



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.

Audiences built from:

- **Offline telecom transaction history around mobile carriers**
- **Online past-purchase history around Internet Service Providers**
- **Network & device usage**

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
- Verizon Wireless

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

Validated Demos

Age

Gender

Income

Children in household

Geographic

Country

State

DMA

AddThis

Premium

Telecommunications

Brand

- Charter Communications
- Comcast
- Cox Communications
- DirecTV
- 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

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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