# ORACLE
## Advertising

# Reach your most valuable customers this holiday by looking at seasons past, present and future

Much like Charles Dickens' holiday classic, marketers tend to reflect on past performance and present circumstances to guide actions toward a positive future outlook. Instead of three ghosts to light our way, let's dive into last year's retail sales performance, then analyze key trends to utilize for your fast-approaching holiday advertising campaign!

## Top retail driven influences during the 2021 holiday season

**1.** With global awareness of supply chain issues, retailers pulled the holiday shopping season forward to October, allowing consumers to purchase products well ahead of Thanksgiving weekend.

**2.** Retailers continued to impact sales by offloading previous season's items with October- early-November flash deals, then released new merchandise with less aggressive discounting to increase YoY revenue.

**3.** Lastly, retailers paired flexible eCommerce methods with quick market pivoting to push click-to-collect during the mid-December COVID spike, capitalizing on last-minute purchases while consumers valued safety.

## Retailers will need a variety targeting tactics in the 2022 holiday season

As inflation continues to rattle the globe, many consumers prioritize high-cost necessities, like groceries, rent, and gasoline, over discretionary categories such as dining out, apparel, and travel. While technically eMarketer predicts a rise in sales YoY, factoring in inflation means consumers are spending more for less. To win consumers this holiday season, retailers must utilize various targeting tactics to persuade both bargain hunters and affluent high spenders alike.

## Oracle Activation can help you reach people who matter most to your holiday campaigns

### Target consumers by shopping behavior and pricing mindsets
Retailers will need to target customers by utilizing audiences highlighting past shopping behaviors or surrounding relevant articles to capture consumers in the right mindset. Utilize creative to highlight deals for those budgeting, or promote luxury items to those willing to spring for quality.

### Entice consumers through added value convenience
Retailers will need to target customers by utilizing audiences highlighting past shopping behaviors or surrounding relevant articles to capture consumers in the right mindset. Utilize creative to highlight deals for those budgeting, or promote luxury items to those willing to spring for quality.

### Start holiday promotions and release seasonal products earlier
To win over consumers over time, kick-off prospecting campaigns ASAP with audience and context segments that highlight holiday shopping. Next, lean into loyalty programs with Oracle's CrowdTwist, recognize upsell opportunities with Oracle insights, and kick off 1st party audiences to retarget buyers cross-channel with Oracle's OnRamp.

# Reach your most valuable customers and prospects this holiday season

## 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 examples for your holiday campaigns below:

### Pricing Behaviors
- Bargain Shoppers
- Coupon Shoppers
- Gift Shoppers High Spenders
- Medium Holiday Spend
- Price Conscious Holiday Shoppers
- Top Holiday Spenders

### Convenience Shoppers
- Apparel Subscription Services
- Department Store Apps
- One Stop Holiday Shopper
- Online Holiday Shoppers

### Shopping Timeframe
- Black Friday Department Store Shoppers
- Cyber Monday Luxury Shoppers
- Early Bird Holiday Shoppers
- Last-Minute Holiday Shoppers Spenders
- Post-Holiday Bargain Shoppers

### Holiday Shopping
- Artisanal Gift Buyers
- Children's Products Holiday Shoppers
- Consumer Electronics Holiday Shoppers
- Crafty Holiday Shoppers
- Luxury Holiday Shoppers
- Teen Apparel and Holiday Gift Shoppers
- Winter Holiday and Christmas Season Travelers

### Holiday Media & Events
- Holiday Movie Theater Goers
- Holiday TV Viewership
- Winter Activity Enthusiasts

### Cooking & Entertainment
- Holiday Food Buyers
- Holiday Local Restaurant Diners
- Holiday Movie Theater Goers
- Holiday Super Entertainers
- 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

Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant people at the right moment.

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

### 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 Love
- Positive Happiness
- Positive Amusement
- Positive Pleasure

Let **Oracle Advertising** help you to 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.

---

Let **Oracle Advertising** help you to activate your holiday campaigns today →

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