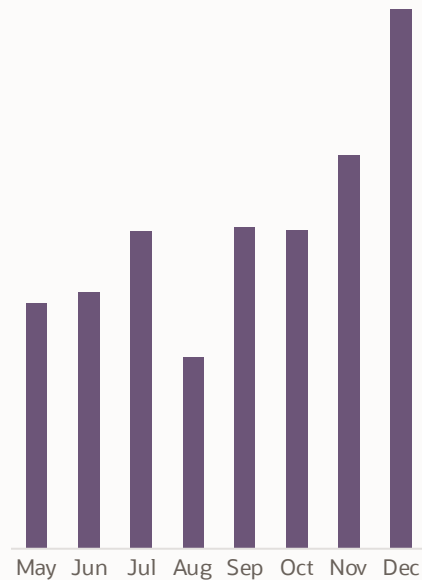
Oracle Activation helps you reach people who matter most to your holiday campaigns

Oracle 's activation product suite enables you to combine audience data with real-time trending content.

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 holiday focused cross-channel audience strategy.

Contextual Targeting

Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant audiences in the moments that matter. Dynamic trending Predicts segments harness the latest holiday trends, gifts, and seasonally relevant content to drive incremental reach across the open web.

Reach your most valuable customers and prospects this holiday season

Oracle Audiences

Black Friday Shopping
- Black Friday Apparel Shoppers
- Black Friday Beauty Cosmetics & Fragrance Shoppers
- Black Friday Children's (Kids) Apparel and Gift Shoppers
- Black Friday In-Store Shoppers
- Black Friday Luxury Shoppers
- Black Friday Mall and Shopping Center Shoppers
- Black Friday Outdoor and Sporting Goods Shoppers
- Black Friday Party and Home Entertaining Shoppers
- Black Friday Power Shoppers

Cyber Monday Shopping
- Cyber Monday Big Box Store Shoppers
- Cyber Monday Department Store Shoppers
- Cyber Monday Luxury Shoppers
- Cyber Monday Power Shoppers
- Cyber Monday Teen Apparel and Gift Shoppers

Online Holiday Shopping
- Digital Gift Givers
- Last-Minute Online Gift Shoppers
- Online Black Friday and Cyber Monday Shoppers
- Online Holiday Luxury Department Stores Spenders
- Online Holiday Shoppers Spenders

Budget Conscience Shoppers
- Crafty Holiday Shoppers
- Holiday Outlet Stores High Spenders
- Post-holiday Bargain Shoppers
- Price Conscious Holiday Shoppers

Big Spenders
- Holiday Luxury Department Stores Spenders
- Holiday Very High Spend Range ($3000+)
- Holiday Shoppers High Spenders
- Holiday Super Shoppers
- Holiday Vehicle Buyers
- Top Holiday Spenders

Holiday Entertaining & Activities
- Enthusiastic Thanksgiving Entertainers
- Holiday Local Restaurant Diners
- Holiday Movie Theater Goers
- Holiday Super Entertainers
- Holiday TV Viewership
- Winter Activity Enthusiasts

Custom Audiences & Contextual Segments tailored to your brand
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.

NEW Oracle Contextual Intelligence IAB 3.0 Categories

Our syndicated taxonomy now incorporates curated categories based on *IAB's content taxonomy 3.0*! With over 400 more segments at your fingertips, you can easily target consumers on a granular level.

IAB Contextual Categories
- Children's Games and Toys
- Desserts and Baking
- Coupons and Discounts
- Games and Puzzles
- Gifts and Greeting Cards
- Laptops
- Holiday Shopping
- Men's Outerwear
- Outdoor Decorating
- Party Supplies & Decorations
- Theater Venues
- Travel
- Sales and Promotions
- Smartphone
- Sports Video Games
- Women's Jewelry and Watches

Syndicated Categories
- Black Friday
- Christmas
- Thanksgiving
- New Years
- Food Kitchen
- Tech Enthusiasts
- Travel Holidays

Predicts Categories
- All Things New Year
- Alpine Vacations
- Black Friday Cyber Monday
- Christmas
- Gift Giving
- Hanukkah
- Holiday Shoppers
- Home Entertainers
- Movies & Entertainment
- Parents of Young Kids
- Traveling for the Holidays
- Trending Toys

Sentiment Targeting
- Positive Like
- Positive Love
- Positive Happiness
- Positive Amusement
- Positive Pleasure

Let **Oracle Advertising** help you activate your holiday campaigns today!

*Audience and contextual targeting segment availability vary by platform, 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 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.

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