Data that will have you on the path to marketing success
Great marketing requires smart data. We’ve crafted this useful overview to ensure you have the resources you need, right at your fingertips. From offline to online, retail to real estate, harness the power of data to inform your marketing efforts and see real results.

110MM+
U.S. households

$3T
in annual consumer spending

90+% of U.S. households

46,000+
pre-built audiences

10 billion
annual transactions

15MM
domains worldwide

TARGET, PERSONALIZE, MEASURE, WIN.

It’s time to connect to real customers
The Oracle ID Graph™ provides a unified view of consumers across all of their devices and channels by connecting postal, mobile, email, cookie and login IDs. This allows advertisers to activate marketing experiences seamlessly across platforms and accurately measure media exposure, engagement and sales.

110MM+

46,000+

15MM

Audiences at a glance

AddThis audiences
The best in global online interest and intent-based behavioral data

AddThis Auto
AddThis Custom
AddThis Education
AddThis Entertainment
AddThis Finance
AddThis Politics
AddThis Retail
AddThis Seasonal
AddThis Social
AddThis Travel

Curated audiences
Multi-brand audiences built from the top sources in the industry

Curated In-Market Autos
Curated In-Market CPG
Curated In-Market Education
Curated In-Market Financial
Curated In-Market Real Estate
Curated In-Market Retail
Curated In-Market Services
Curated In-Market Travel

DLX audiences
The best in offline purchase-based data

DLX Auto powered by Polk
DLX B2B
DLX CPG
DLX Demo
DLX Finance
DLX Lifestyles
DLX Measurement & Insights
DLX Philanthropy
DLX Politics
DLX Proximity
DLX Retail
DLX Seasons
DLX Subscription Services
VisaRun Audiences & Measurement powered by DLX

Oracle Data Cloud audiences
A combination of the best pre-built and custom online and offline data solutions

Oracle B2B
Oracle Custom
Oracle Entertainment
Oracle Financial
Oracle OnRamp
Oracle Technology
Oracle Telco
Oracle Travel
Oracle Validated Demographics

Audiences at a glance

Ready to get started?
Contact The Data Hotline today TheDataHotline@oracle.com

Quick answers & the audiences you need to win TheDataHotline@oracle.com
AddThis audiences

The best in global online interest and intent-based behavioral data
Auto audiences that will rev your engines

Target consumers that are in-market to buy a car with audiences built from quality online interest-based data. AddThis Auto audiences are scaled from a massive online behavioral dataset that includes users who actively exhibit car buying intent, like researching vehicles, comparing makes and models, and viewing financing options.

How to use AddThis Auto

Select from 400+ audiences to drive awareness campaigns—perfect for scaling a new make or model launch.

Expand the reach of your first- or third-party audiences without sacrificing relevance or quality.

Target buyers that are engaged with a competitor’s make or model to improve your prospecting and reach a qualified audience.

Putting AddThis Auto audiences to work

An auto brand needs to drive awareness for a special price promotion for a new SUV

1. Select In-market SUV audience
2. Add In-market Toyota

Now you have a scaled audience of users who have shown interest in both SUVs and Toyota.

AddThis Auto audiences

In-market classes
- Compact-coupe
- Convertible
- Coupes
- Crossover
- Diesel
- Hatchback
- Hybrid
- Luxury
- Mid-class
- Sedan
- Sports
- SUV
- Truck
- Wagon

Audiences built from:
- 900MM monthly desktop unique users worldwide
- 1B monthly mobile unique users worldwide
- 15MM domains worldwide
- Signal from up to 30 data points per page view

In-market brands
- BMW
- Chevrolet
- Dodge
- Ford
- Honda
- Jeep
- Nissan
- Subaru
- Toyota
Go beyond standard data

Gain a competitive advantage by creating unique audiences for campaigns with more specific goals. AddThis Custom audiences allow marketers to build distinct audiences tailored to individual campaign goals and scale them for maximum reach and performance.

How to use AddThis Custom

Create event, lifestyle/lifestage, interest, keyword, or persona-based audiences. Build a custom lifestyle audience to target users more likely to be going through a specific life change or event. Create unique conquering audiences with keywords related to a competitor’s brand or product.

Putting AddThis Custom audiences to work

A technology company is running a campaign to send coupons to new movers and wants to target users more likely to be interested in electronics

1. Build a list of keywords specific to your product (moving companies, moving truck rentals, moving van, moving calculator, moving checklist, etc.)
2. Send to TheDataHotline@oracle.com
3. The Data Hotline builds the audiences, optimizes and makes it available for activation within 72 hours

Now you can target a customized audience unique to your campaign and business.

Make consumer connections that will drive outstanding business results.

Get started. Email TheDataHotline@oracle.com
AddThis Education

Find the people in-market for continued education

The path to continued education is filled with options and offers. Ensure your school or program stands ahead of the class by targeting highly qualified users. AddThis in-market education audiences are built with online declared and inferred signals to help you drive enrollments by reaching users more likely to commit.

Audiences built from:
- 900MM monthly desktop unique users worldwide
- 1B monthly mobile unique users worldwide
- 15MM domains worldwide
- Up to 30 data points per page view

How to use AddThis Education

Brand and awareness campaigns for higher education or vocational schools.

Increase conversions by targeting users who show intent to enroll in continued education.

Use multiple audiences in related majors or disciplines to expand your reach without sacrificing quality or relevance.

Putting AddThis Education audiences to work

Your goal is to increase applications for an online graduate school program

1. Select the type of degree your graduate program offers
2. Select the discipline or major
3. Add in geographical or demographic targeting

Now you have the right audience of prospective students to target for your new program.

AddThis Education audiences

Degrees
- Associates
- Bachelors
- Masters
- MBA
- PhD

Education
- Career change
- College admissions
- Community colleges
- Continued education
- Graduate schools
- Online education
- Private schools
- Public schools

Majors
- Arts
- Business
- Computer science
- Engineering
- Environmental
- Humanities
- Law
- Math
- Philosophy
- Physical science
- Social science
**AddThis Entertainment**

**Turn up the volume on your campaign performance**

Creating interest and driving demand in the highly competitive entertainment industry is no small task. Marketers need quality online audiences to reach the masses and convert to sales. AddThis Entertainment audiences are built from high-quality online behavioral data to deliver the quality and scale necessary to meet and exceed campaign goals.

**How to use AddThis Entertainment**

- Optimize campaigns for upcoming events, live shows, movie premieres, TV season launches and more.
- Expand the reach of your first- or third-party audiences without sacrificing relevance or quality.
- Target users who are interested in different genres more broadly to capture potential fans.

**Audiences built from:**

- 900MM monthly desktop unique users worldwide
- 1B monthly mobile unique users worldwide
- 15MM domains worldwide
- Up to 30 data points per page view

**Putting AddThis Entertainment audiences to work**

Your goal is to increase awareness for an upcoming reality TV show premiere

1. Start by selecting Celebrity and entertainment news fans
2. Add Reality TV show enthusiasts

Now you are targeting reality TV show enthusiasts who are more likely to watch your new series.

**AddThis Entertainment audiences**

**General**
- Celebrity news
- Celebrity
- Celebrity & entertainment news
- Home entertainment enthusiasts
- Industry insiders
- Movie goers

**Movies & genres**
- Action & adventure
- Anime & animation
- Children & family
- Classics
- Comedy
- Crime
- Current releases
- Documentary
- Drama
- Foreign
- Gay & lesbian
- Horror
- Independent

**Music & genres**
- Alternative
- Classical
- Country
- Pop
- Rap
- Rock

**Social**
- Entertainment influencers
- Entertainment shoppers
- Entertainment video engagers

**Television**
- Awards show enthusiasts
- Comedy show enthusiasts
- Drama show enthusiasts
- Family-oriented show enthusiasts
- Game show enthusiasts
- Holiday show enthusiasts
- Music show enthusiasts
- Nature show enthusiasts
- News show enthusiasts
- Procedural show enthusiasts
- Reality TV show enthusiasts
- Science fiction show enthusiasts
- Sports show enthusiasts
- TV actors
AddThis Finance

Make the right investments so your audience can too

AddThis personal banking and finance audiences make it easier for financial marketers to reach qualified users with precision by targeting audiences engaged with finance-related content specific to their goals.

How to use AddThis Finance

Grow your audience reach with brand and awareness campaigns for financial services. Target people who are at the right point of the sale cycle to make a decision. Target buyers that are engaged with a competitor’s offering to improve your prospecting and reach a qualified audience.

Putting AddThis Finance audiences to work

A bank needs to generate interest for a new debt-refinancing offer

1. Select the in-market refinancing audience
2. Add other in-market loan audiences for additional scale

Now you are reaching the most relevant group of people for your new offer.

Audiences built from:

- 900MM monthly desktop unique users worldwide
- 1B monthly mobile unique users worldwide
- 400,000 finance-related global domains
- 500MM monthly page views
- Up to 30 data points per page view

AddThis Finance audiences

Banking
- Banking brands
- Financial enthusiasts

Credit & lending
- Auto loans
- Credit card brands
- Loans
- Mortgage
- Refinancing
- Student loans

Insurance
- Auto insurance
- Health & health-related insurance
- Home insurance
- Life insurance

Personal finance
- Brokerages
- College preparation
- Investment real estate
- Investment retirement
- Stocks
- Taxes

AddThis Finance Banking Banking brands Financial enthusiasts Credit & lending Auto loans Credit card brands Loans Mortgage Refinancing Student loans Insurance Auto insurance Health & health-related insurance Home insurance Life insurance Personal finance Brokerages College preparation Investment real estate Investment retirement Stocks Taxes

Oracle Data Cloud  |  @OracleDataCloud
AddThis Politics

Issue-based audiences for all party affiliates

Target users who care about the hot political topics now, not four years ago. AddThis political issue and advocate audiences deliver high-quality, real-time data that can help political-based marketers reach the masses, augment voter data and extend audience reach.

Audiences built from:
- 900MM monthly desktop unique users worldwide
- 1B monthly mobile unique users worldwide
- 15MM domains worldwide
- Up to 30 data points per page view

How to use AddThis Politics

Reach consumers with an expressed interest in politics and are engaged with content related to the political issues aligned with your goals.

Layer AddThis audiences with your voter file or demographic data to target users who are more likely to vote, have party affiliations and care about a particular issue.

Use AddThis political data to build a look-alike audience or to expand the reach of your audience. This allows you to find more users who exhibit similar online behaviors to your best targets.

Putting AddThis Politics audiences to work

You have an issue-based campaign and want to reach the users in your database who are interested in the economy and jobs agenda

1. Onboard your voter registration data
2. Select AddThis economy and jobs segments

Now you can target and reach the right people with the right message for better performance.

