



# Sweeten up your advertising campaigns this Valentine's Day!

As ongoing supply chain issues, rocky economies, and global inflation are continuing to impact the globe, Valentine's Day campaigns will need nostalgic, yet tactful, creative, and smart targeting to appeal to consumers' soft spots. Check out a few 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

The majority of 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.



## Face to face

75% of consumers in the US are back to in-store shopping, preferring the instant gratification of taking goods home immediately. While eye-catching displays may be a great strategy to hook the wandering eye, getting them in-store starts online.

- As men purchase the majority of Valentine's day gifts, they'll likely turn to the internet before spending an entire day at the mall. Help inspire gifters by surrounding gift guides, romantic gesture ideas, and other content relevant to your brand with Oracle Contextual Intelligence.



## All is fair

The heart is fickle, especially when it comes to pricing. Due to inflation, 71% of shoppers would now consider finance plans. With 25% of those respondents having never used those programs before, you may want to consider messaging sensitively to those that need it.

- You can target the 47% of consumers searching for a great deal with unique messaging by utilizing Oracle audiences to differentiate between bargain shoppers and those willing to splurge on your higher-priced line.



## Love on demand

Consumers want their products now, with 47% stating shipping timeframes are a factor on whether or not they complete a purchase and 22% of consumers responding they would purchase elsewhere if an item they want is not in stock.

- Tout your fast shipping, in-stock items and buy online - pick up in-store programs through creative messaging to capitalize on last-minute shoppers. Instead of throwing this messaging out to the general public, personalize the experience by aligning targeting with your messaging strategy through Oracle audiences.

# 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, Data Driven Context, 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

## Data Driven Context\*

- Amazon Buyers
- Fine Jewellery Buyers
- Foodies
- Gadget Geeks
- Gift and Flower Buyers
- High Spenders
- Indulgent Dog Owners
- 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
- Flowers
- Gift Card Buyers
- Holiday Movie Theater Goers
- In-Market Jewelry & Watches
- Stay at Home Food Delivery
- Steakhouse Buyers
- Spa Gift
- Valentines Day

## Bargain vs brand shoppers

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

## In-store versus online

- Amazon Shoppers
- Holiday In-Store Shoppers
- Online Shoppers
- New Online or eCommerce Buyers (Switchers)

## Shopper persona

- Children's Product Shoppers
- Double Income No Kids
- Impulse Buyers
- Last Minute Holiday Gift Shoppers
- Likely to Return Purchases
- Luxury Pursuits

## 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!



\*Audience and contextual targeting 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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