

Engage shoppers early and online this holiday season



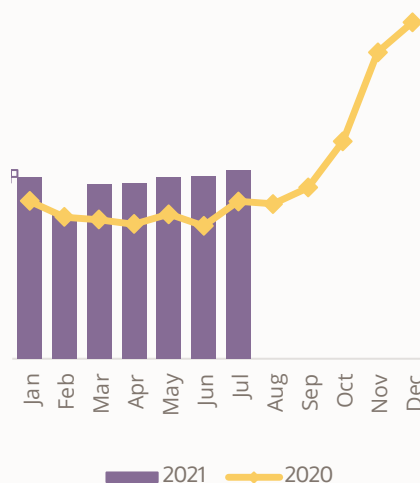
As we head into the busiest shopping season of the year, consumers and retailers face new challenges with the ongoing pandemic and supply chain pressures.

Ecommerce continues to be a significant focus, with Thanksgiving online sales projected to reach \$6.2 billion¹ this year. Trends such as buying online and picking up in-store are here to stay with nearly 70% of US consumers having made multiple BOPIS purchases².

Looking at Oracle's Contextual Intelligence, we see content categorizations related to Black Friday and Cyber Monday trending even higher than last year³, extending beyond just the critical sales period at Thanksgiving.

Advertisers can specifically target this content and many other segments to find customers and prospects in the active planning and shopping mindset. They can also leverage past purchase behaviors to find relevant shoppers this holiday season with Oracle Audiences.

Black Friday / Cyber Monday content categorization trends³



Oracle Activation helps you reach people who matter most to your Holiday campaigns

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

Let **Oracle Advertising** help you to activate your holiday campaigns today



Reach your most valuable customers and prospects this holiday season

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 future prospects during this holiday season.

Select seasonal merchant category audiences

- Black Friday and Cyber Monday spenders
- Holiday apparel (clothing) spenders
- Holiday department stores spenders
- Holiday gift shoppers spenders
- Holiday luxury department stores spenders
- Holiday outlet stores high spenders
- Holiday Shoppers high spenders
- Last-Minute holiday shoppers spenders
- Online Black Friday and Cyber Monday

Additional Oracle Audience examples

Holiday shopping

- Amazon shoppers
- Children's products holiday
- Consumer electronics holiday
- Holiday travelers
- Top holiday spenders

Holiday media & events

- Holiday movie theater goers
- Holiday TV viewership
- Winter activity enthusiasts

Cooking & entertainment

- Big bakers
- Foodies
- Holiday entertainers
- Thanksgiving holiday cooks

Oracle Contextual Intelligence segments

Syndicated categories

- Event
 - Thanksgiving
 - Event Black Friday
 - Event Christmas
- Food kitchen
- Online shoppers
- Shopping
- Tech enthusiasts
- Travel holidays

Predicts categories

- Black Friday/Cyber Monday
- Celebrating Christmas
- Celebrating Hanukkah
- Christmas
- Gift giving
- Hanukkah
- Holiday shoppers
- Movies & entertainment
- New Years Eve
- Parents of young kids
- Retail industry
- Small & medium business
- Traveling for the holidays
- Trending toys

Sentiment targeting

- Positive like
- Positive love
- Positive happiness
- Positive amusement
- Positive pleasure

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 your holiday campaigns today

