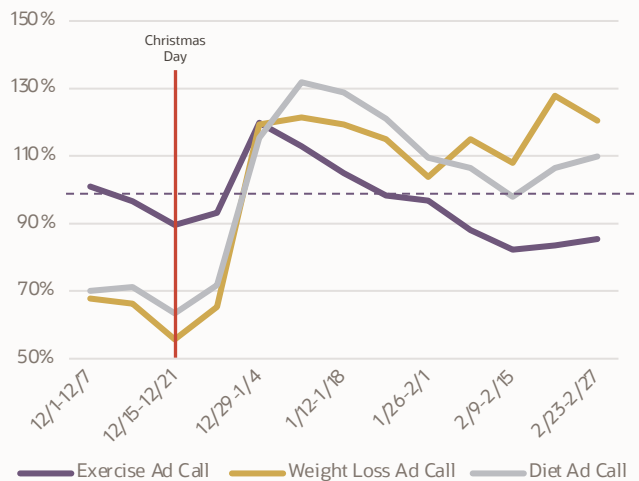


New Year, New You! See How Consumers Plan to Kick Off 2023



New Year's Day shifts the consumer mindset from holiday gluttony to personal development. While health and the economy may play a role in which items consumers purchase more favorably from year to year, New Year's resolutions themselves hardly change.

Fitness content centered around exercise, weight loss, and diet, historically sees the most significant spike in engagement following Christmas, we predict that 2023 will be no different. However, for secondary resolutions, we look towards news cycles to predict consumer mindset in setting new goals.



Outside of fitness, consumers will look towards *finance, health, family & sustainability* this post-holiday season



Inflation is on every consumer's mind, leading to cuts on groceries, gifts, and more. We predict consumers will take a more **formal approach to finances** in the New Year. 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 in a money-saving mindset.



Health can be lumped in with fitness when it comes to diet, vitamins, and exercise. However, Oracle Contextual Intelligence has seen **mental health** increase in importance. From mindfulness apps to self help books and meditation, consumers want to make an effort to boost their happiness in 2023. Consider targeting audiences that already have a propensity towards mental health and wellness with Audiences by Oracle.



With the COVID pandemic putting work/life balance into perspective, consumers emphasized **reconnecting with family and friends**. We expect this trend to remain within the top 10 resolutions, which is great news for brands. From board games to pizza delivery, many brands can leverage fun creative to target families in need of reconnecting.



The topic of sustainability continues to gain coverage, from a reliance on oil, to climate change and maintaining a healthy biosphere. While this topic hits consumers on all sides of the fence, we have seen a positive uptick in supporting brands with **green tendencies**. Target more environmentally conscious consumers with Oracle Audiences to ensure you're hitting the right consumer, with the right product line and the right message.

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
- Price Conscious Shoppers

Mental Health

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

Family & Friends

- Affluent Parents
- Big City Parents
- Live Theater, Musicals and Broadway Shows
- Parents of Preschoolers (3-5)
- Parents with Younger Kids
- Parents with Teenagers
- Trendy Moms
- Sporting Events
- Sports and Entertainment Restaurants

Sustainability

- Eco-friendly Consumers
- Eco-Friendly, Clean and Natural Buyers
- Green Moms
- Green Living

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

- Bars & Restaurants
- Board Games & Puzzles
- Fitness & Exercise
- Healthy Living
- Museums and Galleries
- New Year
- Parenting Children 4-11
- Wellness
- Weight loss

Predicts Categories

- All Things New Years
- Diet Fitness
- Foodies
- Healthy Lifestyle
- Millennial Moms
- New Years Resolutions
- Spa Wellness Trips
- Weddings Brides

Data Driven Context

- Affluent Baby Boomers
- Big city moms
- Coupon Users
- Eco-Friendly, Clean and Natural Buyers
- Fitness Buyers
- Green moms
- Healthy and Fit
- 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.

Let **Oracle Advertising** help you activate your New Year 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

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!

