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. To make your customers holiday wish list, advanced planning with a mix of targeting tactics will be key. Let's dive into last year's performance, then analyze trends to utilize with Oracle Advertising for 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.

Retailers will need a variety targeting tactics in the 2023 holiday season

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 in 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 content engagement and past shopping behaviors
Capture consumer attention across the open web by surrounding relevant articles about gift guides or top holiday deals with Oracle Contextual Intelligence. Take your targeting to the next level by utilizing Oracle Audiences, which are enriched with past holiday purchase behaviors, to help you reach relevant customers across social, connected TV 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, utilize Oracle audiences like subscription buyers, retail app users or grocery delivery.

Start holiday promotions early, then re-engage consumers for loyalty
To win customer loyalty, retailers should kickoff holiday prospecting campaigns well ahead of November. Once the first product is purchased, recognize upsell opportunities with Oracle Enrichment insights, and then utilize Oracle OnRamp to kick off 1st party audience campaigns that can help retain consumer discretionary purchases throughout the season.

     Source: https://content-na1.emarketer.com/us-holiday-2022-review-holiday-2023-preview

Reach your most valuable consumers 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 a few audience examples for your holiday campaigns below:

Pricing Behaviors
- Deal Seekers and Bargain Hunters
- Gift Shoppers High Spenders
- Holiday Spend Range Very High ($3000+)
- Holiday Outlet Stores High Spenders
- Luxury Shoppers
- Post-holiday Bargain Shoppers
- Price Conscious Holiday Shoppers
- Top Holiday Spenders

Convenience Shoppers
- Apparel Subscription Services
- Department Store Apps
- In-Market Grocery Delivery
- One Stop Holiday Shopper

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
- Digital Gift Givers
- Holiday Vehicle Buyers
- 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
- Big Bakers
- Holiday Food Buyers
- Holiday Local Restaurant Diners
- Holiday Super Entertainers

NEW! Oracle Content Affinity Targeting

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

- Casual Wear and WFH Clothing Buyers
- Golf Lovers
- Luxury Fragrance Buyers

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

Predicts Categories
- All Things New Year
- Alpine Vacations
- Christmas
- Gift Giving
- Hanukkah
- Holiday Shoppers
- Movies & Entertainment
- Parents of Young Kids
- Trending Toys

Sentiment Categories
- Positive Love
- Positive Happiness

Custom Audiences & 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, audience targeting, and brand suitability segments will.

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

    *Segment availability vary by platform and geography, 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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