

# Give your Father's Day campaigns special treatment



Whether it's for corny jokes or landscaping tips, you can always count on dad to be there when you need him the most. Last Father's Day, consumers planned to celebrate the father figure in their life with splurge-worthy clothes, gift cards and brewery outings—spiking expected spend from a stagnant \$20 billion to almost \$23 billion YoY!

## More than half

of consumers purchased greeting cards or clothes

## 35–54-year-olds

planned to outspend other consumers in 2023

## One-third

of consumers planned to give the gift of experience

## Implement a data-driven campaign with purchase trends and best-in-class targeting



### Big Spenders

..... Consumers between the ages of 35 and 44 planned to outspend other consumers by more than \$100, leaning toward higher-priced gifts such as clothing and electronics, paired with cards or special outings. Target these spendy consumers accurately with Oracle's demographic segments layered with Father's Day shoppers.



### Gifts Galore

..... While greeting cards are always the top planned purchase, secondary purchases such as special outings, clothing, and gift cards held the majority of spend, bringing in more than \$4.4, \$3.5, and \$2.8 billion respectively last year. As the best predictor of future behavior is past behavior, Oracle's purchase-based audiences can help you find consumers who are more likely to spend on high-ticket items including electronic wearables or clothing.



### Perfect Presents

..... With so many ways to shop, finding the perfect gift can be overwhelming. It's no wonder most consumers go online to purchase gifts (43%) rather than heading to their local department (38%) or discount (24%) stores. To position your product as the "it" item this season, use contextual targeting to surround relevant articles such as gift guides, as people search for ways to celebrate dad.

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



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

## Oracle Audiences



Find your intended audience nearly anywhere they engage online with the precision and reach you've come to expect from Oracle Audiences. Check out audience samples for your Father's Day campaigns below:

### Traditional Father's Day

- Father's Day
- Gift card buyers
- Department store gift card buyers
- Greeting cards and stationery high spenders

### Sporting Goods

- Sporting goods high spenders
- Outdoor enthusiasts spenders
- Golf
- Camping

### Special Outings

- Fine dining
- Restaurant diners frequent spenders
- Weekend getaways high spenders
- Golf courses

### Consumer Electronics

- High-income tech shoppers
- Mobile phones
- Voice assistants and displays
- Wearable devices
- Newly released video games
- PlayStation

### Personal Services and Events

- Massage and spa
- Spa gift card buyers
- Sporting events
- Major League Baseball

### Clothing and Accessories

- Men's apparel high spenders
- Men's activewear
- Men's accessories
- Sports team apparel
- Watches

### Tools, Home, and Garden

- Tools
- Gardening and landscaping
- Heavy home improvement gift card buyers
- DIY auto repair and maintenance

## Contextual Targeting



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

### Syndicated Targeting

- Father's Day
- Auto
- Action video games
- Men's accessories
- Golf
- Food: Kitchen
- Food: Establishment
- Family travel
- Wearable technology

### Predicts Targeting

- Father's Day
- Cutting-edge tech enthusiasts
- Dining delivery
- Dining out
- Spa wellness trips
- Brocations
- Auto enthusiasts
- Foodies
- Men's interests

### Sentiment Targeting

- Positive love
- Positive happiness
- Positive pleasure

### Content Affinity Targeting

- Father's Day shoppers
- Gift and flower buyers
- Greeting card buyers
- Outdoor sports buyers

## Custom audiences and 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.

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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 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 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 such as 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 more than 10 endemic and programmatic CTV platforms, including Hulu, Amazon Fire TV, Sling, and Roku.



### Demand-Side Platforms (DSPs)

Expand your reach into the open internet by utilizing a demand-side platform to activate the depth and breadth of data found in Audiences by Oracle, available across all major DSPs, including Google, The Trade Desk, Xandr, AppNexus, 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 X (formerly known as 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're rocking out to their favorite music or actively learning through podcasts on platforms such as Spotify.

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