ORACLE
Advertising

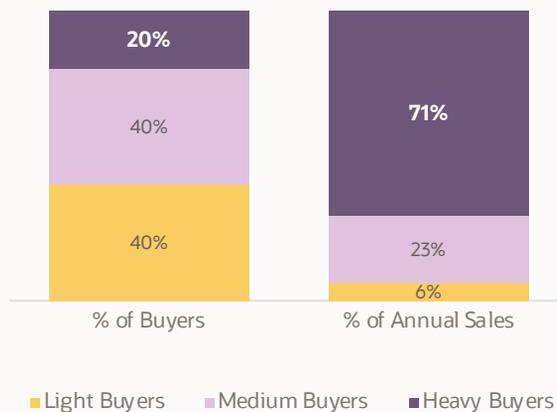# Reach your most valuable customers and prospects this holiday season

Heading into the holiday season, it's critical for retailers and brands to reach and convert high-value shoppers. Why? Because heavy buyers, the top 20% of shoppers, deliver over 70% of sales in retail.

Looking into Oracle Advertising's retailer coop, we see that heavy buyers spend 12x more than light buyers while shopping more often and spending more on each visit. For example, heavy luxury women's apparel buyers take 8x more trips and spend 3x more per trip than light buyers.

Leveraging these specific category insights can help brands plan their advertising and marketing strategies. They also power the purchase-based audiences that help you reach those most critical high-value shoppers, both those who shop online as well as those who shop in-store.

Heavy, medium, & light cohort analysis Oracle Advertising's retail coop*

	% of Buyers	% of Annual Sales
Heavy Buyers	20%	71%
Medium Buyers	40%	23%
Light Buyers	40%	6%

■ Light Buyers   ■ Medium Buyers   ■ Heavy Buyers

But relying on past behaviors is not the only way to reach your target audience. It's also important to engage individuals in the active shopping mindset - people researching online for upcoming shopping trips to the store and those ready to add to cart on the spot. We do this through contextual intelligence. While gift-giving is top of mind for many during the holidays, other relevant topics that trend during the season include home entertaining, cooking, travels, holiday décor, and more. With contextual targeting segments you can place your ads within this relevant content online.

Oracle Activation helps you reach people who matter most to your holiday campaigns

Oracle 's activation products enable you to combine people data with real-time trending content to build a complete view of your consumers.

Oracle Audiences

Find your intended audience nearly anywhere they engage online through more than 200 integrations into DSPs, social platforms, commerce platforms, OTT, streaming audio, and more.

Contextual targeting

Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant audiences. Dynamic trending Predicts segments harness new holiday trends and seasonally relevant content to drive incremental reach of your message.

Reach your most valuable customers and prospects this holiday season

New merchant category audiences

The best predictor of future behavior is relevant past behavior. That's why purchase-based audiences routinely deliver the strongest ROI when trying to drive sales and acquire new customers.

Oracle's new *Merchant Category Audiences* are built at the purchase transaction level, aggregating spend across payment method and merchants to capture a comprehensive view of consumer shopping behavior. These modeled audiences are sourced from over 50,000 merchants and $1 trillion in annual spending, helping you to reach your most valuable customers and future prospects during this holiday season.

Select seasonal merchant category audiences
- Activewear and yoga high spenders
- Apparel (clothing) high spenders
- Big Box, Club and Superstores high spenders
- Children's Apparel (Clothing) high spenders
- Consumer Electronics high spenders
- Cosmetics and beauty high spenders
- Gift shoppers high spenders
- Holiday apparel (clothing) spenders
- Holiday shoppers high spenders
- Last-minute holiday shoppers spenders
- Luxury apparel (clothing) high spenders
- Sporting goods high spenders
- Many, many more

Additional Oracle Audience examples

Holiday shopping
- Amazon shoppers
- Children's products holiday
- Consumer electronics holiday
- Holiday travelers
- Top holiday spenders

Holiday media & events
- Holiday movie theater goers
- Holiday TV viewership
- Winter activity enthusiasts

Cooking & entertainment
- Big bakers
- Foodies
- Holiday entertainers

Oracle Contextual Intelligence segments

Syndicated categories
- Event Christmas
- Event New Years
- Food kitchen
- Online Shoppers
- Shopping
- Tech enthusiasts
- Travel holidays

Predicts categories
- Celebrating Christmas
- Celebrating Hanukkah
- Christmas
- Gift giving
- Hanukkah
- Holiday shoppers
- Movies & entertainment
- New Years Eve
- Parents of young kids
- Retail industry
- Small & medium business
- Traveling for the holidays
- Trending toys

Custom targeting & predicts
Reach out to learn about our unlimited number of customizable targeting and safety segments, which are available for immediate activation.

New sentiment targeting:

Align to positive seasonal stories and content to drive greater campaign engagement

- Positive like
- Positive love
- Positive happiness
- Positive amusement
- Positive pleasure

Let **Oracle Advertising** help you to activate you holiday campaigns today →