



## Reach those who matter most

Oracle Data Cloud offers the best offline purchase-based and online interest and behavioral datasets, allowing CPG marketers to define the most relevant audiences for any marketing objective.



### Oracle DLX CPG Purchase Based

The proof is in the purchase. Start with past purchase data, as it is the best indicator of future purchase.

#### Audiences built from:

- 74MM matched, unique CPG purchasing HHs
- 115MM matched, unique purchasing Oracle Data Cloud HHs
- Total U.S. coverage
- All-outlet across mass, club, drug, grocery, dollar & C-Store
- Daily UPC-level data



### Oracle CPG Interest

Expand reach via highly relevant interests and behaviors.

#### Audiences built from:

- Online interest & intent signals
- 5B+ global IDs
- 15MM+ global domains

## Putting Oracle CPG Audiences to work

Oracle Data Cloud can help you create a data-driven audience strategy uniquely aligned with your campaign KPIs. Here are a few examples:

1. Start with brand and category buyers to align with your campaign objective
  - Increase frequency by targeting your brand buyers
  - Grow penetration by reaching category buyers
2. Add scale through relevant interest and behavioral segments
3. Leverage CPG Proximity Audiences for shopper marketing goals
4. Contact us to build a custom, always-on audience approach

**Start activating your best targeting campaigns today!**



# Oracle DLX CPG Purchase-Based Audiences

## BuyStyles

Dairy free

Fresh & healthy

Gluten free

Home cooking & grilling

Indian cuisine

International cuisines

Low fat

Natural living

Organic foods

Quick & easy

Sugar free

Tex-Mex/Hispanic

Vegetarian

Weight conscious

## Categories & Brands

### Baby & children

Children's food

Diapering

Huggies®

Pampers®

### Baked goods

Breads

### Beverages

Bottled water

Carbonated

Diet carbonated

– Diet Coca-Cola®

– Diet Pepsi®

Regular carbonated

– Coca-Cola®

– Dr. Pepper®

– Mountain Dew®

– Pepsi®

– Sprite®

Coffee

Ground & whole bean

– Folgers®

– Maxwell House®

– Starbucks®

Instant coffee

K-Cups/Pods

Hot tea

Iced tea & lemonade

Juice

Capri Sun®

Minute Maid®

Ocean Spray®

Simply Orange®

Tropicana®

Sports & energy drinks

Energy drinks

Sports drinks

Sports drinks

Gatorade®

Vitamin Water®

### Fresh foods

Dairy & eggs

Cheese

– Kraft®

– Philadelphia®

Eggs

Milk

Non-dairy milk

Whipped toppings

– Reddi-Wip®

Yogurt

– Chobani®

– Dannon®

– Yoplait®

Deli & prepared foods

Deli bulk meat

Deli dips, spreads & toppings

Deli prepared & pre-packaged

Deli pre-sliced cheese

Deli pre-sliced meat

Deli salads

Meat & seafood

Meat

– Ball Park®

– Hillshire Farm®

– Hormel®

– Jimmy Dean®

– Johnsonville®

– Oscar Mayer®

Seafood

Produce

### Frozen foods

Frozen appetizers & snacks

Frozen bread & dough

Frozen breakfast

Frozen desserts

Frozen entrées

Stouffer's®

Tyson®

Frozen fruit

Frozen international cuisine

Frozen meats & seafood

Frozen pasta

Frozen pizza

Frozen vegetables

Birds Eye®

Green Giant®

Ore-Ida®

Ice cream & novelties

Ben & Jerry's®

Breyers®

Dreyer's/Edy's®

Haagen-Dazs®

### Health & beauty products

Allergy relief

Antiperspirants & deodorants

Degree®

Cold, cough & flu relief

Halls®

Mucinex®

Vicks®

Eye care

Feminine care

Gastrointestinal

Hair care

Men's grooming

Oral care

Pain relief

Advil®

Aleve®

Bayer®

Tylenol®

Shaving & hair removal

Skin care

Sun care

Vitamins

Nature Made®

Nature's Bounty®

### Household supplies

Air deodorizers & fresheners

Air Wick®

Cleaning supplies

Clorox®

Lysol®

Dish & dishwasher detergent

Disposable serveware

Food storage

Green/natural

Laundry supplies

Paper towels

Bounty®

Toilet paper

Charmin®  
Trash bags  
**Pantry**  
Baking & cooking supplies

**Baking**  
– Betty Crocker®  
– Duncan Hines®  
– Nestle Toll House®  
– Pillsbury®

Spices & extracts

**Morton®**  
Canned goods

**Canned soup**  
– Progresso®  
– Swanson®

Cereals & bars

**Breakfast bars**  
**Children's cereals**  
**Cold cereal**  
– General Mills Cheerios®  
– General Mills Cinnamon Toast Crunch®  
– General Mills Honey Nut Cheerios®  
– General Mills Lucky Charms®  
– Kellogg's Frosted Flakes®

