

Enhance your Black Friday/ Cyber Monday planning strategy

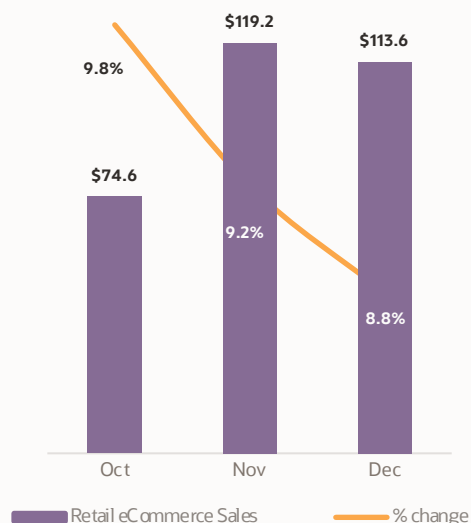


Deals and discounts drove greater sales

The busiest shopping weekend of the year is upon us, and while consumers continue to face challenges with ongoing inflation, we still expect to see a steady rise in 2023 retail growth - with a predicted 4.5% increase in sales across the entire holiday season!

Despite increased sales, we anticipate consumer shopping behavior to be as price sensitive as they were in the previous year, when aggressive discounting was the only way to win over shoppers. For instance, categories like electronics climbed from an 8% discount in 2021 to a 25% discount in 2022 to land a coveted spot on shopper's gift list. It would also be wise to get ahead on promoting your Black Friday deals as consumers increasingly begin shopping for gifts as early as October, seeking out retailers with splurge worthy sales – like Prime Day - to stretch their holiday budget.

US Retail Ecommerce Sales, by Month, Q4 2022
\$ Millions and % Change



Source: eMarketer, Feb 2023

Reach the right consumer, in the right environment, with the right message



To reach consumers while they peruse highly relevant Black Friday and Cyber Monday sale guides, utilize a context partner that understands the true nature of content, like **Oracle Contextual Intelligence**.



To take your approach beyond the open web, tag in **Oracle Advertising audiences**, which are enriched with past holiday purchase behaviors, to help you reach relevant consumers across connected TV, social channels, streaming audio and more.



If your brand is utilizing a 1st party approach, **Oracle OnRamp** can help you target past customers, or create LAL audiences founded in holistic data points like demographics, lifestyle choices, and purchase habits.

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 sale event campaigns:

Black Friday Shopping

- Black Friday Apparel Shoppers
- Black Friday Beauty Cosmetics & Fragrance Shoppers
- Black Friday Children's (Kids) Apparel and Gift Shoppers
- Black Friday In-Store Shoppers
- Black Friday Luxury Shoppers
- Black Friday Mall and Shopping Center Shoppers
- Black Friday Outdoor and Sporting Goods Shoppers
- Black Friday Party and Home Entertaining Shoppers
- Black Friday Power Shoppers

Cyber Monday Shopping

- Cyber Monday Big Box Store Shoppers
- Cyber Monday Department Store Shoppers
- Cyber Monday Luxury Shoppers
- Cyber Monday Power Shoppers
- Cyber Monday Teen Apparel and Gift Shoppers

Online Holiday Shopping

- Digital Gift Givers
- Last-Minute Online Gift Shoppers
- Online Black Friday and Cyber Monday Shoppers
- Online Holiday Luxury Department Stores Spenders
- Online Holiday Shoppers Spenders

Budget Conscience Shoppers

- Crafty Holiday Shoppers
- Holiday Outlet Stores High Spenders
- Post-holiday Bargain Shoppers
- Price Conscious Holiday Shoppers

Big Spenders

- Holiday Luxury Department Stores Spenders
- Holiday Very High Spend Range (\$3000+)
- Holiday Shoppers High Spenders
- Holiday Super Shoppers
- Holiday Vehicle Buyers
- Top Holiday Spenders

Holiday Entertaining & Activities

- Enthusiastic Thanksgiving Entertainers
- Holiday Local Restaurant Diners
- Holiday Movie Theater Goers
- Holiday Super Entertainers
- Holiday TV Viewership
- Holiday Heavy Video Game Buyers
- Winter Activity Enthusiasts

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.

NEW! Oracle Content Affinity Targeting

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

- Coupon Users
- Gadget Geeks
- High Fashion and Luxury Brand Buyers
- Women's Shoe 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 sale event campaigns below:

Contextual Categories

- Children's Games and Toys
- Desserts and Baking
- Coupons and Discounts
- Games and Puzzles
- Holiday Shopping
- Men's Outerwear
- Party Supplies & Decorations
- Theater Venues
- Travel Holidays
- Sales and Promotions
- Women's Jewelry and Watches
- Black Friday
- Christmas
- Thanksgiving
- Food Kitchen
- Tech Enthusiasts

Predicts Categories

- Alpine Vacations
- Black Friday Cyber Monday
- Christmas
- Gift Giving
- Hanukkah
- Holiday Shoppers
- Home Entertainers
- Movies & Entertainment
- Traveling for the Holidays
- Trending Toys

Sentiment Categories

- Positive Love
- Positive Happiness
- Positive Amusement



[Let Oracle Advertising help you activate your sale event campaigns 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 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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