AddThis Politics audiences

General politics
- Democratic terms
- Elections
- Political influentials
- Political lifestyle
- Political TV shows
- Politics general
- Republican terms
- Undecided voter
- Voters

Government
- Congress
- Federal agencies
- Governors
- Presidential
- Supreme Court

Military
- Air Force
- Army
- Marines
- Military bases
- Military general
- Military PTSD
- Navy

Political advocacy
- Conservative
- Liberal
- Lobbyists
- Petition signers
- Protests
- Tea Party

Political issues
- Ecology
- Economy
- Energy
- Environment
- Foreign policy
- Healthcare
- Homeland security
- Immigration
- Jobs
- Middle Eastern affairs
- Sharing economy
- Small business
- Social
- Taxes
- Technology & infrastructure
- Welfare

Political officials
- 2016 Democratic presidential candidates
- 2016 presidential candidates
- 2016 Republican presidential candidates
- Bernie Sanders
- Democrat incumbents
- Donald Trump
- Hillary Clinton
- John Kasich
- Obama
- Republican incumbents
- Ted Cruz
- U.S. Cabinet
Reach shoppers in the right place, at the right time
In the fast-paced retail landscape, success hinges on your ability to catch shoppers when they’re in the act of making a decision. Get in front of in-market shoppers with AddThis Retail audiences built from high-quality online behavioral data, refreshed in real time and scaled for performance.

How to use AddThis Retail
Brand and awareness campaigns for new product and apparel lines. Expand the reach of your first- or third-party audiences without sacrificing relevance or quality. Reach brand advocates and influencers to drive conversions and to create more awareness.

Putting AddThis Retail audiences to work
A technology brand wants to drive awareness for an upcoming promotion on all handheld devices

1. Select one or more of the AddThis tech segments including: handheld tablets, electronics, mobile phones & plans, mobile phone brands, Apple®, Samsung®
2. Add or subtract audiences until you’ve achieved the right scale for your campaign

Now you’re targeting consumers who are more likely to buy a new handheld device.

AddThis Retail audiences
In-Market retail
Accessories
Apple iPhone
Arts & crafts
Computers
Electronics
Exercise & fitness
General apparel
Handheld tablets
Home decor
Home & garden
Home improvement

Audiences built from:
• 900MM monthly desktop unique users worldwide
• 1B monthly mobile unique users worldwide
• 15MM domains worldwide
• Up to 30 data points per page view

AddThis Retail
In-Market retail
Accessories
Apple iPhone
Arts & crafts
Computers
Electronics
Exercise & fitness
General apparel
Handheld tablets
Home decor
Home & garden
Home improvement

Home maintenance
Indoor appliances
Indoor furniture
Indoor gardening
Mobile phone brands
Mobile phones & plans
Samsung
Shoes
Sports & outdoors
Televisions
Video games
AddThis Seasonal

Reach the most active consumers of each holiday or season

Different industries have various goals tied to holidays and seasons. Marketers strategically plan for these annual peaks, whether it’s tax season, back-to-school, or Super Bowl. AddThis Seasonal audiences are built from real-time, relevant data for marketers to target highly qualified users more likely to be interested in your seasonal campaign.

How to use AddThis Seasonal

Target users that are actively engaging with content related to an upcoming holiday or season. Expand the reach of your first- or third-party audiences without sacrificing relevance or quality. Deliver relevant and timely online campaigns to the people who are most likely to engage.

Putting AddThis Seasonal audiences to work

A major retailer needs to generate awareness about their upcoming sale during the holiday season

1. Select the Holiday season audience
2. Add the Cyber Monday and Black Friday audiences to reach shoppers looking for discounts
3. Layer in additional seasonal audiences to achieve the right balance of scale and relevancy for your campaign

Now you’re targeting the shoppers who are more likely to participate in your seasonal promotion.

Audiences built from:

- 900MM monthly desktop unique users worldwide
- 1B monthly mobile unique users worldwide
- 15MM domains worldwide
- Up to 30 data points per page view

AddThis Seasonal audiences

**Fall**
- Back-to-school
- Columbus Day
- Halloween
- Labor Day
- Thanksgiving

**Spring**
- Allergy season
- Easter
- Father’s Day
- March Madness
- Memorial Day
- Mother’s Day
- Tax Day

**Summer**
- Fourth of July
- Olympics
- Ramadan
- South by Southwest

**Winter**
- Black Friday
- Cyber Monday
- The Grammys
- Hanukkah
- Holiday season
- People who entertain
- Trending toys
- Holiday shopping
- The Oscars
- Super Bowl
- Valentine’s Day

Social
Seasonal audiences influencers
Seasonal audiences shoppers
Seasonal audiences video engagers
Social influencers can be your most valuable asset and brands can benefit from targeting these users. Identify your advocates and know how to reach them without breaking the bank. AddThis Social audiences use unique online signals that help marketers accurately find their influencers, video engagers and followers across all major social platforms.

Audiences built from:
- Online users who actively engage with social media
- Referral- and engagement-based data events
- 900MM monthly desktop unique users worldwide
- 1B monthly mobile unique users worldwide
- 15MM domains worldwide
- Up to 30 data points per page view

How to use AddThis Social
Reach extension of social campaigns across open web inventory with users who are engaged across the hottest social networks, including Snapchat and Instagram.

Target active users of popular social media sites without buying inventory on these same platforms.

Identify and target audiences that consist of users across multiple networks.

Putting AddThis Social audiences to work
An apparel brand wants to target users who are active on social media and who share or engage with their content

1. Use your first-party customer data
2. Layer in the Pinterest social network audience
3. Add more relevant social segments for scale

Now you’re reaching your brand influencers and advocates who also are engaged users of Pinterest.
Target travelers in the right places, at the right times

The travel buying cycle can range depending on the type of trip a consumer is planning. Learn who you need to reach and where they fit in the buying cycle so you can target them in the right place at the right time. With AddThis Travel audiences, marketers can drive performance by targeting users engaged with content specific to your goals for ultimate relevance and increased performance.

Audiences built from:
- 900MM monthly desktop unique users worldwide
- 1B monthly mobile unique users worldwide
- 500,000 travel-related domains worldwide
- Up to 30 data points per page view

How to use AddThis Travel

Increase campaign scale without giving up quality. Use behavioral signals to increase direct response performance. Deliver relevant and timely online campaigns to the people who are most likely to engage.

Putting AddThis Travel audiences to work

Your travel agency needs to drive weekday hotel bookings in their upcoming campaign

1. Select your geographic and hotel segments
2. Add Travel enthusiasts and Business travellers, as they are more likely to book during the week
3. Include additional travel segments to add scale with relevance

Now you’re ready to achieve your hotel booking campaign goals.

AddThis Travel audiences

Airlines
- Aeromexico
- Air Canada
- Alaska Airlines
- American Airlines
- British Airways
- Cathay Pacific
- Delta Air Lines
- Emirates Airlines
- Frontier Airlines
- Hawaiian Airlines
- JetBlue Airways
- Korean Air
- Lufthansa
- Southwest Airlines
- Spirit Airlines
- Turkish Airlines
- United Airlines
- US Airways
- Virgin Airlines

Destinations
- Africa
- Airports International
- Asia
- Australia & Oceania
- California
- Colorado
- District of Columbia (Washington DC)
- Europe
- Florida
- Las Vegas
- Massachusetts
- Nevada
- New York
- North America
- South America
- United States
- Walt Disney World

General
- Business travel
- Cruise brands
- Frequent travelers
- Travel enthusiast
- Travel rewards program
- Vacation package

Hotel & lodging
- Brands
- Domestic
- International
- Luxury
Curated audiences

Multi-brand audiences built from the top sources in the industry
Oracle Data Cloud  |  @OracleDataCloud

Quick answers & the audiences you need to win
TheDataHotline@oracle.com

Drive campaign performance by targeting in-market car buyers
For most of us, car purchases happen once every few years. Your marketing success often relies on engaging consumers during the critical consideration window leading up to a car purchase.

We partner with leading auto research and comparison sites to identify an average of 55 million consumers expressing intent to purchase a car. Utilize 450+ targeting options by make, model, class and buyer type. Whatever your campaign objective, we offer the targeting flexibility you need to reach your precise audience and maximize campaign success.

How to use Curated In-Market Autos
Build precision audiences by combining relevant makes and models.
Align to new model launch or any promotional theme.
Target brand loyalist and increase scale by layering on category buyers.

Putting In-Market Autos to work
You need to support a new model launch for a full-size SUV
1. Start by targeting your brand buyers
2. Then add SUV category intenders

Now you are driving awareness with loyal customers as well as those actively interested in SUVs.

Curated In-Market Autos audiences
Our in-market auto data covers 55 million consumers with powerful targeting options across major auto categories.

Examples include:

### Classes
- Compacts & subcompacts
- Convertibles
- Coupes-crossovers
- Diesels
- Full-size cars
- Hatchbacks
- Hybrids & electrics
- Luxury cars
- Midsize cars
- Minivans
- Sedans
- Sports cars
- Station wagons
- SUVs
- Trucks
- Vans

### Condition
- New
- Used

### Make & model
NEARLY ALL MAKES AND MODELS
Reach in-market household decision makers

As societal roles shift, demographics alone can’t always identify who makes household purchase decisions.

We partner with leading shopping, coupon and cosmetic sites to identify an average of 175 million consumers expressing intent to buy packaged goods. We use high-quality intent signals like searches, comparisons and online auctions. From baby care to beauty and everything in between, we offer the targeting flexibility and scale you need to reach your precise audience and beat your campaign goals with nearly 100 targeting options.

How to use Curated In-Market CPG

Extend beyond typical demos and target buyers of related products. Target loyalists to upsell and increase your brand’s share of wallet. Engage buyers of competitive products to improve prospecting.

Putting Curated In-Market CPG to work

You need to support a line extension of your all-natural iced tea

1. Start by targeting identified tea and bottled water drinkers
2. Increase scale by targeting those interested in natural food products

Now you are driving awareness with low-calorie beverage buyers as well as ingredient conscious consumers.

Audiences built from:
- 175MM consumers expressing intent for consumer goods
- Behavior including search/browse
- Leading coupon, CPG & online retail sites vetted for data quality

Curated In-Market CPG audiences

Our in-market CPG data covers an average of 175 million consumers with powerful targeting options across major CPG categories. Examples include:

**Baby care**
- Baby food
- Diapers
- Wipes & creams

**Food & beverage**
- Bakery
- Baking products
- Beverages
- Breakfast cereals
- Canned goods
- Dairy
- Frozen foods
- Grains, pastas & side dishes
- Meat & seafood
- Produce
- Snacks, cookies & candy

**Gifts**
- Fresh-cut flowers
- Gift baskets
- Gift cards
- Greeting cards

**Health & beauty**
- Aromatherapy
- Cosmetics
- Dietary supplements
- First aid
- Fragrances
- Hair, nail, skin care
- Health electronics
- Massage tools
- Optical
- Vitamins
- Weight management

**Household supplies**
- Bags & wraps
- Bathroom supplies
- Dishwashing products
- Laundry products
- Paper towels & napkins

**Personal care**
- Bath products
- Dental
- Deodorants
- Shaving

**Pet supplies**
- Cat food & supplies
- Dog food & supplies
- Fish food & supplies
- Pet accessories
**Curated In-Market Education**

**Engage millions actively considering higher education**

Higher education can be the key to a better life, but with so many new degrees and educational options the decision isn’t easy. Help higher education seekers achieve their dreams by engaging them with relevant learning options from your brand.

In-Market Education makes it easy to identify an average of 110 million consumers expressing interest in education and vocational training. We source high-quality intent signals like searches for schools, majors and financial aid. Whatever your product or campaign objective, In-Market Education delivers the scale and flexibility you need to meet your campaign objectives.