– Kellogg's Mini-Wheats®  
– Kellogg's Special K®  
– Post Honey Bunches Of Oats®

**Fiber cereals**  
**Hot cereals**  
Condiments, sauces & spreads

**Ketchup & mustard**  
**Marinades & sauces**  
**Mayonnaise & spreads**  
**Pasta sauce**  
**Peanut butter**

– Jif®  
– Skippy®  
**Salad dressings**  
– Hidden Valley Ranch®  
– Kraft®

Grains, pasta & packaged meals

**Dry pasta**  
**Mac & cheese**  
**Packaged noodle & rice dishes**  
**Rice**

Sweets & snacks  
**Chocolate candy**  
**Cookies**  
– Nabisco Oreo®

– Nabisco Teddy Grahams®  
– Pepperidge Farm®

**Crackers**  
– Nabisco Ritz®  
– Pepperidge Farm Goldfish®

**Granola bars**  
**Non-chocolate candy**

**Salty snacks**  
– Cheetos®  
– Doritos®  
– Fritos®  
– Lay's®  
– Pringles®  
– Rold Gold®  
– Tostitos®

**Pet care**

Cat food & supplies  
**Cat food**  
**Cat litter**  
**Cat treats**  
**Pet specialty store shoppers**  
Dog food & supplies  
**Dog food**  
**Dog treats**  
**Pet specialty store shoppers**  
Natural pet foods & products

## Oracle CPG Interest Audiences

### Cuisines

**American**  
**Chinese**  
**French**  
**Indian**  
**Italian**  
**Japanese**  
**Mexican**

### Eating styles

**Gluten-free**  
**Gourmet**  
**Healthy**  
**Home cooking & grilling**  
**Organic & natural foods**  
**Paleo**  
**Vegetarian & Vegan**  
**Weight conscious**

### Product categories

**Baby & children**  
Baby food

Diapering

### Baked goods

Breads  
Desserts

### Beverages

Bottled water  
Carbonated  
– Diet carbonated  
– Regular carbonated  
Coffee  
Energy & sports drinks  
Hot tea  
Juice

### Fresh foods

Dairy & eggs  
– Cheese  
– Yogurt  
Deli & prepared foods  
Meat & seafood  
– Meat  
– Seafood

Produce

### Frozen foods

Frozen appetizers & snacks

Frozen breakfast  
Frozen entrées  
Frozen meats & seafood  
Frozen pizza  
Frozen vegetables  
Ice cream & novelties

### Health & beauty products

Antiperspirants & deodorants  
Eye care  
Feminine care  
Hair care  
Oral care  
Shaving & hair removal  
Skin care  
Vitamins

### Household supplies

Cleaning supplies  
Dish & dishwasher detergent  
Laundry supplies  
Paper towels  
Trash bags

### Pantry

Baking & cooking supplies  
Canned goods  
– Canned soup  
Cereals & bars

Breakfast bars  
Cold cereal  
Hot cereal  
Condiments, sauces & spreads  
Condiments  
Pasta sauce  
Peanut butter  
Salad dressings

Grains, pasta & packaged meals  
Dry pasta  
Rice  
Sweets & snacks  
Chocolate candy  
Cookies  
Crackers  
Salty snacks

**Pet care**  
Cat food & supplies  
Dog food & supplies

**Recipes & cooking**  
**Barbecues & grilling**  
**Desserts & baking**

## Oracle Proximity Audiences

### Club locations

BJs Wholesale Club  
Costco  
Sam's Club

### Convenience store locations

7-Eleven  
Circle K

### Dollar store locations

Dollar General

### Drug store locations

CVS Pharmacy  
Walgreens

### Grocery locations

Ahold USA: Stop & Shop  
Albertsons: Jewel-Osco  
H-E-B Grocery Company  
Public  
Safeway

Safeway: all banners

Safeway: Vons

ShopRite

Supervalu: Shop 'n Save

### Mass merchandiser locations

Meijer

Target

Walmart

THE DATA HOTLINE

[oracle.com/thedatahotline](http://oracle.com/thedatahotline) | Turn big ideas into great campaigns

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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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