



Unrivaled B2B targeting flexibility and scale

We leverage our proprietary data along with strategic partnership with leading data providers to deliver access to 400 million B2B users. These users can be targeted leveraging 700+ Oracle B2B and 4000+ partner branded audience segments. Layer and blend segments to create granular B2B audiences that meet your exact campaign needs. Leverage our leading company targeting solution to extend your account-based marketing strategy into programmatic digital media.

How to use Oracle B2B

- Reach the right decision makers at the right brands.
- Take a scaled, account based approach to digital marketing.
- Blend targeting filters to meet your exact campaign needs.

Audiences built from:

- 400MM B2B users
- 1MM US accounts
- Leading B2B data partnerships
- Online behaviors & offline business records

Create a custom audience:

Custom account-based audiences are also available to precisely align with your account-based marketing strategy.

- Select from over 1 million US companies
- Create an audience of up to 100,000 accounts
- 40 million business users are linked to accounts
- Use as a foundation for your digital activity

Example Oracle B2B audience strategy

You want to extend your account-based marketing strategy into digital media

1. Use predictive analytics to create a custom account-based audience of employees at target accounts
2. Use additional targeting filters to ensure your campaign reaches the right people at the right accounts

Now you have a purpose-built audience with an account based foundation, tailored to the meet the exact needs of your campaign.



Oracle B2B audiences

Our B2B data covers over 400 million professionals with powerful targeting options across key B2B categories. Examples include:

Company age

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

Company Name (ABM)

Top 500 US brands via self serve
Top 1MM US brands via custom audiences

Company Past Purchase

Academic & education management software
Business intelligence
Business process management (BPM)
Commerce
Communications technologies
Construction
Customer relationship management (CRM)
Data center solutions
Database management software
Disaster Recovery (DR)
Enterprise business solutions
Enterprise content
Enterprise performance management (EPM)
Enterprise resource planning
Financial analytical applications
HR management systems (HRMS)
Human Capital Management (HCM)
Hardware (Basic)
IT governance
Inventory management
Legal and professional services management

Manufacturing/engineering
Marketing performance measurement
Media
Medical
Network computing
Philanthropic
Productivity solutions
Project management
Real estate
Retail
Service & field support management
Software (Basic)
System analytics & monitoring
System security services
Travel & expense management
Visualization software
Web-oriented architecture

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
Homemaker
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+

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

Oracle Data Cloud | @OracleDataCloud

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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