<table>
<thead>
<tr>
<th>How to use In-Market Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimize waste by targeting those interested in the disciplines you offer.</td>
</tr>
<tr>
<td>Use granular targeting to increase direct response performance.</td>
</tr>
<tr>
<td>Target related majors and disciplines to add relevant campaign scale.</td>
</tr>
</tbody>
</table>

**Putting In-Market Education to work**

You need to drive inquiries for new online courses offered by your brand

1. Start by targeting people interested in the majors you offer
2. Then add online education seekers

Now you are driving inquiries from both subject matter and online education intenders.

---

**Audiences built from:**

- 110MM in-market education seekers
- Behavior including search/browse
- Education research & comparison sites vetted for data quality

**Curated In-Market Education audiences**

Our in-market education data covers 110 million consumers with powerful targeting options across major categories. Examples include:

- **Disciplines**
  - Arts & humanities
  - Business
  - Computer science & technology
  - Engineering
  - Law
  - Math
  - Natural science

- **Features**
  - Continuing education
  - Online education
  - Private school
  - Public school

- **Level**
  - Four-year undergraduate
  - Masters
  - PhD
  - Trade & vocational
  - Two-year undergraduate

**Curated In-Market Education**
People are researching financial services right now; we’re listening

We are all financial service customers, but we don’t make big financial decisions often. Your success relies on identifying and engaging consumers while they’re actively researching products like yours.

We partner with leading sites to identify consumers actively researching credit cards, mortgage rates, insurance and retirement plans. Our financial services intent data covers an average of 86 million consumers with the targeting flexibility you need to reach your exact audience.

Audiences built from:
- 86MM consumers demonstrating intent for financial services
- Behavior including search/browse
- Financial product comparison, education & analysis sites vetted for data quality

How to use Curated In-Market Financial

Use granular targeting strategies to increase inbound interest and application submissions. Improve prospecting performance by only targeting competitor customers. Enjoy greater campaign efficiency by targeting intenders for life-stage relevant products.

Putting Curated In-Market Financial to work

You need to promote the launch of your bank’s newest travel rewards card

1. Start by targeting active credit card seekers
2. Then add scale by targeting people with past reward card enrollments

Now you’re able to raise awareness among new—and more importantly—relevant customers more likely to convert.

Curated In-Market Financial audiences

Our in-market financial services data covers 86 million consumers with powerful targeting options across major categories. Examples include:

Financial products & services
- Banking-brokerages
- Credit cards
- Credit reporting
- Tax preparation

Insurance
- Auto insurance
- Health & health related insurance
- Home insurance
- Life insurance

Loans
- Auto loans
- Mortgages
- Refinancing
- Student loans

Retirement & investing
- Education saving accounts
- Real estate
- Stocks & bonds

Curated In-Market Financial

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Loans
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- Student loans

Retirement & investing
- Education saving accounts
- Real estate
- Stocks & bonds
Engage people actively searching for a new home

Buying a new home is one of the biggest purchases we make in life. It doesn't happen often, but when it does we're highly receptive to brands that can help guide us to our dream home.

In-Market Real Estate can help you target and engage consumers expressing intent to move. We partner with leading data providers to deliver an audience of more than 15 million people looking for their next home. Leverage the power of high quality intent signals like rental searches and property page views and 150+ targeting options for precision campaign targeting.

How to use Curated In-Market Real Estate

Grow reach by adding property attributes and relevant categories. Engage in-market buyers currently in the consideration phase. Increase campaign scale while maintaining relevance and efficiency.

Putting In-Market Real Estate to work

You need to drive more listings for your real-estate brokerage firm

1. Start by targeting real-estate brokerage service seekers
2. Build scale by adding real-estate property seekers as they will likely need to list their existing home

Now you are engaging people in market for brokerage services as well as reaching the population of in-market home buyers.
Engage buyers where it counts, on the path to purchase

Winning the sale often means getting in front of consumers while they are actively considering a purchase. We partner with leading online retailers and price comparison sites to source intent data on over 350 million consumers. Our Curated In-Market Retail audiences combine high quality purchase indicators including direct searches and product page views. Whether you sell digital cameras, decanters or something in between, we can help you identify, target and engage a universe of interested buyers with 450+ targeting options.

**How to use In-Market Retail**

Increase penetration by targeting competitive buyers. Minimize waste by targeting category intenders. Add related categories to increase scale while maintaining relevance.

**Putting Curated In-Market Retail to work**

You want to raise awareness for the launch of a new activewear brand

1. Start by targeting current brand buyers
2. Add fitness enthusiasts and buyers of sportswear

Now you are driving awareness with existing customers as well as engaging heavy category buyers.

**Audiences built from:**

- 350MM+ in-market retail buyers
- Behavior including search/browse
- Price comparison, product review & shopping sites vetted for data quality

**Curated In-Market Retail audiences**

Our in-market retail data covers more than 350 million consumers with powerful targeting options across major categories. Examples include:

**Automotive parts & accessories**
- Accessories
- Car electronics
- Parts
- Tools
- Wheels & tires

**Babies & kids**
- Babies & toddlers
- Boys
- Clothing & apparel
- Girls
- Shoes & accessories
- Toys

**Business & office**
- Industrial supply & MRO
- Office furniture
- Office supplies

**Cell phones & plans**
- Apple & iPhone
- Apps & accessories
- Cases & covers
- Google & Android
- Samsung
- Smartphones

**Clothing & accessories**
- Boots & shoes
- Costume & dancewear
- Jewelry & watches
- Luggage
- Sun glasses
- Underwear & sleepwear

**Computers**
- Accessories & peripherals
- Brands
- Components, internet, networking
- Desktops, laptops, notebooks, handheld
- Monitors, printers, scanners
- Software

**Electronics**
- Accessories
- Audio & video
- Cameras & photography
- GPS devices
- Gadgets
- Home security & surveillance

**Entertainment**
- Activity & event tickets
- Books & magazines
- Movies
- Music
- Television & video

**Home & garden**
- Furniture
- Home improvement
- Indoor & outdoor
- Home decor
- Maintenance
- Small & major appliances

**Sports & recreation**
- Camping, hiking & backpacking
- Cycling
- Exercise & fitness
- Gym, workout & yoga
- Outdoor activities
- Team sports

**Video games**
- Accessories
- Games
- Game consoles
- Online

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[Oracle Data Cloud | @OracleDataCloud]
Curated In-Market Services

Use targeted digital to drive sales of local goods and services

The web is the first stop for many people seeking out local vendors like restaurants, mechanics and brick & mortar retail stores. Reach these in-market buyers with our in-market services audiences.

We partner with leading local coupon, deal sites, classifieds and service review sites to deliver an average audience of 35 million local goods and services buyers. No matter what your campaign objective, our In-Market Services audience delivers the scale and targeting flexibility you need to meet and exceed your campaign goals.

How to use Curated In-Market Services

| Increase inbound foot traffic by reaching local buyers with relevant offers. | Grow audience reach by adding related service categories. | Drive relevant engagement by targeting category specific intenders. |

Putting Curated In-Market Services to work

Your goal is to increase awareness and visits at a casual dining restaurant

1. Start by targeting casual dining intenders
2. Add scale by layering on relevant demographics

Now you are engaging casual diners as well as your target demographics.

Curated In-Market Services audiences

Our in-market services data covers 35 million consumers with powerful targeting options across categories. Examples include:

- **Automotive**
  - Automobile repair
  - Car washes & detailing
  - Maintenance services

- **Business services**
  - Advertising & marketing
  - Consulting
  - Printing & graphic arts

- **Consumer services**
  - Animal care
  - Child care
  - Cleaning
  - Florists
  - Laundry & dry cleaning
  - Photographers
  - Repair

- **Facilities**
  - Sports & recreation
  - Storage

- **Health**
  - Dental
  - Home health care
  - Medical
  - Pharmacies

- **Home improvement**
  - Landscaping, lawn & garden
  - Pest control

- **Industry & trades**
  - Building contractors
  - Electrical
  - Engineering
  - Legal
  - Woodwork

- **Online**
  - Job sites
  - Photo printing & services
  - Website services

- **Personal care**
  - Beauty salons
  - Fitness centers
  - Spas

- **Restaurants**
  - Casual dining
  - Fast food
  - Fine dining
  - Pizza
  - Taverns

- **Telecommunications**
  - Cable & satellite
  - ISPs
  - Telephone
# Curated In-Market Travel

**Win travelers with precision timing and relevant offers**

The success of your campaign can rely on engaging consumers while they're planning their next trip. Reach consumers at the right time with offers that align with their unique travel needs.

We partner with leading OTAs and travel comparison sites to identify an average of 35 million consumers expressing intent to travel and 1,900+ targeting options. From destination cities to rental car brands, we offer the targeting flexibility you need to reach your precise audience and maximize campaign success.

## How to use Curated In-Market Travel

| Increase penetration by targeting competitive buyers. | Use granular targeting to increase direct-response performance. | Increase campaign scale while maintaining relevance and efficiency. |

## Putting Curated In-Market Travel to work

You need to increase hotel bookings for your brand’s new southeast locations

1. Start by targeting current brand buyers
2. Then add destination-based travelers planning to visit the region

Now you are driving awareness with loyal customers as well as those planning travel to the southeast.

## Curated In-Market Travel audiences

Our in-market travel data covers 35 million consumers with powerful targeting options across major categories. Examples include:

<table>
<thead>
<tr>
<th>Category</th>
<th>Targeting Options</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Air travel</strong></td>
<td>Advanced booking, Class, Day of departure, Departure location, Destination location, Length of trip</td>
</tr>
<tr>
<td><strong>Cruises</strong></td>
<td>Cruise line, Destination, Length of trip, Past purchase</td>
</tr>
<tr>
<td><strong>Hotels &amp; lodging</strong></td>
<td>Advanced booking, Brands, Length of stay, Locations, Lodging types, Nightly rates, Number of adults, Star rating</td>
</tr>
<tr>
<td><strong>Car rentals</strong></td>
<td>Advanced booking, Car class, Location, Rental car company</td>
</tr>
<tr>
<td><strong>Vacation packages</strong></td>
<td>Advanced booking, Domestic packages, International packages, Length of trip</td>
</tr>
</tbody>
</table>
DLX audiences

The best in offline purchase-based data
Let’s get you on the road to smarter targeting

DLX Auto powered by Polk puts you in the driver’s seat to reach customers and prospects at every stage of the auto-buyer lifecycle. With 200+ syndicated auto audiences, you can use ownership data to target vehicle body style, make, model, age and more whether they are in market, soon to be or current owners. Have a unique audience request? We also can build custom DLX Auto audiences to ensure you stay miles ahead of the competition.

How to use DLX Auto

Choose your In Market audience based on your campaign objective.

If your campaign objective is an online KPI, start with the Active shopper audience and target individuals who are shopping online for a vehicle.

If your campaign objective is sales, start with the Predicted buyers audience and target households likely to purchase a new or used vehicle within the next six months.

Putting DLX Auto powered by Polk to work

An auto brand wants to drive sales for a challenged model

1. Determine buyer sources: loyalist and conquest
2. Target current owners likely to buy in the next six months
3. Add in-market customers from competitor’s models in the same vehicle category
4. Expand reach with consumers likely to switch to your model from other vehicle categories

Now you are reaching the most relevant audience that will consider buying your model.

