



Sweeten up your ad campaigns this Valentine's Day!

As Valentine's Day approaches, consumers will surge into restaurants, shops, and grocers, looking for new ways to treat their loved ones. However, romance isn't the only one with a date this February. People will also treat themselves, friends, family, co-workers, and pets—much as they did last year. Here are a few tactics to help you win over this year's Valentine's Day shoppers:



Age down your audience

81% of Boomers are topping their budgets at \$100, while younger generations plan on spending over \$101 between gifts and dinner.



Men are romantics

61% of consumers spent under \$100 on gifts last year; however, most male shoppers planned to spend between \$101-\$300 on their significant other.



Bet on tradition

57% of consumers purchased candy or flowers, while 43% had jewelry or watches on their 2021 gift list. If your brand is not traditional, promote gift cards since men are 2X more likely to purchase them as gifts!



Pets are people too

65% of male and 50% of female pet owners shopped for Fido last year. Like gifts for humans, younger generations and shoppers with children were more likely to indulge the family pet.

Oracle Activation can help you reach people who matter most this Valentine's Day

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 helps marketers analyze complex content at scale so they can connect with relevant audiences. Dynamic trending Predicts segments harness new trends and seasonally relevant content to drive incremental reach of your message.

Reach your most valuable customers and prospects this Valentine's Day

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 this Valentine's Day.

Select Seasonal Merchant Category Audiences

- Affluent Shoppers
- Consumer Electronics High Spenders
- Families with Kids
- Fine Dining High Spenders
- Greeting Cards and Stationary High Spenders
- Jewel & Watches High Spenders
- Luxury & High-End High Spenders
- Salon & Spa High Spenders
- Spring Holidays Spenders
- Valentine's Day Spenders
- Weekend Getaways High Spenders
- *Plus many more*

Additional Oracle Audience Examples

Valentines Day Themes

- Chocolate Candy
- Flowers
- Gift Card Buyers
- Gift Giving
- Holiday Movie Theater Goers
- Indulgent Dog Owners
- Raising Children
- Spoiled Cat Owners
- Stay at Home Food Delivery
- Steakhouse Buyers
- Spa Gift
- Valentines Day

New Contextual Intelligence Sentiment Targeting:

Align to positive Valentine's Day stories and content to drive greater campaign engagement

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

Oracle Contextual Intelligence Segments

Syndicated Categories

- Entertain
- Entertain Movies
- Family Children
- Fashion
- Food Estab
- Home Pets
- Online Shoppers
- Singles Day
- Shopping
- Society Dating
- Valentine

Predicts Categories

- Dining Out
- Foodies
- Gift Giving
- Girls Weekend
- Home Entertainers
- Jewelry Watches
- Men's Interests
- Movies and Entertainment
- Parents of Young Kids
- Pet Lovers
- Retail Industry
- Single Day Shopper
- Spa Wellness Trips
- Trending Toys
- Valentines Day

Custom Targeting & Predicts

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

Let **Oracle Advertising** help you to activate Valentine's Day campaign today

