

Give your Father's Day campaigns the special treatment



From dad jokes to 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 dad with splurge-worthy gifts, cards, and brewery outings. Given the lifting of restrictions and hope peeking over the horizon, we expect this Father's Day to be bigger than ever.

Pull together an inspired data-driven Father's Day campaign by combining Father's Day purchase trends with helpful targeting recommendations



Big spenders

25–44-year-old consumers planned to **spend over \$244** on their dads last year, leaning towards higher-priced gifts like clothing and electronics paired with cards or special outings. They are also more amenable to advertising as nearly half look to retailers to guide their gift inspiration. Target these consumers accurately for an increased ROI with Oracle's Demographic segments layered with Father's Day shoppers.



Gifts galore

Greeting cards are always the number one planned purchase. However secondary purchases like special outings, clothing, and gift cards held the majority of spend, bringing in over **\$3.4, \$3, and \$2.5 billion** respectively last year. Find those who are more likely to spend on high ticket items, like electronic wearables or baseball tickets, with Oracle's purchase-based audiences, as the best predictor of future behavior is past behavior.



Father's son

Men tend to spend big for both Mother's Day and Father's Day, with an **average spend of \$209**, a whopping \$68 more than women spend. Men were also more likely to celebrate Father's Day than women, with 78% of men confirming they'll be buying something for their father, husband, grandfather, brother, friend, or another relative. To target Father's Day buyers with the right creative, utilize one of Oracle's insight tools to take a deeper holistic look into your consumers through 1st party CRM files or 3rd party purchase audiences.



Perfect presents

While 45% of consumers want to find a **unique gift**, and 35% would like a **gift that creates a special memory**, most consumers purchased within traditional gift categories such as special outings, gift cards, clothing, electronics, sporting goods, personal care, or home improvement. To position your product as the "it" item of the season, utilize contextual targeting to surround relevant articles—like gift guides—as people search for the perfect gift.

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 with [Oracle Audiences](#). Check out our audience samples for your Father's Day campaigns below:

Traditional Father's Day

- Father's Day
- Gift Card Buyers
- Heavy Department Store Gift Card Buyers
- Greeting Cards and Stationary High Spenders

Sporting Goods

- Sporting Goods High Spenders
- Outdoor Enthusiasts High Spenders
- Golf
- Camping

Special Outing

- 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 Service & Events

- Massage and Spa
- Spa Gift Card Buyers
- Sporting Events
- Major League Baseball

Clothing & Accessories

- Men's Apparel High Spenders
- Men's Activewear
- Men's Accessories
- Sports Team Apparel
- Watches

Tools, Home & Garden

- Tools
- Gardening and Landscaping
- Heavy Home Improvement Gift Card Buyers
- DIY Auto Repair and Maintenance
- *And more...*

Contextual Targeting



[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 our contextual targeting sample segments for your Father's Day campaigns below:

Syndicated Categories

- Fathers Day
- Auto
- Entertain Video games
- Home Interiors
- Sport
- Food Kitchen
- Food Establishment
- Travel Family
- Tech Gadgets

Predicts Categories

- Fathers Day
- Dining Out
- Cutting Edge Tech Enthusiasts
- E3 Event Gamers
- Spa Wellness Trips
- Brocations
- Auto Enthusiasts
- Foodies
- Mens Interests

Sentiment Categories

- Positive Love
- Positive Happiness
- Positive Pleasure

Custom Audiences, Contextual & Predicts Segments

Reach out to your [account manager](#) today to learn about our customizable audience targeting and unlimited number of contextual and brand safety segments.

Targeting those who dine at home with dad on the big day?

Utilize our best-in-class CPG audiences

- Kid Driven Families
- Home Cooking & Grilling
- Desserts & Baking
- Holiday Food Buyers
- New Product Enthusiasts
- Organic and Natural Foods
- In-Market for Grocery Delivery
- Premium Brand Buyers

Let [Oracle Advertising](#) help you to activate your Father'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 the 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 a 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. [Oracle Audiences](#) can help you deliver ads to valued customers and prospects on over 10 different 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 breath of data found in Oracle Audiences, 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, complements 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.

*Note – audience and contextual targeting segment availability varies platform by platform.

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