Audiences built from:

- 110MM+ U.S. HHs
- 240 verified sources & 500 data points
- 20+ years of ownership data with nearly 100% sales coverage
- Most comprehensive offline source of data, plus data collected from online shopping behavior

DLX Auto audiences

Audiences for every stage of the automotive-buying lifecycle

Aftermarket
Auto parts buyer
Auto service buyer

In Market, New or Used and Owner

Acura®
Audi®
BMW®
Buick®
Cadillac®
Chevrolet®
Chevrolet® Truck
Chrysler®
Dodge®
Fiat®
Ford®
GMC®
Honda®
Hyundai®
Infiniti®
Jaguar®
Jeep®
Kia®
Land Rover®
Lexus®
Lincoln®
Mazda®
Mercedes-Benz®
MINI®
Mitsubishi®
Nissan®
Porsche®
RAM®
Subaru®
Toyota®
Volkswagen®
Volk®

In Market, New or Used
Top 100+ sold individual models available for targeting

Price (Predicted Shopping Price)
< $20K
$20K-$30K
$30K-$40K
$40K-$50K
$50K-$75K
$75K+

Age
0-1 years old
2 years old
3 years old
4.5 years old
6-10 years old
11-15 years old
16-20 years old
21+ years old

Vehicle purchase
0-6 months
7-12 months
13-24 months
25-36 months
37-48 months
>48 months

Lease affinity

Vehicle body styles

Commercial truck
Compact car
Crossover
Full-size car
Full-size SUV
Hybrid/alternative fuel
Luxury car
Luxury SUV
Mid-size car
Motorcycle owner
BMW®
Domestic
Harley-Davidson®
Honda®
Kawasaki®
Mini bike/Moped®/Scooter®
New
Off-road/Trail/Dirt bike
Polaris®
Road/street bike
Suzuki®
Used
Yamaha®

<600 cubic centimeters (cc)
>600 cubic centimeters (cc)

Motorsports owner
ATV
Pickup truck
Small/midsize SUV
Sports car
Van/minivan

All audiences are based on highly accurate statistical models

Oracle Data Cloud | @OracleDataCloud
Cut through the clutter and get down to business

Advertisers know that reaching business owners and employees online can be hit or miss. Not anymore. DLX B2B cuts through the clutter to reach prospects that matter most, delivering audience integrity and accuracy—at scale.

By pairing business and personal contact information you now have the power to target by industry, size, age, sales and more so you can reach the right prospects faster.

How to use DLX B2B

Deliver relevant and timely online campaigns to businesses.  
Pursue sharper targeting strategies with more focus and specificity.  
Execute cross-sell campaigns to foster business relationships.

Putting DLX B2B to work

A leading corporate events agency is looking to drive acquisition for an upcoming conference

1. First, choose the most relevant Industry (or industries)
2. Then, choose the Seniority level you want to attend
3. For even more efficiency, layer on Company size

Now you’re set up to reach new and highly relevant prospects that matter.

Audiences built from:

- 29MM+ unique businesses
- 70+ data sources validated for accuracy

DLX B2B audiences

<table>
<thead>
<tr>
<th>Industry</th>
<th>Sales volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>Under $250,000</td>
</tr>
<tr>
<td>Business services</td>
<td>$250,000-$500,000</td>
</tr>
<tr>
<td>Construction</td>
<td>$500,000-$1,000,000</td>
</tr>
<tr>
<td>Consumer services</td>
<td>$1,000,000-$5,000,000</td>
</tr>
<tr>
<td>Cultural &amp; recreation</td>
<td>$5,000,000-$10,000,000</td>
</tr>
<tr>
<td>Education</td>
<td>$10,000,000-$25,000,000</td>
</tr>
<tr>
<td>Finance</td>
<td>$25,000,000-$50,000,000</td>
</tr>
<tr>
<td>Government</td>
<td>$50,000,000-$100,000,000</td>
</tr>
<tr>
<td>Healthcare</td>
<td>$100,000,000-$500,000,000</td>
</tr>
<tr>
<td>Hospitality &amp; travel</td>
<td>$500,000,000+</td>
</tr>
<tr>
<td>Insurance</td>
<td>Executive/C-suite</td>
</tr>
<tr>
<td>Legal</td>
<td>Mid-management</td>
</tr>
<tr>
<td>Logistics &amp; transportation</td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td></td>
</tr>
<tr>
<td>Media &amp; internet</td>
<td></td>
</tr>
<tr>
<td>Real estate</td>
<td></td>
</tr>
<tr>
<td>Restaurant</td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td></td>
</tr>
<tr>
<td>Telecommunications</td>
<td></td>
</tr>
<tr>
<td>Wholesale trade</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business type</th>
<th>Company age</th>
<th>Company size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minority-owned business</td>
<td>Less than 2 years</td>
<td>Under 10 employees</td>
</tr>
<tr>
<td>Small business</td>
<td>2-5 years</td>
<td>10-49 employees</td>
</tr>
<tr>
<td>Women-owned business</td>
<td>6-10 years</td>
<td>50-99 employees</td>
</tr>
<tr>
<td></td>
<td>More than 10 years</td>
<td>1,000-4,999 employees</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5,000+ employees</td>
</tr>
</tbody>
</table>
Putting DLX CPG to work

You need to promote the expansion of a snack line into the granola bar category

1. Start by targeting current brand buyers
2. Then add category buyers of granola bar products

Now you have those loyal to the brand and those identified as most likely to buy granola bars.

DLX CPG audiences

**Bakery buyers**
- Nature’s Own®
- Pepperidge Farm®
- Sara Lee®
- Thomas®

**Baking & cooking supplies buyers**
- Betty Crocker®
- Duncan Hines®
- Nestle® Toll House®
- Pillsbury®

**Audiences built from:**
- Coverage across 110MM+ (70MM CPG) U.S. HHs
- Data from 50+ CPG retailers
- Cross-retailer data across all CPG categories
- Daily UPC-level data

**DLX CPG**

Because the proof is in the purchase. Period.

Brands need to reach buyers, not just personas. We help you reach who matters—real buyers. All DLX CPG audiences use UPC-level purchase data at significant scale. Reach buyers at the brand, category and basket level connected through the proprietary Oracle ID Graph™ for highest accuracy in industry.

How to use DLX CPG

Increase penetration by targeting category buyers who are not buying your brand.

Drive buy rate by targeting heavy/medium category buyers and light brand buyers.

Choose from over 250 syndicated segments or build a custom audience to meet your exact needs.

**How to use DLX CPG**

**Putting DLX CPG to work**

**Audiences**

- General Mills Honey Nut Cheerios®
- General Mills Lucky Charms®
- Hot cereals
- Nabisco®
- Kellogg’s Froot Loops®
- Kellogg’s Frosted Flakes®
- Kellogg’s Frosted Mini-Wheat®
- Kellogg’s Raisin Bran®
- Kellogg’s Rice Krispies®
- Kellogg’s Special K®
- Post Honey Bunches of Oats®
- Children's food & product buyers
- Baby food & products
- Huggies®
- Pampers®
- Children’s food
- Condiments & sauces buyers
- Ketchup & mustard
- French’s®
- Hunt’s®
- Marinades & sauces
- McCormick®
- Sweet Baby Ray’s®
- Mayonnaise & spreads
- Hellmann’s®/Best Foods®
- Pasta sauce
- Pickles & olives
- Hidden Valley Ranch®
- Kraft®
- Wish-Bone®
- Dairy & egg buyers
- Cheese
- Kraft®
- Philadelphia®
- Sargento®
- Cottage cheese & sour cream
- Daisy®
- Eggs
- Milk
- Reddi-Wip®
- Yogurt
- Chobani®
- Dannon®
- Yoplait®

- Bakery buyers
- Nature’s Own®
- Pepperidge Farm®
- Sara Lee®
- Thomas®

- Baking & cooking supplies buyers
- Betty Crocker®
- Duncan Hines®
- Nestle® Toll House®
- Pillsbury®

- Spices & extracts
- McCormick®
- Morton®

- Beverage buyers
- Bottled water
- Coffee
- Folger’s®
- Maxwell House®
- Starbucks®
- Coffee-K-Cup®
- Diet carbonated
- Diet Coke®
- Diet Pepsi®
- Cafe Mocha®

- Energy drinks
- Hot tea
- Iced tea/lemonade
- Juice
- Capri Sun®
- Minute Maid®
- Ocean Spray®
- Simply Orange®
- Tropicana®

- Non-dairy milk
- Regular carbonated
- Canada Dry®
- Coca-Cola®
- Dr Pepper®
- Mountain Dew®
- Pepsi®
- Sprite®

- Sports drinks
- Gatorade®
- Vitaminwater®

- Cereal buyers
- Children’s cereals
- Fiber cereals
- General Mills Cheerios®
- General Mills Cinnamon Toast Crunch®

- Deli food buyers
- Deli bulk meat
- Deli condiments
- Deli desserts
- Deli dips/spreads/toppings
- Deli entrees
- Deli prepared/pre-packaged
- Deli pre-sliced meats
- Deli salads

- Frozen food buyers
- Frozen appetizers & snacks
- Frozen bread & dough
- Frozen breakfast
- Frozen desserts
- Frozen entrees
- Healthy Choice®
- Perdue®
- Stouffer’s®
- Tyson®
- Frozen ethnic foods
- Frozen fruit
- Frozen meats & seafood
- Frozen pasta
- Frozen pizza
- Frozen vegetables
- Birds Eye®
- Green Giant®
- One-ia®
- Ice cream & novelties
- Ben & Jerry’s®
- Breyers®
- Dayon’s®/Edy’s®
- Häagen-Dazs®

- Gift & party supplies buyers
- Grocery spending behavior
- Top grocery spenders

- Health & beauty buyers
- Allergy relief
- Antiperspirants & deodorants
- Ave®
- Degree®
- Dove®

- Avenos®
- Cosmetics
- Cough & cold relief
- Hall®
- McNeil®
- Vicks®
DLX CPG audiences (continued)

