

# Give your Father's Day campaigns the special treatment



From dad jokes to landscaping tips, you can always count on dad to be there when you need him the most. Last Father's day, consumers planned to celebrate dad with splurge-worthy gifts, cards, and brewery outings; and with the past two years' expected spending hovering around \$20 billion, we expect this Father's Day to be just as big.

## Pull together an inspired data-driven Father's day campaign by combining Father's Day purchase trends paired with helpful targeting recommendations



### Big Spenders

25–44-year-old consumers planned to **spend over \$244** on dads last year, leaning towards higher-priced gifts like clothing, and electronics, paired with cards or special outings. They are also more amenable to advertising as nearly half, look to retailers to guide their gift inspiration. Target these consumers accurately for an increased ROI with Oracle's Demographic segments layered with Father's Day shoppers.



### Gifts Galore

Greeting cards are always the number one planned purchase, however secondary purchases like special outings, clothing, and gift cards held the majority of spend, bringing in over **\$3.4, \$3, and \$2.5 billion** respectively last year. Find those who are more likely to spend on high ticket items, like electronic wearables or baseball tickets, with Oracle's purchase-based audiences, as the best predictor of future behavior is past behavior.



### Father's Son

Men tend to spend big for both Mother's Day and Father's Day, with an **average spend of \$200**, a whopping \$55 more than women spend. Men were also more likely to celebrate Father's Day than women, with 77% of men confirming they'll be buying for their father, husband, grandfather, brother, friend, or another relative. To target Father's Day buyers with the right creative, utilize one of Oracle's insight tools to take a deeper holistic look into your consumers through 1st party CRM files or 3rd party purchase audiences.



### Perfect Presents

While 44% of consumers want to find a **unique gift**, and 37% would like a **gift that creates a special memory**, most consumers purchased within traditional gift categories such as special outings, gift cards, clothing, electronics, sporting goods, personal care, or home improvement. To position your product as the "it" item of the season, utilize contextual targeting to surround relevant articles like gift guides, as people search for the perfect gift.

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



# Reach your most valuable customers and prospects this Father's Day!

## Oracle Audiences



Find your intended audience nearly anywhere they engage online with the precision and reach you've come to expect with Oracle Audiences. Check out audience samples for your Father's Day campaigns below:

### Traditional Father's Day

- Father's Day
- Gift Card Buyers
- Heavy Department Store Gift Card Buyers
- Greeting Cards and Stationary High Spenders

### Sporting Goods

- Sporting Goods High Spenders
- Outdoor Enthusiasts Spenders
- Golf
- Camping

### Special Outing

- Fine Dining
- Restaurant Diners Frequent Spenders
- Weekend Getaways High Spenders
- Golf Courses

### Consumer Electronics

- High Income Tech Shoppers
- Mobile Phones
- Voice Assistants and Displays
- Wearable Devices
- Newly Released Video Games
- PlayStation

### Personal Service & Events

- Massage and Spa
- Spa Gift Card Buyers
- Sporting Events
- Major League Baseball

### Clothing & Accessories

- Men's Apparel High Spenders
- Men's Activewear
- Men's Accessories
- Sports Team Apparel
- Watches

### Tools, Home & Garden

- Tools
- Gardening and Landscaping
- Heavy Home Improvement Gift Card Buyers
- DIY Auto Repair and Maintenance
- *And more...*

## Contextual Targeting



Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant people at the right moment. See contextual targeting sample segments for your Father's Day campaigns below:

### Syndicated Categories

- Fathers Day
- Auto
- Action Video games
- Men's Accessories
- Golf
- Food Kitchen
- Food Establishment
- Family Travel
- Wearable Technology

### Predicts Categories

- Fathers Day
- Cutting Edge Tech Enthusiasts
- Dining Delivery
- Dining Out
- Spa Wellness Trips
- Auto Enthusiasts
- Foodies
- Mens Interests

### Sentiment Categories

- Positive Love
- Positive Happiness
- Positive Pleasure

### Custom Audiences, Contextual & Predicts Segments

Reach out to your account manager today to learn about our customizable audience targeting, and unlimited number of contextual and brand safety segments

### New! Oracle Content Affinity Targeting

Utilize Oracle's newest, privacy-friendly targeting segments based on the content consumption patterns of people-based cohorts.

- Father's Day Shoppers
- Gift and Flower buyers
- Greeting Card Buyers
- Outdoor Sports Buyers

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## 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. 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.

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