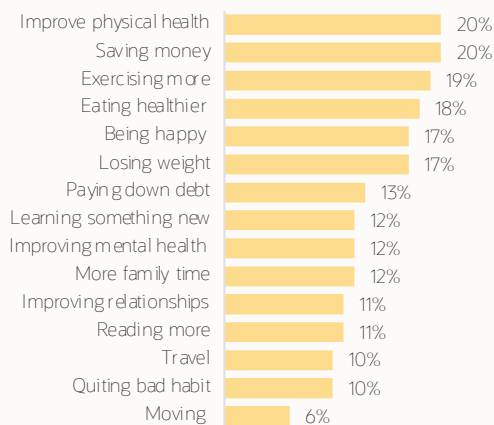**ORACLE**
Advertising

New Year, New You! Consumers are kicking off '24 with health goals

New Year's Day shifts the consumer mindset from holiday gluttony to personal development. While new trends and the economy may play a role in which items consumers purchase from year to year, New Year's resolutions themselves hardly change. For example, when comparing the past three years, the top resolutions have always been around improving health or saving money.

While physical fitness and dieting sees the most significant spike in engagement for New Year Resolutions, there are many other categories that can see a positive lift this post-holiday season, like finance, family, travel, and new hobbies.

New Year's Resolutions

Resolution	Percentage
Improve physical health	20%
Saving money	20%
Exercising more	19%
Eating healthier	18%
Being happy	17%
Losing weight	17%
Paying down debt	13%
Learning something new	12%
Improving mental health	12%
More family time	12%
Improving relationships	11%
Reading more	11%
Travel	10%
Quiting bad habit	10%
Moving	6%

*Share of Respondents selected all applicable resolutions – yougov.com survey

Promote your product or service with a New Year Resolution lens

Consumers will always continue to prioritize their physical and mental wellbeing following large family gatherings with rich meals. As fad diets, vitamins and exercise equipment can seem to spike in popularity, you'll want to make sure your brand is showing up in the right place in the right moment. Keep your **health product** on-trend by aligning with content around the latest fitness programs, diet plans and more with Oracle Contextual Intelligence.

With economic uncertainty and a stretched holiday budget, consumers will remain cost conscious in the New Year, taking a more **formal approach to finances**. This is a great opportunity for banks, finance apps, books, and more to promote financial planning help. By surrounding relevant articles with Oracle Contextual Intelligence, you can reach consumers who are in a money-saving mindset.

More **family time and improving relationships** are on the docket for consumers in 2024! From board games to pizza delivery, this is a great opportunity for brands to leverage fun creative to target families in need of reconnecting. Utilize Oracle Audiences to target consumers with children who indulge in on-demand movie nights, complete with buttery popcorn and boxed candy.

Self-love is still in, with consumers putting emphasis on **activities that bring them happiness**, like dedicating time to new hobbies, reading and travel. This broad happiness resolution could be a great call out for consumers to treat themselves to your cooking course, language app, mystery novel, luxury cruise and more! Find consumers who are researching online with in-market audience segments.

Reach your most valuable customers and prospects with resolutions in mind

Oracle Audiences

To win this New Year, test out messaging with audiences that have varied purchase drivers like the wellness guru vs. fitness resolution fanatic. Utilize your Oracle Account Manager to help you 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.

Exercise
- Fitness at Home Apps
- Gyms
- Home Workout Preference
- Strength Training
- Yoga & Pilates

Weight loss or Diet
- Dieting & Weight Loss
- Nutrition
- New Year's Weight Loss Resolutions

Finance
- Credit Cards › In-Market
- Deal Seekers and Bargain Hunters
- Financial Planning
- HHI: $50,000 - $74,999

Mental Health
- Alternative Medicine
- Massage and Spa
- Meditation and Mindfulness Apps
- Wellness

Family & Friends
- Affluent Parents
- Board Games
- Disney+ App
- Live Theater, Musicals and Broadway Shows
- Parents of Preschoolers (3-5)
- Parents with Teenagers
- Salty Snack Buyers
- Sporting Events
- Sports and Entertainment Restaurants

Happiness
- Camping
- Gardening
- Language Learning
- Musical Instruments
- Photography
- Reading
- Sewing & Needlework
- Traveler Persona – Foodie
- Travel Destination Hawaii

Other New Year goals
- Career Improvement and Advice
- New Year's Resolutions Organization
- Self-Improvement
- Wedding Planning

Contextual Targeting

Utilize context segments to surround articles relevant to your brand, like newly engaged wedding planners or financially conscious families. Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so you can connect with relevant customers in the moments that matter, with over 1,000 segments in 38 languages.

Syndicated Categories
- Adventure Travel
- Arts & Crafts
- Bars & Restaurants
- Board Games & Puzzles
- Drawing & Sketching
- Fitness & Exercise
- Healthy Living
- Museums and Galleries
- New Year
- Parenting Children 4-11
- Wellness
- Weight loss

Predicts Categories
- Diet Fitness
- Healthy Lifestyle
- Millennial Moms
- New Years Resolutions
- Spa Wellness Trips
- Weddings Brides

Content Affinity Targeting
- Big city moms
- Coupon Users
- Eco-Friendly, Clean and Natural Buyers
- Fit Moms
- Fitness Buyers
- Golf
- Green Living
- Healthy and Fit
- Natural Wellness Buyers
- Weight Loss and Supplement Buyers

Sentiment Targeting
- Positive Amusement
- Positive Happiness
- Positive Love
- Positive Pleasure

Custom Audiences & Contextual Segments tailored to your brand

Save time in campaign planning by reaching out to your Oracle Account Manager 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.

*Audience and contextual targeting segment availability vary by platform and geography, contact your account manager to surface.

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.

Let **Oracle Advertising** help you activate your New Year campaign today! →