Dental floss & accessories
Eye care
Feminine care
First aid
Gastrointestinal
Hair care
Men’s grooming
Dove® Men+Care
Old Spice®
Suave® Men
Neutrogena®
Oral care
Pain relief
Advil®
Aleve®
Bayer®
Tylenol®
Shaving care & hair removal
Skin care
St. Ives®
Suave®
Sun care
Vitamins
Nature Made®
Nature’s Bounty®
Health food buyers
Diet foods
Fresh produce
Low-fat foods
Natural & organics
Household supplies buyers
Air deodorizers & fresheners
Air Wick®
Arm & Hammer®
Bath tissue
Charmin®
Batteries
Duracell®
Energizer®
Cleaning supplies
Clorox®
Comet®
Lysol®
Mr. Clean®
Swiffer®
Dish & dishwasher detergent
Cascade®
Dawn®
Palmolive®
Disposable serveware
Facial tissue
Kleenex®
Puffs®
Food storage
Green/natural
Laundry supplies
Bounce®
Downy®
Gain®
Tide®
Paper towels
Bounty®
Trash bags
Meat & seafood buyers
Meat
Ball Park®
Hillshire Farm®
Hormel®
Jimmy Dean®
Johnsonville®
Oscar Mayer®
Seafood
Bumble Bee®
Chicken of the Sea®
StarKist®
Packaged meals, grains & pastas
Dry pasta
Mac & cheese
Packaged noodle & rice dishes
Rice
Pet care buyers
Arm & Hammer®
Cat food
Cat litter
Cat treats
Dog food
Dog treats
Iams®
Natural pet food & products
Pet accessories
Purina®
Soup buyers
Campbell’s®
Progresso®
Swanson®
Sweets & snack buyers
Breakfast bars
Chocolate candy
Hershey’s Kit Kat®
Hershey’s Milk Chocolate®
Hershey’s Reese’s Peanut Butter Cup®
M&M’s®
Snickers®
Cookies
Keebler®
Nabisco Chips Ahoy!®
Nabisco Oreo®
Nabisco Teddy Grahams®
Pepperidge Farm®
Crackers
Lance®
Nabisco Premium®
Nabisco Ritz®
Nabisco Triscuit®
Nabisco Wheat Thins®
Pepperidge Farm® Goldfish®
Sunshine Cheez-It®
Granola bars
Non-chocolate candy
Peanut butter & jelly
Jif®
Skippy®
Smucker’s®
Welch’s®
Salty snacks
Cheetos®
Doritos®
Fritos®
Lays®
P indifference
Roda Gold®
Ruffles®
Snyder’s of Hanover®
Tostitos®
BuyStyles
Dairy free
Fresh & healthy
Gluten free
Home cooking & grilling
International cuisine
Kosher
Mexican food
Natural living
Premium brands
Quick & easy
Sugar free
Value conscious
Vegetarian
Weight conscious

Smart data delivers the understanding to make marketing work

Get started. Email TheDataHotline@oracle.com
Trust best-in-industry demographic data to hit your mark

Power your demographic data targeting with quality and accuracy. DLX Demo delivers precise, anonymous online audiences, based on best-in-industry and multi-sourced offline sources.

Now you’re guaranteed the most accurate, robust online audience. And you’re on track to get the right impressions to meet and beat your goals.

How to use DLX Demo

Source a range of audiences including age, family status, occupation, homeowner status and geography.

Inform the content of your campaigns based on specific demographic categories.

Putting DLX Demo to work

A travel agency wants to promote a new cruise group offer to families of three or more

1. First, select Number of adults and Number of children
2. Then, select additional categories including Cruises and Family vacations
3. To target relevant locations, select DMA (Designated Market Areas)

Now you’re set up to reach prospects who qualify and are interested in your offer.

Audiences built from:

- The most accurate, consistently top-ranked AGI (age/gender/income) data from leading verification companies
- Known offline data of 110MM+ U.S. HHs including:
  - U.S. Census
  - DMV
  - Warranty cards
  - Public records

DLX Demo audiences

Family status
Family position
Female HOH
Grandfather
Grandmother
Male HOH
Other
Wife

Grandchildren ≥12 years old
Married
Number of adults in household
1
2
3+

Presence of children
Children ages
0-2
3-5
6-10
11-15
16-17

Number of children
1
2
3+

Presence of family member
Age
<18
18-19
20-29
30-39
40-49
50-59
60-64
65+

Geographic
DMA

Homeowner status
Dwelling type
Condominium
Multifamily dwelling/apartment
Single family

Homeowner
Length of residence
<1 year
1-3 years
4-6 years
7+ years

Renter

Occupation
11 categories & 300+ specific occupations

Other interests
Cat owner
Dog owner
Likes to read
Lotteries & sweepstakes
Motorcycle owner
Veterans in household

Personal status
Age
18-20
21-24
25-29
30-34
35-39
40-44
45-49
50-54
55-59
60-64
65-69
70-74
75+

College graduate
Gender
Female
Male

Generation
Heritage
Spanish speaking

Travel
Business travel
International
USA

Frequent flyers
Personal travel
Casino vacations
Cruises
Family vacations
International
RV owner
Timeshare
USA
Money talks. Listen to the data.

Understanding your audience’s financial behavior is crucial to planning any campaign, but the quality of that data is paramount to its success. We’ve combined DLX Finance data from best-in-industry offline sources and vetted it for quality and accuracy at scale. Now you can more effectively tie the financial indicators that matter to your audience.

How to use DLX Finance

Build custom audiences or leverage 60+ pre-built audiences to reach your online customers. Select specific income brackets relevant to your product or brand. Inform your content strategy based on household income or spending patterns.

Putting DLX Finance to work

You need to market a luxury auto brand for a regional dealer

1. Begin with DLX Auto data and select Luxury vehicle makes
2. Select high Estimated household income brackets
3. Then, select the geographic areas that the dealer serves

Now you have a highly targeted audience database of potential luxury auto buyers.

Credit cards
- American Express® cardholders
- Discover® cardholders

Premium credit cardholder
- Premium American Express®
- Premium Discover®
- Premium MasterCard or Visa®

Regular credit cardholder
- Regular American Express®
- Regular Discover®
- Regular MasterCard or Visa®

Estimated home value
- <$100K
- $100K–$199K
- $200K–$299K
- $300K–$499K
- $500K+

Estimated household income
- <$15,000
- $15,000–$19,999
- $20,000–$29,999
- $30,000–$39,999
- $40,000–$49,999
- $50,000–$59,999
- $60,000–$74,999
- $75,000–$99,999
- $100,000–$124,999
- $125,000–$149,999
- $150,000–$199,999
- $200,000–$249,999
- $250,000–$399,999
- $400,000–$499,999
- $500,000+

Audiences built from:
- Known offline data of 110MM+ U.S. HHs
- Data verified by at least two third-party sources & collected from
  - U.S. Census
  - Public record housing & deeds
  - Summarized credit source permissible for marketing use
  - DMV & registration information

Credit status
- Credit active
- Buying power
  - Very high
  - High
  - Moderate
  - Low
  - Very low

Estimated net worth
- $0 or less
- $1–$4,999
- $5,000–$24,999
- $25,000–$49,999
- $50,000–$74,999
- $75,000–$99,999
- $100,000–$149,999
- $150,000–$249,999
- $250,000–$374,999
- $375,000–$499,999
- $500,000–$749,999
- $750,000–$999,999
- $1,000,000+

Financial services
- Banking
- Insurance
- Investments
- Life insurance
- Mutual funds
- Other investments
- Real estate
- Stocks or bonds

Estimated home value
- <$100K
- $100K–$199K
- $200K–$299K
- $300K–$499K
- $500K+

Estimated household income
- <$15,000
- $15,000–$19,999
- $20,000–$29,999
- $30,000–$39,999
- $40,000–$49,999
- $50,000–$59,999
- $60,000–$74,999
- $75,000–$99,999
- $100,000–$124,999
- $125,000–$149,999
- $150,000–$199,999
- $200,000–$249,999
- $250,000–$399,999
- $400,000–$499,999
- $500,000+

Estimated net worth
- $0 or less
- $1–$4,999
- $5,000–$24,999
- $25,000–$49,999
- $50,000–$74,999
- $75,000–$99,999
- $100,000–$149,999
- $150,000–$249,999
- $250,000–$374,999
- $375,000–$499,999
- $500,000–$749,999
- $750,000–$999,999
- $1,000,000+

Financial services
- Banking
- Insurance
- Investments
- Life insurance
- Mutual funds
- Other investments
- Real estate
- Stocks or bonds
We are what we buy

We’re all consumers and we’re all different. We’re not defined by our demographic or financial profiles—or what we do online. It’s what we buy that reveals what matters to us. And that’s the power of the purchase.

DLX Lifestyles brings together UPC-level purchase data across all product categories. Then, we overlay traditional demographic and financial profiles. Ultimately, you get a 360-degree view of your perfect target audience.
Working-class families
Value gifts, family clothing, one-stop-shop retailers
Gender: F/M Age: 25-45
HH Income: $30M-$75M

Green moms
Organic clothing, cloth/ biodegradable diapers, toys made of sustainable materials, reusable shopping bags
Gender: F Age: 25-45
HH Income: $150M-$200M

Moms of preschool kids
Child care, learning toys, play sets, children’s books & games, character-themed domestics
Gender: F Age: 26-38
HH Income: $40M+

Moms of grade-school kids
Backpacks, board games, portable electronics, grab-and-go foods
Gender: F Age: 35-45
HH Income: $50M+

Moms of high-school kids
Teen clothing, trendy brands, video games, laptops
Gender: F Age: 38-52
HH Income: $60M+

Moms of working-class kids
Value buyers of domestics, apparel, children’s toys & games
Gender: F Age: 25-45
HH Income: $75M+$

Corporate moms
Career apparel & accessories, technology solutions, smartphones & tablets, family vacations
Gender: F Age: 30-50
HH Income: $75M-$150M

New moms
Car seats, baby clothes, safety products, crib bedding, toys
Gender: F Age: 24-36
HH Income: $40M+

Wanna moms
Fast fashion, casual clothing, trendy brands, everyday diaper bag
Gender: F Age: 26-38
HH Income: $50M-

New moms
Value gifts, family clothing, one-stop-shop retailers
Gender: F/M Age: 25-45
HH Income: $30M-$75M

Young & hip
Fashion & trend media, boutique clothing, consumer electronics & gadgets, contemporary furniture
Gender: F/M Age: 25-34
HH Income: $40M-$80M

Soccer moms
Family media & entertainment, children’s sports gear, SUV accessories, backyard toys
Gender: F Age: 30-45
HH Income: $50M-$125M

Stay-at-home moms
Domestics & housewares, home-storage solutions, children’s toys, books & apparel
Gender: F Age: 23-45
HH Income: $40M-$100K

Trendy moms
Children’s boutique clothing, contemporary children’s furniture, parenting/cooking/home décor publications
Gender: F Age: 26-45
HH Income: $80M+

Working-class mom
Value buyers of domestics, apparel, children’s toys & games
Gender: F Age: 25-45
HH Income: $30M-$75M

Stay-at-home moms
Domestics & housewares, home-storage solutions, children’s toys, books & apparel
Gender: F Age: 23-45
HH Income: $40M-$100K

Don’t settle for less than the metrics that matter most
Data-driven marketing has introduced a level of transparency and accountability to digital media providing marketers and publishers with better metrics, insights and performance. With 90% of sales still taking place offline, understanding your campaign performance both online and offline is key. Our suite of measurement and insights tools and reports gives you access to metrics that matter most to your clients or brand—sales.

How to use DLX Measurement & Insights
Track the effectiveness of your campaign at reaching buyers.
Understand the offline sales lift of your campaign.
Get a detailed profile of customer segments, such as site visitors, brand switchers and more.

Putting DLX Measurement & Insights to work

How to use DLX Measurement & Insights

Pre-campaign
- Get actionable insights on buyers
- Identify new audience opportunities

During campaign
- Make sales-based optimization decisions
- Get buyereach validation

Post-campaign
- Receive Buy-Through Rate reporting
- Understand RO/ROAS
Reach people with a history of giving

Sometimes, the way to your wallet is through your heart. This is something we can all relate to. Did you know advertisers spend an estimated $1.8 billion annually on cause-related marketing? That’s money well spent. We know that consumer loyalty can be driven by a shared affinity or passion. DLX Philanthropy provides these powerful audiences, built entirely from household charitable donations data.

