ORACLE
Advertising

Sweeten up your ad campaign this Valentine's Day!

Despite our rocky economy, consumers were feeling the love in 2023, with the second highest spend on record! Will the same be said for 2024? We predict that continued inflation and sky-high interest rates may have left consumers weary of spending money on non-essentials. However, as seen last year, Valentine's Day buyers are investing in a new category with gusto. Check out our targeting tips below to help you win over families, friends, couples, dog moms, and even those splurging on themselves this Valentine's Day.

Let's get personal

Most customers want you to know them, reach out with relevant offers on items they've purchased in the past, as well as predict items they may want in the future. While this may spark images of Ryan screaming "What do you want?!," Oracle has you covered.

- With Oracle insight tools like Data Enrichment, AIR, or CPG Data License, you can deeply understand your customer's preferences to identify product, creative and messaging opportunities through historical purchases, behavioral data, demo attributes, and more.

Purchases through the ages

If you lack 1st party data have no fear, past behaviors indicate than men and millennials outspend other groups on Valentine's Day. 35 to 44 year old's planned to allocate an average of $335.71 for gifts and other Valentine's Day items, $142.91 more than the average consumer.

- As men purchase the majority of Valentine's Day gifts, they'll likely look online before spending a day at the mall. Help inspire gift-givers by surrounding gift guides, romantic holidays, and other content relevant to your brand with Oracle Contextual Intelligence.

Celebration time

Step aside romance, Valentine's Day has become a holiday that celebrates friends, co-workers, classmates, teachers and even pets! Last year, expected spend for this group exceeded 7 billion and a record of 32% of consumers planned on getting a gift for fido. Even 28% of those who don't plan on "celebrating" Valentine's Day still participate by getting non-valentine's day gifts, treating themselves to something special or going out with single friends and family members.

- Many Valentine's Day creatives depict couples, break the mold by celebrating friendships! Once your joyful ad is ready to go, target potential gift givers and party planners with Oracle audiences like *Indulgent Dog Owners* or *Parents with Younger Kids (5-10)*.

Paint the town red

Since 2016, an average of 40% of consumers said they would love the gift of experience, but only 25% of gift givers planned to indulge this fantasy, until now! Almost one-third of consumers gave the gift of experience last Valentine's Day making it the hot new category to invest in.

- Target these adventurous spirits with past-purchase audiences in travel, restaurants, and hobbies, or surround gift guides with Oracle Contextual Intelligence to spark gift giving inspiration in cooking courses or golf weekend getaways.

     Source: https://nrf.com/research-insights/holiday-data-and-trends/valentines-day

Reach your most valuable customers and prospects this Valentine's Day

Oracle's activation products enable you reach consumers with people-based data and real-time trending content

Contextual Targeting

Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant people in the moments that matter. Now with over 1,000 segments across Standard, Predicts, Sentiment, Content Affinity, and Brand Safety, Oracle can help you reach your desired audience with granularity and control in 38 languages.

Syndicated Categories

- Bars and Restaurants
- Dating
- Parenting Children 4-11
- Men's Jewelry & Watches
- Movies
- Museums and Galleries
- Singles Day
- Shopping
- Society Dating
- Theater Venues
- Women's Fashion
- Valentine's Day

Predicts Categories

- Dining Out
- Foodies
- Gift Giving
- Girls Weekend
- Home Entertainers
- Jewelry Watches
- Movies and Entertainment
- Parents of Young Kids
- Pet Lovers
- Single Day Shopper
- Spa Wellness Trips
- Valentines Day

Content Affinity Targeting

- Fine Jewellery Buyers
- Foodies
- Gadget Geeks
- Gift and Flower Buyers
- Indulgent Dog Owners
- Leisure Travelers
- Luxury Sports
- Males 35-44
- Online Buyers
- Women's Fashion Buyers

Sentiment Targeting

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

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 cross-channel audience strategy.

Valentines Day Themes

- Chocolate Candy
- Fine Dining
- Flowers
- Gift Card Buyers
- In-Market Jewelry & Watches
- Holiday Movie Theater Goers
- Leisure and Vacation Travelers
- Offseason Travelers
- Romantic Getaways and Honeymoons
- Stay at Home Food Delivery
- Steakhouse Buyers
- Spa Gift Card buyers
- Valentines Day

Bargain vs brand shoppers

- Bargain Hunting Shoppers
- CPG Premium Brand Buyers
- CPG Value Conscious
- Comparison Shoppers
- Coupon Shoppers
- Luxury Buyers

Demographics

- Affluent Millennials
- Ages 35-39
- Parents with Younger Kids (5-10)

Shopper persona

- Double Income No Kids
- Impulse Buyers
- Indulgent Dog Owners
- Last Minute Holiday Gift Shoppers
- Luxury Pursuits
- Young and Hip

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.

Let **Oracle Advertising** help you activate your Valentine's Day campaign today! →

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 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, 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, 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 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 like Spotify.

Let **Oracle Advertising** help you activate your Valentine's Day campaign today!