



## Predict the Unpredictable: Your guide to the 2022 Winter Games

As we saw during the Summer Games, many athletes broadened their appeal by shedding a light on important topics. They moved away from sports and instead focused on making true human connections. These athletes are working to normalize many topics (such as mental health), alleviate social pressures, and shine spotlights on the Olympics' environmental impact. Because they have elevated sports above act of winning and/or losing, media is covering athletes and the Olympic Games from perspectives other than the actual competitions. In fact, 54% of Summer Game advertising content did not refer to any of the actual events.

However, as seen in all sports, one play—even a small wobble during a nearly flawless routine—can spark a “moment” that consumes sports reporting and captivates general media. That is until the next “moment” happens. So, if sports coverage is constantly evolving, shouldn't your targeting solution do the same?

### Oracle Activation can help you reach people who matter most, while surrounding it with the most relevant content for your Winter Games campaigns



#### Oracle Audiences

Audience targeting will help you reach those who have shown past behaviors of purchasing, watching, reading or engaging with Winter Game-related materials. You can also pair audiences who have a higher purchase propensity to brands like yours with Oracle Contextual Intelligence to surround Winter Game content. 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

Relying on past behaviors is not the only way to reach your target. It's also important to engage people who are in an active Winter Game mindset. You want to appear on a page where someone is reading about the latest win or a game-changing wobble in real time. We do this with Oracle Contextual Intelligence. While sports are top of mind for many during the Winter Games, other relevant topics that trend during the season include travel, fashion, environment, health, fitness and more. With contextual targeting segments you can place your ads within relevant content in real time, while contextual brand safety segments will identify the unsafe stories and avoid them before your campaign risks bidding on them.

Let **Oracle Advertising** help you activate your Winter Game campaigns today 

# Reach your most valuable customers and prospects during the Winter Games

## 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 prospects during the Winter Games.

### Merchant Category Audiences

- Activewear High Spenders
- Athletic Footwear High Spenders
- Consumer Electronics High Spenders
- Cosmetics and Beauty High Spenders
- Eco-friendly Consumers
- Gyms, Exercise and Fitness High Spenders
- Outdoor Enthusiasts High Spenders
- Ski & Snowboarding Travel
- Sporting Events High Spenders
- Sports Lovers
- Sporting Goods High Spenders
- Wellness Spenders
- *Plus many more*

## Additional Oracle Audience Examples

### Winter Game Themes

- eSports
- Environment
- Hockey
- Nutrition
- Olympics
- Purchased Ski Resorts and Ice Rinks
- Science and Humanities
- Self-Improvement
- Snow Skiing
- Snowboarding
- Sporting Events
- Streaming Television
- TV Genres Sports
- Winter Olympics
- Winter Activities Enthusiasts
- Winter Sports
- Wellness

## Oracle Contextual Intelligence Segments

### Brand Safety Categories

- Death Injury
- Drugs
- Covid19

### Syndicated Categories

- Event Olympics
- Sport
- Sport Athletics
- Event Paralympics
- Sport Extreme
- Sport Winter
- Sport Ice Hockey
- Health Exercise
- Health Diet
- News
- Science Environ

### Predicts Categories

- Olympics Moments
- Diet Fitness
- Healthy Lifestyle
- Alpine Vacations
- Diet Fitness
- Extreme Sports
- Healthy Lifestyle
- Hockey
- International Sports
- Mens Health
- Mens Fitness
- US Sports
- Women's Fitness
- Women's Health

### 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 Winter Game stories and content to drive greater campaign engagement

- Positive Amusement
- Positive Curiosity
- Positive Like
- Positive Love
- Positive Happiness
- Positive Amusement
- Positive Pleasure

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