How to use DLX Philanthropy

Help non-profit organizations reach like-minded donors. Enable brands to promote and support cause-based initiatives. Drive acquisition reaching new audiences based on their passions.

Putting DLX Philanthropy to work

A brand with strong links to health and well-being wants to grow its customer base:

1. Build an audience whose spending mirrors their current customers
2. Add an audience of consumers who share a passion for health and wellness

Now it has the ability to reach and relate to a new audience.

Audiences built from:
- Built from 110MM+ consumer gift records
- Data on 75MM U.S. HHs
- Demographic & financial donation data matched 1:1 to online audiences

DLX Philanthropy audiences

Animal welfare
These are donors to animal protection, welfare, training, research and sanctuary organizations.

Environment
Donors support organizations that work toward the beautification, preservation and conservation of our environment and natural resources.

Family & human services
These individuals back organizations that provide assistance and support for those in need.

Health & well-being
Supporters of healthcare and hospital providers, healthcare systems and treatment centers.

Human rights
These individuals get behind organizations that advocate for civil rights, political freedoms and prisoners of conscience.

International relief
Donors to organizations providing emergency relief and rehabilitation and development assistance to victims of natural disasters.

Medical research
They’re donating to organizations doing research to find cures for diseases.

Religion
Supporters of organizations that provide spiritual development and faith-related public policy.

DLX Philanthropy

Targeting
DLX Politics

An audience you can count on because every vote counts

Want to reach voters in time for election season? DLX Politics gives you access to accurate political audiences built from leading sources of voter registration data. It’s your personal ballot box of real voters based on their party affiliation, voting county/state, political views, financial donor history and voting behavior.

How to use DLX Politics

Access 435 congressional districts that cross county, city and ZIP Code boundaries. Reach households that do not watch network TV and do not have landlines. Combine with DLX Philanthropy to reach even more like-minded donors.

Putting DLX Politics to work

You need to drive votes for the Democratic ticket of the presidential election

1. Select all registered Democrat voters
2. Then add Independent households
3. Finally, overlay cause-related data to segment your message based on those voters’ affiliations and affinities

Now you have a curated voting audience who can relate to the goals of your campaign.

Audiences built from:

- Verified data on 110MM+ U.S. HHs from 3,100 counties & collected from multiple leading sources including:
  - Voter registration & polling data
  - Political donor & survey data
  - U.S. Census data & public records
  - Geographic data

Financial donors

Conservative causes
Reach U.S. households donating to social causes aligned with conservative values.

Progressive causes
Reach U.S. households donating to social causes aligned with progressive values.

Political views

Independent
Reach U.S. households with no indicated political preference that show tendencies in both liberal and conservative directions.

Audience

Geography

Congressional districts
Get the most accurate data available with segments that tie home addresses to the 435 congressional districts.

Senate districts
Fine-tune your targeting within this 50-state dataset by overlaying additional DLX Politics audiences.

Financial donors

Conservative causes
Reach U.S. households donating to social causes aligned with conservative values.

Progressive causes
Reach U.S. households donating to social causes aligned with progressive values.

Registered voters

Democrats
Target U.S. households with registered Democratic Party voters.

Republicans
Target U.S. households with registered Republican Party voters.

Voter indicator
Target U.S. households with an individual that has registered to vote.
You need to launch an energy drink through a specific convenience chain

1. Start with building an audience of caffeinated beverage buyers
2. Use DLX Proximity to build a custom audience of caffeinated beverage buyers who live within a five-mile radius of the chain

Now you can hypertarget your campaign to those who live within a five-mile radius of the chain.
DLX Retail

Target shoppers based on their past purchases

With DLX Retail audiences, marketers can target potential customers based on their actual retail purchases. These audiences have been created by analyzing purchases across all major retail channels.

Build custom audiences or leverage 125+ pre-built audiences within the largest and most accurate digital targeting solution available. Audiences include some of the hottest retail brands like Apple®, and categories, such as toys and apparel, to ensure you target the right customers and maximize campaign reach.

How to use DLX Retail

Use branded audiences to reach active buyers of competitive brands.

Build a custom spend-alike audience using SKU-level data to drive new high-value customers.

Utilize DLX past-purchase data to increase response of campaigns.

Putting DLX Retail to work

A high-end women’s accessories retailer wants to acquire new customers

1. First, pull all relevant categories like High fashion & luxury brand apparel and Women’s accessories buyers
2. Then add buyers of competitive, luxury brand products

Now you’re communicating to all the right potential prospects at an even greater scale.

Audiences built from:

- 110MM+ U.S. HHs
- 10B+ SKU-level transactions
- $2T in consumer spending
- 1,500+ leading brands across all retail categories

DLX Retail audiences

- Automotive product buyers
- Children’s product buyers
- Consumer electronics buyers
- Corporate attire buyers
- Corporate women
- Corporate men
- Fitness buyers
- Cyclists
- Runners
- Gift & flower buyers
- Flowers
- Gifts & cards
- Health & wellness buyers
- Natural wellness
- Weight loss & supplements
- Home & garden
- Furniture & home accessories
- Gardening
- Home entertaining
- Home organization
- Home improvement buyers
- Home renovation
- Tools
- Men’s fashion & apparel buyers
- Big & Tall apparel buyers
- Men’s clothing-jeans
- Outdoor sports buyers
- Fishing
- Golf & tennis
- Hiking & camping
- Hunting
- Winter sports
- Pet supply buyers
- Cat product buyers
- Dog product buyers
- Senior’s products buyers
- Geriatric supplies
- Senior fashions
- Small & home office products buyers
- Women’s accessories buyers
- Beauty & fragrance
- Fine jewelry
- Jewelry
- Women’s fashion & apparel buyers
- Apparel
- High fashion & luxury brands
- Plus-size apparel
- Shoes

DLX Retail branded audiences

- Children’s products
- Fisher-Price®
- Sesame Street®
- The Walt Disney Company®
- Warner Bros.®

- Clothing, shoes, & accessories
- Acorn®
- Adidas®
- Aerosoles®
- Anne Klein®
- Armani®
- ASICS®
- Avia®
- Ball®
- Birkenstock®
- Born®
- Brooks®
- Bruno Magli®
- Burberry®
- Calvin Klein®
- Carhartt®
- Coach®
- Cole Haan®
- Coleman®
- Columbia®
- Converse®
- Crocs®
- Dansk®
- DKNY®
- Dockers®
- DVF - Diane von Furstenberg®
- Gucci®
- Guess®
- JanSport®
- Jockey®
- Jones New York®
- Jordan®
- Keen®
- Kenneth Cole®

- Consumer electronics
- Apple®
- Bose®
- Canon®
- LG®
- Nikon®
- Panasonic®
- Philips®
- Samsung®
- Sony®
- Toshiba®
Reach each season’s biggest spenders

Every season, across the calendar year, you know when it’s time to take out your wallet. DLX Seasonals were created to capture all the big spending occasions.

From spring cleaning to Father’s Day, football Sundays to big holidays, DLX Seasonals reach consumers “in the spending zone” delivering audience integrity and accuracy—at scale.

Audiences built from:
- Consumers 3x more likely to buy in sample categories*
- 110MM+ U.S. HHs
- Retail, CPG & Lifestyles data

*As compared with the national average

Putting DLX Seasonals to work

You need to launch a football sponsorship for an automotive brand

1. Begin with Auto data—both Owners and In-market audiences. Add TV to reach football viewers
2. Complete the mix with Football fans from DLX Seasonals

Now you’re reaching current car owners who are proven purchasers of football merchandise.

How to use DLX Seasonals

Add to any brand, product or category audience. Increase campaign scale while maintaining relevance. Align to any promotional theme, such as holidays or events.

Spring seasonals

Allergy sufferers
They’re buying OTC allergy remedies, antihistamines, tissues and hypoallergenic products.

Easter candy buyers
Easter candies, greeting cards, collectibles and religious items are spring sellers.

March madness basketball fans
NCAA gear and college basketball games are sought after.

Mother’s day shoppers
They’re buying greeting cards, candy, flowers and jewelry.

Spring cleaners
Stocking up on cleaning supplies, specialty cleaners, furniture polish and paper towels.

Spring gardeners
Sales of gardening tools, bulbs and seeds, plants, soil products and gardening publications grow as winter retreats.

Spring apparel buyers
They’re picking out shorts, sunglasses, swimwear and sun-protective clothing.

Summer seasonals

Big griller
They’re buying grilling equipment like grill baskets, barbeque tools and utensils.

Father’s day shoppers
Greeting cards, outdoor gear, electronics, apparel and sports tickets are sought after.

Golf lovers
They shop for golf equipment and apparel, along with tournament tickets.

Graduation gift buyers
Watches, jewelry, flowers and computers are popular with these buyers.

Major league baseball fans
They’re buying team apparel and memorabilia, as well as MLB media and games.

NASCAR super fans
They’re big on NASCAR gear, hats, car accessories and memorabilia.

Outdoor entertainers
They’re buying patio furniture and accessories, outdoor decor and lighting, along with lawn games.

Patriotic Americans
They’re shopping for Independence Day, Memorial Day gear, Americana home decor and gear representing the U.S. Armed Forces.

Road trip families
Coolers, camping equipment, GPS systems and RV accessories are on their shopping list.

Summer home improvements
Workshop accessories, power tools, ceiling fans and landscaping tools are all sought after.

Summer Olympics followers
People who watch, attend or follow Summer Olympics.

Fall seasonals

Back-to-school shoppers—kids under 12
They’re buying school supplies, children’s apparel and backpacks.

Back-to-school shoppers—teens
They’re buying electronics, young men’s and juniors apparel and messenger bags.

Black Friday/Cyber Monday shoppers
They’re big on toys, electronics, designer apparel and popular gift items.

Fall fashionistas
They’re shopping for luxury clothing brands, designer jeans, jewelry and accessories.

Football fans
This group buys football apparel and accessories, fan gear and tailgating necessities.

Halloween candy buyers
They’re after bags of Halloween chocolates and candies.

Halloween costume buyers
Costumes and makeup are sought after.

Kid’s lunchbox packers
Buyers of single-serving pudding packs, yogurt tubes, string cheese, cracker packs and combination lunches.

Thanksgiving holiday cooks
They fill their carts with turkeys, stuffing, ham, roasts, cranberries, pumpkin-pie fillings and more.

Winter seasonals

Big bakers
They stock up on items like baking ingredients, cookie sheets, bread pans and cake stands.

Cold & flu sufferers
They keep OTC cold medicine, throat lozenges and cough syrup at hand.

Holiday entertainers
They’re buying cheeses and crackers, dips, prepared hors d’oeuvres and cocktail napkins.

New Year’s resolutions—organization
They’re after calendar organizers, storage bins, drawer separators and personal organization tools.

New Year’s resolutions—weight loss
Weight-loss supplements, exercise equipment and exercise DVDs are sought out.

Post-holiday bargain shoppers
They’re buying up tree ornaments, wrapping paper, greeting cards and string lights.

Price-conscious holiday shoppers
They’re after candles, kitchen gifts, collectibles and personalized gifts.

