Oracle Data as a Service for Marketing

Is your media marketing data-driven? More and more marketers are relying on external data for signals to drive competitive prospecting, profiling, and targeting. However, the proliferation of channels is creating an increasingly complex web of data that does not easily translate into marketing action in online, mobile, search, and social media. Oracle Data as a Service for Marketing (Oracle DaaS for Marketing) can help by providing comprehensive and unified data that drives competitive prospecting, audience insights, and cross-channel marketing actions.

Oracle DaaS for Marketing’s BlueKai Audience Data Marketplace products aggregate anonymous data from top-tier e-commerce sites as well as offline, online, and mobile data providers to reveal high-value B2B and B2C audiences across key verticals. With more than 30,000 targetable attributes on more than a billion profiles worldwide, marketers can achieve both granularity and scale to drive positive ROI.

» **Intent data.** This category includes users who have exhibited a specific intent to purchase a particular product or service from the automotive, financial services, travel, education, retail, consumer packaged goods, real estate, or service industries.

» **B2B data.** This category includes users who are occupationally similar in terms of company size, functional area, industry, and/or seniority.

» **Geographic and demographic data.** This category includes users whose geographic and demographic information is self-declared or whose locations are derived from an IP address. This data is available by country (or state, in some markets), age, education level, gender, homeowner status, presence of children, and more.

» **Interest, lifestyle predictors and past purchases data.** This category includes users who have exhibited interest or belong in a lifestyle group in terms of modeled or past purchase behavior. The categories include frequent and past purchases (apparel and electronics), lifestyles (luxury and household), and generational groupings (Gen-X and baby boomers).

» **Branded data.** Some of the largest data providers in the world offer their data assets through Oracle DaaS for Marketing’s BlueKai Audience Data Marketplace. Data from more than 30 branded online, offline, mobile, and modeling data partners is available in one place for audience creation. Learn more about Oracle’s premium data providers in the guide entitled *Little Blue Book: A Buyer’s Guide.*

**BENEFITS**

• **Connected cross-channel data,** including offline, online, social media, search, mobile, and e-mail data on a single platform for cross-channel targeting

• **Scale, depth, and accuracy** of private, safe, anonymous B2B and B2C audience data, including demographic, geographic, purchase intent, and transactional data

• **Unique audience insights** and predictions to inform actions and ensure accuracy

• **Easy access and action** on marketing data sold as a subscription and preintegrated with applications to influence ad targeting; product recommendations; and site, social media, search, and mobile experiences.

Looking to get started or learn about Oracle’s subscription pricing? Please contact us at daas-info_ww@oracle.com.

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