



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
- Accessories

Computers

- Printers & scanners
- Software
- Handheld
- Accessories & peripherals
- Laptops, notebooks & netbooks
- Internet & networking equipment
- Components
- Desktops

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

Enthusiasts

- Technology news
- Programming languages
- Gadgets & tech toys

Video Games

- Gamers
- Genres
- Platforms

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

- Audio & video
- Cameras & photography

Video Games

- Online
- Computer (PC)

DLX Lifestyles

Gadget geeks

Online buyers

High spenders

Frequent travelers

Healthy & fit

New movers

Green consumers

Shopping enthusiast

DLX Retail

Consumer electronics

- Apple
- Bose
- Canon
- LG
- Nikon
- Samsung

DLX Subscription Services

Android smartphone

Android tablet

iOS smartphone

iOS tablet

AddThis

Premium

Technology

Audio

- Audio intenders
- Audio brands

Camera

- Enthusiasts
- Camera brands

Computers

- Laptops
- Business technology
- Tech blogs
- Business development
- Software
- Printers
- Computer drands
- Computer intenders
- Tablets & netbooks

Electronics

- Electronics brands

Validated Demos

Age

Gender

Income

Children in the household

Geographic

Country

State

DMA

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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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