Top holiday spenders
Fine jewelry, watches, electronics and upscale brand clothing are in this group’s shopping bags.

Valentine’s Day
They shop for flowers, chocolates, jewelry and greeting cards.

Winter activity enthusiasts
They’re buying ski apparel, snowshoes, sleds, ice skates, gloves and hand warmers.
DLX Subscription Services

Take a shortcut to acquiring long-term subscribers

DLX Subscription Services helps marketers target consumers based on known subscription data so they’re more likely to respond to similar long-term offers. These consumers are in-market and ready to take action. Oracle Data Cloud offers these powerful and predictive DLX audiences to help drive your acquisition strategy and power up your sales.

How to use DLX Subscription Services

Reach known subscribers including wireless providers, cable providers and more. Use purchase-based data of long-term service offerings to acquire new customers at key moments. Inform your content strategy based on subscriber behavior.

Putting DLX Subscription Services to work

You want to promote a new, low rate for your auto insurance

1. Begin by targeting vehicle owners
2. Next, layer on the DLX Subscription Services Auto insurance online audience
3. For added efficiency, add your first-party CRM data using DLX OnRamp to suppress existing customers

Now you’re able to raise awareness among new—and more importantly—relevant customers more likely to convert.

Audiences built from:

- Demographic, geographic, financial & consumer purchase-behavior variables
- Millions of consumer purchases
- Customers who are likely to respond to similar subscription service offers

DLX Subscription Services audiences

Android device
   Smartphone
   Tablet

Auto insurance online
   iOS device
   Smartphone
   Tablet

Mobile carrier
   AT&T
   Sprint
   T-Mobile
   Verizon

Mortgage online
   Online higher education
   Prepaid debit cards
   Satellite TV
VisaVue Audiences & Measurement powered by DLX

The power of the purchase

The world’s largest retail electronic payments network is now at your fingertips. VisaVue Audiences & Measurement, powered by DLX, builds audiences based on your selections and measures back to in-store and online sales. All based on $1.2 trillion of annual U.S. credit card spend. It’s uniquely built from Visa purchase data, combined with Oracle Data Cloud known demographic, financial, psychographic and purchase data on more than 110 million U.S. households.¹

Audiences built from:

- $1.2T in annual U.S. credit card spend²
- 14B transactions captured²
- 110MM+ HHs known demographic & offline attributes

How to use VisaVue Audiences & Measurement

Reach customers and prospects based on actual retail spending patterns. Choose pre-built or opt to have a custom audience built with new purchase-based categories, such as QSR and Entertainment. Measure the impact of your campaigns back to Visa transactions.

Putting VisaVue Audiences & Measurement to work

A quick-service restaurant wants an efficient way to promote new, health-focused items to their customers and prospects, but they don’t capture much data on their customers.

1. First, select an audience of customers and competitive customers built from Visa’s transactional data
2. Then, opt to have the audience fine-tuned with consumers that are frequent purchasers of healthy foods and quick meals

Now you’ve selected a custom audience to reinforce your message to existing customers and attract a new group of prospects.

VisaVue audiences powered by DLX

Reach high spenders and/or frequent buyers across 100+ audiences

Audiences built from:

- $1.2T in annual U.S. credit card spend²
- 14B transactions captured²
- 110MM+ HHs known demographic & offline attributes

Retail
- Apparel
- Budget
- Children’s
- Family
- Footwear
- Mid-budget
- Teen
- Upscale
- Women’s
- Women’s activewear/yoga

Arts & crafts
- Baby products
- Consumer electronics
- Cameras & photography
- Cosmetics & beauty
- Luxury cosmetics
- Children’s stores
- High end

Grocery
- Convenience stores
- Food subscription services
- Online grocery services
- Organic/natural grocery stores

Restaurant
- Casual dining
- Fast casual dining
- Fine dining
- Online ordering
- Quick-serve restaurants (QSR)
- All QSR
- Asian
- Burgers
- Chicken
- Coffee/ breakfast
- Ice cream/frozen yogurt
- Mexican
- Pizza
- Sandwiches/subs
- QSR dayparts
- Breakfast
- Dinner
- Late night
- Lunch

Automotive
- Auto parts & accessories
- Auto service & repair shops
- Car washes
- Dealer service
- Tire sales & repair

Entertainment
- Box office
- Cord cutters
- Movie DVD rentals
- Movie theaters
- Online/mobile gaming
- Sporting events
- Streaming media
- Streaming video
- Theme parks
- Video gaming

Audience examples:
- Automotive
  - Auto parts & accessories
  - Auto service & repair shops
  - Car washes
  - Dealer service
  - Tire sales & repair

- Entertainment
  - Box office
  - Cord cutters
  - Movie DVD rentals
  - Movie theaters
  - Online/mobile gaming
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  - Streaming video
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    - Mexican
    - Pizza
    - Sandwiches/subs
  - QSR dayparts
  - Breakfast
  - Dinner
  - Late night
  - Lunch

¹ Visa aggregates and de-identifies all transactional data output for VisaVue Audiences & Measurement to protect cardholder and merchant privacy
² 2014 Visa U.S. Credit Card Dollar Volume Spend based on The Nilson Report Issue 1057 (February 2015)
Oracle Data Cloud audiences

A combination of the best pre-built and custom online and offline data solutions
Speak to the business buyers that matter to your brand

Your campaign success often relies on reaching people in the right industry, at the right types of companies in roles that influence purchase decisions. We partner with leading B2B marketing data providers to deliver an audience of more than 200 million business professionals. No matter what you sell from software to schwag, our In-Market B2B data solutions can help you identify and engage the universe of buyers that matter most to your business with 700+ targeting options.

How to use Oracle B2B

Reach decision makers at critical moments of consideration. Drive awareness within your vertical with industry-specific targeting. Drive relevance by engaging the right roles within target departments.

Putting Oracle B2B to work

You want to incorporate targeted branding efforts into your overall account-based marketing strategy

1. Start by securing a list of target accounts from your sales team
2. Construct an audience that mirrors your sales team’s target accounts

Now you are efficiently driving brand awareness and creating tight alignment with sales.

Oracle B2B audiences

Our B2B data covers over 200 million professionals with powerful targeting options across major verticals. Examples include:

Company age
- < 2 years
- 2-5 years
- 6-10 years
- More than 10 years

Company size
- Under 50 employees
- 50-100 employees
- 100-500 employees
- 500-1,000 employees
- 1,000-5,000 employees
- 5,000+ employees

Employment status
- Employed full-time & part-time
- Home maker
- Job seeker
- Retired
- Self-employed
- Work from home

Groups
- Financial decision makers
- IT decision makers
- Sales & marketing decision makers
- Small business decision makers

Industries & occupations
- Agriculture & natural resources
- Arts, entertainment & media
- Business & finance
- Computer & mathematical
- Construction & architecture
- Education
- Government
- Health care
- Hospitality & food service
- Legal
- Production & manufacturing
- Sports & recreation
- Telecommunications
- Transportation & logistics

Roles
- Business owners
- Executives & managers
- Front-line managers
- Middle managers
- Partners
- Presidents & vice presidents

Sales volume
- $500,000-$1,000,000
- $1,000,000-$5,000,000
- $5,000,000-$10,000,000
- $10,000,000-$25,000,000
- $25,000,000-$50,000,000
- $50,000,000
- $100,000,000
- $100,000,000
- $500,000,000
- $500,000,000+
Our data, your way

Have a unique audience request that a standard segment just won’t satisfy? Create custom audiences to reach your specific target for any campaign objective.

Use Oracle Data Cloud data, your own first-party data, or a combination of the two to create your one-of-a-kind audience with accuracy and scale.

Our comprehensive dataset provides a full view of your target audience:

- 110MM+ HHs
- $3T in consumer spending
- 3B global consumer profiles
- 10B transactions
- 1,500+ data sources

To create a custom audience or to get audience answers fast, email TheDataHotline@oracle.com

Actionable, insightful data plugged into your marketing drives optimal solutions.

Get started. Email TheDataHotline@oracle.com
Get your backstage pass to reach old and new fans when it matters most

Finding existing and potential fans is easy when you understand more about their interests, passions and current viewing behavior. Fueled by online and offline data at scale, Oracle Data Cloud gets you VIP access to the right customers.

How to use Oracle Data Cloud Entertainment audiences

Increase awareness of new theatrical or home entertainment releases based on genre interest

Leverage unparalleled third-party data assets for programming and content decisioning

Drive engagement for a new game release among frequent gamers who have bought similar titles in the past

Putting Entertainment audiences to work

A large venue owner is looking to promote different types of events

1. Segment offers based on event type (e.g., concerts, sports)
2. Narrow your audience based on genre or sports interest
3. Filter to customers within two-hour travel time to venue

Now you’re targeting the right fans and entertainment junkies for your events.
Oracle Financial

Target people when they are making important financial decisions

It’s crucial to reach consumers at the right time when it comes to financial products. Leverage Oracle Data Cloud audiences to find people who have performed actions such as search queries, using financial calculators, and comparing credit-card offers, mortgage rates, insurance products and retirement plans.

Also, our Life Stages segments can be layered on to increase scale for campaigns related to decisions associated with life’s inflection points (e.g., retirement planning - brokerage services, moving - insurance offers).

How to use Oracle Data Cloud Financial audiences

<table>
<thead>
<tr>
<th>Audiences built from:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Behavior including search/browse</td>
</tr>
<tr>
<td>• Financial product/services comparison &amp; analysis sites vetted for data quality</td>
</tr>
<tr>
<td>• Offline transaction history of past purchases</td>
</tr>
<tr>
<td>• Over 70 audiences focused on specific financial products &amp; services</td>
</tr>
<tr>
<td>• Most audiences Fair Lending compliant</td>
</tr>
</tbody>
</table>

How to use Oracle Data Cloud Financial audiences

<table>
<thead>
<tr>
<th>Identify people most likely to be in-market for a specific financial product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create offers based on the financial products consumers use today</td>
</tr>
<tr>
<td>Reach consumers making key purchase decisions related to life stage (e.g. new mover,</td>
</tr>
<tr>
<td>retirement)</td>
</tr>
</tbody>
</table>

Putting Financial audiences to work

A financial institution is looking to promote college savings plans

1. Select users who are in-market or have shown interest in education savings accounts
2. Expand the audience to include all new parents

Now you’re targeting users who are interested in college savings plans.

Oracle Financial audiences

In-Market
Banking
Credit cards
Financial services
Brokerages
Tax preparation
Insurance
Auto insurance
Health & health-related insurance
Home insurance
Life insurance
Loans
Auto loans
Mortgages
Refinancing
Student loans
Retirement & investing
Education savings accounts
Real estate
Stocks & bonds

Interest
Credit products & services
Credit cards
Credit reporting
Financial planning
Insurance
Auto insurance
Health insurance
Home & property insurance
Life insurance
Loans
Auto loans
Mortgages
Mobile banking
Online banking
Personal savings & investments
Beginning investing
Retirement savings
Stocks & bonds
Real estate
Tax planning
AddThis
Finance
Banking
Credit – lending
Financial enthusiasts
Insurance
Personal finance
Social

Past Purchases
Credit cards
Brands
Types
Financial services
Insurance
Auto insurance
Health insurance
Life insurance
Loans
Auto loans
Mortgages
Student loans
Retirement & investing
Mutual funds
Real estate
Stocks & bonds
DLX Finance
Credit card holders by brand & type
DLX Lifestyles
Corporate execs
New movers
New parents
Seniors
Reach your customers anywhere

You provide the data, we do the rest. It’s really that simple to convert your offline customer data into an anonymous online audience with Oracle OnRamp. Whether you want to reach existing or new customers online or within your DMP, Oracle OnRamp will maximize your cross-channel reach.

