

Gear Up for Back-to-School with Oracle Advertising



While consumer spending prospects for the second half of 2023 remain murky, inflation shows signs of staying power, which may nudge buyers toward price-conscious options this back-to-school season. With BTS marking the largest sales event of the summer, there may be more on the list this year as people think about this season the way they are other major spending events, like the holiday season. This notable shift in consumer mindset means retailers must adapt their plans to win.

56%
of shoppers began buying last July

42%
expect to have school lists by end of July

40%
Increase in BTS spending 2019-2022

Retailers & brands will need to be creative to drive sales in necessities and voluntary products



Everyone is a bargain hunter

As consumers expect prices to remain high this back-to-school season, consumers are crafting their supply list with care, then waiting for sales, utilizing coupons, or buying more generic brands than in the previous three years. 43% of consumers are also doing more comparative shopping, creating a necessity for brands and retailers to stand out with eye catching advertisements, sale events, positive reviews, competitive pricing, or ease of convenience. To make your product or retailer the must have of the season, utilize Oracle Contextual Intelligence to surround relevant content like BTS guides, product comparison reviews, school lunch recipes, trending influencer content, and more.



Getting the jump on it this year

In the last three years, consumers have significantly shifted how they spend in certain back-to-class categories. 81% of consumers planned to use retailer deals during the second week of July last year to shop specifically for BTS items. Retailers are matching consumer behavior by bringing in inventory earlier and extending seasonal offerings later. 62% of shoppers planned to shop summer Prime Day deals on Amazon, and 31% planned to shop online details at other retailers. When launching campaigns early this year, tap into Oracle purchase-based audiences to pinpoint actual shoppers by buyer styles.



Don't forget the snacks

Last year, shoppers planned to purchase breakfast, lunch and snack foods for back-to-school as early as May, with the bulk of food-related purchases planned for August and beyond. 84% of shoppers said they would purchase lunch or snack foods from a new brand if it offer a coupon, if their preferred brand did not. And retailers should anticipate similar shopping behaviors as last year when 22% of consumers planned to shop for groceries online or hybrid online/in-store. With Oracle's best-in-class CPG audiences, reach brand buyers, competitive buyers, loyal, and lapsed buyers stemming from UPC-level transactions across grocery, convenience, club, traditional retail and more.

Let **Oracle Advertising** help you to activate your back-to-school campaign today



Reach your most valuable customers and prospects this back-to-school 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 audience samples for your BTS campaigns below:

Seasonal Back-to-School Shoppers

- Back to School - Back to College
- Back to School - Kids Lunchbox Packers
- Back to School - Kids Under 12
- Back to School - Teens
- Back to School Spenders
- Home Schooling
- Prospective College Students

Clothing & Accessories

- Boys Apparel
- Fall Fashionistas
- Teen Clothes
- In-Market Children's Apparel and Accessories
- In-Market Jeans
- In Store Children's Stores High Spenders

CPG

- Children's Food
- Frozen Breakfast
- Home Cooking and Grilling
- Kid Driven Families
- New Product Enthusiasts
- Online Grocery Delivery and Pickup High Spenders
- Organic Foods
- Value Conscious

Demographic

- Parents of Preschoolers
- Parents of Children (6-10)
- Parents of Tweens / Teenagers (11-18)
- Parents of 3+ Children (Kids)
- Parents with Children in Household

Lifestyles & Shopper Type

- Affluent Parents
- Green Parents
- Trendy Parents
- Working Class Moms
- Deal Seekers and Bargain Hunters
- Price Conscious Shoppers
- In-Store Shoppers
- Department Store Shopper

School Supplies & Resources

- In-Market Laptops
- High Income Tech Shoppers
- Printer Supplies
- School Supplies Spenders
- Teaching Resources
- *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 contextual targeting sample segments for your BTS campaigns below:

Syndicated Categories

- Back to School
- Children's Clothing
- Education
- Preschool
- College Planning
- Books and Literature
- Parenting
- Daycare and Pre-School
- Fashion
- Cooking
- Coupons and Discounts
- Sales and Promotions

Predicts Categories

- Back to School
- College Bound
- Parents of Young Kids
- Parents Teachers
- Moms Dads and Grads
- Cutting edge Tech Enthusiasts
- Fashion Accessories
- Foodies
- Home Bakers Chefs

Sentiment Categories

- Amusement
- Curiosity
- Happiness
- Trust

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

New! Oracle Content Affinity Targeting

Utilize Oracle's newest, privacy-friendly targeting segments based on the content consumption patterns of people-based cohorts.

- Moms of grade school kids
- Moms of high school kids
- Moms of preschool kids

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