



Let's get you on the road to smarter targeting

Oracle Data Cloud has the highest quality and most comprehensive automotive consumer targeting dataset in the market today. Sourced from both offline and online sources, our audiences provide the right solution through the entire automotive-purchase lifecycle to meet any campaign objective.

Audiences built from:

Offline sources

- 115MM+ U.S. HHs
- 240 verified sources & 500 data points
- 20+ years of ownership data with nearly 100% sales coverage

Online sources

- Data collected from online shopping, searching & research behavior
- 900MM monthly desktop unique users worldwide
- 1B monthly mobile unique users worldwide
- 55MM auto consumers demonstrating intent to buy a car

How to use Oracle Data Cloud Auto audiences

Use syndicated or custom-built audiences for the entire auto-purchase lifecycle—vehicle launches, sales events and incentives, upfront planning, lifestyle and events/sponsorship

Hone in on active shoppers who are:

1. In market for their next vehicle
2. Searching for and browsing auto content
3. Visiting car dealerships

Target buyers engaged with a competitor's make or model to improve your prospecting and reach a qualified audience

Putting Oracle Data Cloud Auto audiences to work

A media agency for a major auto manufacturer wants to improve market share for a challenged key model as part of their always-on media strategy. Oracle Data Cloud creates a customized plan fueled by offline buying trends and online shopping behavior to:

1. Target current drivers of your vehicle who are returning to market
2. Identify owners of the highest potential competitive models who are currently in market
3. Use online behavioral insights to identify and conquest frequently cross-shopped models

Now you have extended reach to high-potential conquest shoppers while reaching valuable in-brand loyalists



The Data Hotline | Quick answers & the audiences you need to win TheDataHotline@oracle.com

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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.

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