How to use Oracle OnRamp

Engage your best customers and win back lapsed customers. Expand retargeting audiences and activate new customers. Cross-sell or up-sell products and services.

Putting Oracle OnRamp to work

A large home improvement retailer uploads its CRM file to promote a one-day seasonal flash sale

1. We analyze the CRM file to identify customers who shop discount
2. Then, a spend-alike audience is created of new prospects whose buying behaviors, demographics and financial attributes mirror your top spenders
3. We then fulfil the audience to the media source or data platform of choice

Now you are increasing your brand’s market share by communicating to consumers who spend like your best customers.

Audiences built from:

• Any CRM or first-party data file
• 100% 1:1 deterministic matching methodology
• PII data including name, email & postal address
Reach consumer tech enthusiasts with cutting-edge targeting

Stay ahead of your competition with Oracle Data Cloud’s interest and purchased-based audiences. Be confident targeting high-value prospects based on their “early adopter” or “gadget geek” behavior across the web, and craft the most relevant offers informed by the products and brands they already have and love.

Audiences built from:
- Offline transaction history
- Intent signals based on users searching for consumer technology products on e-commerce sites or conducting product reviews
- Online behavior including search browse

How to use Oracle Data Cloud Technology audiences

Reach users who are actively shopping for certain products
Sell complementary products/accessories based on what devices consumers already own
Reach decision makers at high-value accounts using B2B data such as company size and title

Putting Technology audiences to work

A manufacturer is looking to drive sales of next-generation TVs during key sales seasons

1. Identify consumers who are actively shopping for TVs
2. Layer on Home Entertaining Lifestyle
3. Add seasonal segments like Black Friday or Back to School Shoppers

Now you’ve identified an audience that is most likely to convert to sales.

Oracle Technology Audiences

In-Market
- Cell phones & plans
  - Devices
  - Types
  - Plans
- Computers
  - Printers & scanners
  - Software
  - Handheld
  - Accessories & peripherals
  - Laptops, notebooks & netbooks
- Electronics
  - Audio & video
  - Cameras & photography
  - Accessories
- Video Games
  - Platforms
  - Game consoles
  - Games

Interest
- Technology & computers
  - Audio & visual
  - Music players
  - Home audio
  - Televisions
  - Home theater
- Brands
  - Top consumer tech brands
- Cell phones & plans
  - Smartphones
  - Prepaid
  - Apps
- Computers
  - Software
  - Handheld devices
  - Printers & scanners
  - Laptops, notebooks & netbooks
- Electronics
  - Audio & video
  - Cameras & photography
- Video Games
  - Online
  - Computer (PC)

Lifestyles
- Back-to-school shoppers
- Black Friday & Cyber Monday shoppers
- Comparison shoppers
- Graduation gift buyers
- Father’s Day shoppers
- Holiday shoppers
- Home entertaining
- NBA Playoffs
- NCAA March Madness
- NFL enthusiast

B2B
- Company name
  - Company size
- Industries & occupations
- Roles

Past Purchase
- Cell phones & plans
- Smartphones
- Computers
- Desktops & laptops
- Tablets & eReaders
- Software
- Electronics
- Online & video

Validated Demos
- Age
- Gender
- Income
- Children in the household

Geographic
- Country
- State
- DMA

Oracle Technology

Quick answers & the audiences you need to win
TheDataHotline@oracle.com

Oracle Data Cloud
Oracle Telecom

Make the right call to reach your target audience with the Oracle Data Cloud

Leverage Oracle Data Cloud’s unparalleled data assets to expand your reach and accuracy when reaching new customers and potential switchers. Make your first-party data more valuable by gaining context about current and potential customers’ buying habits, media usage, interests, location and more.

How to use Oracle Data Cloud Telecom audiences

Expand the reach of your first-party data using third-party data without sacrificing relevance or quality

Target and reach consumers that are using or are interested in using your competitor

Enhance the relevance of your targeting by including parameters such as location or connection type to only reach consumers who qualify for an offer

Putting Telecom audiences to work

A telco provider is looking to conquest a new device and service they’re offering

1. Select known competitors’ customers
2. OnRamp current customers and exclude them
3. Limit campaign to consumers with older devices

Now you’re conquering the right audience for your acquisition campaign.

Oracle Telecom audiences

Past Purchases
Services
Telecommunications
Internet service provider (ISP)
Brand
Fios
HSD1
U-verse
Connection type
Cable
Dial-up
DSL
Fiber
Wireless
Network
AT&T
AT&T Wireless
Charter
Comcast
Cox
Sprint
Time Warner
T-Mobile
Verizon
Validated Demos
Age
Gender
Income
Children in household
Geographic
Country
State
DMA

Interest
Cell phones & plans providers
AT&T
Sprint
T-Mobile
Verizon
Internet service providers
DLX Subscription Services
Mobile carrier
AT&T
Sprint
T-Mobile
Verizon

AddThis
Premium
Telecommunications
Brand
Charter Communications
Comcast
Cox Communications
DirectTV
Dish Network
Sprint – Nextel
Time Warner
T-Mobile
Verizon

Industry insiders
Internet service intenders
Mobile & wireless
Android phones
Phone enthusiasts
Wireless on-the-go

Phone Plans
Business plans
Family plans
Phone service intenders
VOIP & internet telephone
Attract the best travelers with targeted offers at just the right time

Whether you're looking to promote a travel destination or attract specific travel personas, we've got you covered. Our targeting options cover more than 35 million in-market travel customers, reachable via more than 1,900 segments.

Our audiences contain users searching/browsing for flights, hotels and car rentals sourced from leading Online Travel Agents (OTAs) and travel comparison sites.

How to use Oracle Data Cloud Travel audiences

Customize campaign content based on destination and other known traveler details (e.g., demos, past purchases)

Create offers based on type of travel (e.g., airlines, hotels, car rentals, cruises)

Maximize the impact of your first-party data and use third-party data to increase reach

Putting Travel audiences to work

A hotel chain is launching a new brand focused on luxury travelers

1. Select known luxury travelers
2. Add hotel brands that appeal to the same target audience
3. Add purchase-based audiences based on overall spend levels
4. Filter to the destinations where new hotels are launching

Now you’ve identified the right luxury travelers most likely to convert.

Audiences built from:

- 35MM+ in-market travel customers
- Behavior including search/browse
- Offline transaction & past purchase history
- Travel sites vetted for data quality

Oracle Travel

In-Market

Air travel
- Advanced booking
- Airlines
- Classes
- Days of departure
- Departure locations
- Destination locations
- International flyers
- Length of trip
- Number of adults
- Saturday stays
- Trip type
- U.S. domestic flyers

Car rentals
- Advanced booking
- Car class
- Length of rental
- Locations
- Rental car companies
- Saturday stays

Cruises
- Cruise lines
- Destinations
- Length of trip

Hotel & lodging
- Advanced booking
- Brands
- By number of adults
- Length of stay
- Locations
- Lodging types
- Number of rooms
- Saturday stays
- Star ratings

Vacation packages
- Advanced booking
- Length of trip
- Locations
- Saturday stays

Interest

Air travel
- Departure locations
- Destination locations

Products
- Car rentals
- Cruises
- Guided tours
- Hotel & lodging
- Travel packages

Types
- Budget
- Business
- Frequent travelers
- Leisure & vacation
- Luxury

DLX Lifestyles
- Business travelers
- Leisure travelers
- High spenders
- Spa mavens

AddThis
- Travel
- Activities
- Air travel
- Car rentals
- Cruise
- Destinations
- Hotel & lodging
- Social
- Travel enthusiast
- Vacation package
Up to twice as accurate, when accuracy is everything

Demographic data is still one of the industry’s most commonly used data types for digital targeting. However, on average only 45% of age and gender data is accurate, resulting in inaccurate audiences and wasted media impressions.

Validated Demographics combines the best online and offline demographic-sourced data providing high accuracy with scale and minimizing waste. These audiences achieve up to 85% accuracy against comScore vCE and Nielsen DAR (Digital Ad Ratings) and up to two times the accuracy of other demographic data solutions, so you can be confident you are talking to the right customers, the right way.

“We’ve been testing various sources of demographic data, and in our head-to-head testing we’ve found Oracle Data Cloud’s Validated Demographics to yield the highest on-target percentage for our clients.”
– Dave Pickles, CTO The Trade Desk

How to use Oracle Validated Demographics

Boost penetration and ROI with the highest quality sources of demographic data.

Improve accuracy of video targeting as 87%+ of digital video impressions use demographic targeting.

Achieve high scores on campaign verification reporting for comScore vCE and Nielsen DAR.

Validated Demographics audiences

Get direct access through the BlueKai Marketplace or from 200+ integrated partners.

Age narrow
- 18-20
- 21-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-64
- 65-69
- 70-75

Age broad
- 18-20
- 21-29
- 30-39
- 40-49
- 50-64
- 65 & older

Gender
- Female
- Male

Putting Validated Demographics to work

You are launching a digital video campaign to raise awareness for a new feminine-care brand

1. Target females and age ranges 18-49

Now you are scoring as high as 85%+ in-target digital impressions against comScore vCE and Nielsen DAR.
Quick answers & the audiences you need to win

The Data Hotline is a team of data experts who provide recommendations for any campaign objective with our best-in-class data solutions.

How does it work?
Email your questions or RFPs to The Data Hotline and we’ll provide you with tailored insights and recommendations from over 50+ data providers.
Best of all, this service is fast and free!

What can we do for you?
A lot
We’re a one-stop shop for:
- Product information
- Audience recommendations
- Targeting & measurement plans
- Audience sizing
- Creating custom audiences
- RFP support
- Collateral & case studies
- Measurement feasibility reports
- Ordering measurement studies

What are the right audiences for my marketing objective?
How do I get to greater scale?
Who has the type of data I need?
You have questions—we have answers.

Curious? Give us a try!
E-mail TheDataHotline@oracle.com and let us do the work for you!

Ready to get started?
Contact The Data Hotline today TheDataHotline@oracle.com

The Data Hotline
Get audience answers — fast!

Actionable, insightful data plugged into your marketing drives optimal solutions.

“The Data Hotline has significantly improved our data-request process by enabling us to deliver speedy responses back to RFPs.”

– Daniela Filbrandt,
Senior Project Manager,
Audience Targeting, Yahoo!

“The Data Hotline is like a Magic 8-Ball—I ask a question and in no time I have the answers I need and more! This allows me to bring valuable, data-driven solutions to my clients fast!”

– Daryn Schwartz,
Regional VP, Turn
Oracle Data Cloud delivers the richest understanding of consumers across both digital and traditional channels based on what they do, what they say, and what they buy enabling leading brands to personalize and measure every customer interaction and maximize the value of their digital marketing.

The Data Hotline

Oracle Confidential

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