ORACLE
Advertising

From a sports bar to a home bar cart, Oracle has the beverage audience to hit your target

The alcohol & beverage category is growing

From craft beer and hard seltzers by day to top-shelf gin martinis and fine wine by night, there is a vast variety of consumer choices in the alcohol and beverage space.

New brands and canned combinations are entering the market each day, with consumers jumping at the chance to try the latest beverage and flavor, especially within the ecommerce space which is expected to grow 66%+ between 2020-2025.

Additionally, as pandemic restrictions continue to lift, consumers are leaving their at-home cocktail kits for their favorite restaurants and trendy cocktail bars, with premium expectations in mind.

50,000+
syndicated digital audiences available

Unlimited
custom options enable you to build the right audiences for your brand

115MM+
addressable households in the Oracle ID Graph ensure the accuracy of our segmentation

200+
social, streaming, commerce, and DSP integrations

Oracle Advertising has the depth and breadth of data to target your consumer whether they plan to indulge at home or out on the town

On-Premise Purchase-Based Audiences
Pair purchased-based audiences together for a narrowed targeting and creative approach. Beverage buyer audiences such as Wine or Premium Beer paired with Restaurant Merchant Category audiences like Fine Dining High Spenders or Sports & Entertainment Frequent Spenders will help your diverse creative to shine.

Off-Premise Purchase-Based Audiences
For those still hanging out at their home bar, you have a variety of audiences to choose from, including CPG, lifestyle, seasonal and more. For example, Hard Seltzer buyers can be combined with New Product Enthusiasts for a new flavor launch; or you can target seasonally with audiences like Summer Entertainers and Memorial Day Party Planners.

Contextual Targeting
Utilize context to surround relevant brand suitable content while targeting known buyers. Pair Wine or Liquor Store Top Spenders with contexts Summer Fun Event segment or utilize the Girls Weekend context segment on its own to reach consumers in the right mindset.

Let **Oracle Advertising** help you achieve your beverage growth goals →

Beverage targeting just got better with Oracle's purchase-based audiences!

Oracle's Alcohol Beverage purchase based modeled audiences are 8 times more likely to reach buyers than the average national baseline!

- Alcohol Beverage Buyers
- Beer Buyers
- Canned & Premade Cocktail Buyers
- Craft Beer Buyers
- Domestic Beer Buyers

- Hard Cider Buyers
- Hard Kombucha Buyers
- Hard Seltzer Buyers
- Import Beer Buyers
- Light Beer Buyers
- Malt Beverage Buyers

- Mixers & Cocktail Ingredient Buyers
- Non-Alcoholic Beer Buyers
- Premium Beer Buyers
- Spirits Buyers
- Wine Buyers

- Backyard Barbecuers
- Club & Nightlife Enthusiasts
- Labor Day Party Shoppers
- Memorial Day Party Shoppers
- Wine or Liquor Store Top Spenders

Oracle Audiences

Find your intended digital audience nearly anywhere they engage online with the precision and reach you've come to expect with Oracle Audiences. Check out the below audience examples to find the perfect pairing for your beverage-based segment campaigns:

Demo

- 3+ Adult household
- Adults 21-39
- Humid Climate
- Millennials

Restaurants

- Dinner
- Happy Hour
- Late Night
- Seafood Buyers
- Steakhouse Buyers

Merchant Category Audiences

- Fine Dining High Spenders
- Online Grocery Delivery
- Restaurant Diners High Spenders
- Sports & Entertainment Restaurant Spenders
- Sporting Events High Spenders
- Sports Lovers
- Summer Entertainers

Seasonal & Lifestyle

- Country Club Members
- Father's Day
- Holiday Entertainers
- Outdoor Entertainers
- Young & Hip

CPG

- Gluten Free
- New Product Enthusiasts
- *And more…*

Contextual Targeting

Oracle Contextual Intelligence is designed to help you analyze complex content at scale, so you can connect with relevant people at the right moment. See contextual targeting sample segments to pair with beverage-based audiences below:

Syndicated Categories

- Food Drink
- Food Establishment
- Fourth July
- Summer Fun
- Thanksgiving
- Christmas
- New Year

Predicts Categories

- Brocations
- Cocktail Beer Enthusiasts
- Dining Out
- Girls Weekend
- Home Entertainers
- Nightlife
- Octoberfest
- Whiskey Brewer Rye

Sentiment Categories

- Positive Amusement
- Positive Happiness
- Positive Pleasure

Custom Contextual Segments and Beverage Audiences

Reach out to your account manager today to build custom Alcohol and Beverage audiences and learn more about the unlimited number of contextual and brand safety segments we can create.

Let **Oracle Advertising** help you plan your beverage campaign 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
Drive conversion with lower funnel audiences by making sure your product ends up in their shopping cart. Engage relevant consumers who are likely to buy on some of the largest ecommerce platforms such as Amazon, as well as other major retail media networks operating through partnerships with major DSP's such as The Trade Desk.

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.

Let **Oracle Advertising** help you to activate your beverage campaign today →

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