

Reach your most valuable customers this holiday season



The holiday season has a magical way of sneaking up on us, however, with ongoing inflation and an uncertain economy, shoppers have begun to plan ahead to ensure they get the right gifts at a stellar price. Let's dive into last year's performance, then analyze trends to capitalize on during your fast-approaching holiday campaign!

Top holiday 2022 consumer spend influences

1. For the second year in a row, retailers pulled holiday sale events forward to ensure consumer buying power, helping **increase overall eCommerce sales 9.8% YoY** in October.
2. With inflation in mind, retailers applied deeper discounts to entice customers to purchase goods. For instance, the **toy category jumped from an average 19% discount in 2021, to a 34% discount in 2022.**
3. **Consumers spent more in household essentials**, like food, beverages, clothing and beauty products as travel rebounded and holiday entertaining recommenced.

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

As an uncertain economy continues to rattle consumers, holiday purchases will extend towards gift and hosting categories like food, clothing, and toys, over more costly "self-gifting" items in electronics and home furnishings. To win customers over this competitive holiday season, advertisers must utilize various targeting tactics to persuade, both bargain toy shoppers and the affluent redecorators, to purchase.



Target consumers by their content engagement

— Oracle **Contextual Intelligence** can help you capture consumer attention across the open web by surrounding gift categories your friends and families would love, like Women's Handbags, Men's Watches, Children's Toys, and more.



Add value to purchases by providing convenience and speed

— When you can't win on price alone, tout added value offers like free shipping, buy now-pay later, gift wrap or ship-to-store. To find consumers who value in convenience shopping, test into **Content Affinity Targeting** appear against articles that are popular with Meal Delivery App Buyers, on the go Business Travelers, or busy Parents of Young Kids.



Start holiday promotions early

— To win customer loyalty, retailers should kickoff holiday sale campaigns well ahead of November. Target consumers looking for the latest deals with our dynamic Holiday Shoppers **Predicts** segment, which follows trending spikes in holiday bargain shopping content.

Reach your most valuable consumers and prospects this holiday season

Oracle Contextual intelligence

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 Holiday campaigns below:

Contextual Categories

Shopping Sentiment

- Coupon & Discounts
- Grocery Shopping
- Holiday Shopping
- Sales & Promotions

Gifting Categories

- Children's Games and Toys
- Games and Puzzles
- Gifts & Greeting Cards
- Makeup & Accessories
- Men's Outerwear
- Men's Shoes & Footwear
- Sports Video Games
- Women's Handbags & Wallets
- Women's Jewelry and Watches

Holidays

- Black Friday
- Christmas
- Halloween
- Holiday
- Mid Autumn
- Thanksgiving
- New Year

Food & Entertainment

- Alcoholic Beverages
- Bars & Restaurants
- Cooking
- Desserts and Baking
- Food Kitchen
- Healthy Cooking & Eating
- Home Entertaining
- Party Supplies & Decorations
- Theater Venues
- Outdoor Decorating
- Vegetarian Diets

Travel

- Family Travel
- Road Trip
- Travel Preparation & Advice
- Travel Holidays

NEW! Oracle Content Affinity Targeting

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

- Auto Enthusiast
- Amazon Buyers
- Casual Wear & WFH Clothing Buyers
- Coupon Users
- Gadget Geeks
- Gift & Flower Buyers
- Golf Lovers
- HHI: \$150,000-\$249,999
- High Fashion & Luxury Brand Buyers
- Luxury Fragrance Buyers
- Moms of High School Kids
- Tool Buyers
- Trendy Homemakers
- Women's Apparel Buyers
- Young & Hip

Predicts Categories

- All Things New Year
- Alpine Vacations
- Autumn Outdoors
- Black Friday Cyber Monday
- Christmas
- Dining Delivery
- Foodies
- Gift Giving
- Halloween
- Hanukkah
- Holiday Shoppers
- Home Bakers Chefs
- Home Entertainers
- Millennial Moms
- Movies & Entertainment
- Parents of Young Kids
- Trending Toys
- Thanksgiving

Sentiment Categories

- Positive Like
- Positive Love
- Positive Happiness

Custom Oracle 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, and brand suitability segments will.



[Let Oracle Advertising help you activate your holiday campaign today!](#)

