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e Data Cloud Health and Wellness segments (US only)
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24 Hour Fitness
24 Hour Fitness - Recent
30 Day Fitness Challenge
68 - Staying Healthy
80 Health Services
83 = Natural Americana
Accident & Health
Accident and Health
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Active in Fitness (Power Reach)
Active in Fitness (Super Target)
Active in Gymnastics (Power Reach)
Active in Gymnastics (Super Target)
Active in Running (Power Reach)
Active in Running (Super Target)
Acupuncture & Chinese Medicine
ACXM Health and Fitness
Adolescent Medicine
Adult Health Magazines
Adult Nutrition & Weight Control
Advocate Health Care
Aerobic
Aerobic Exercise
Aerobics
Aerospace Medicine
Aging
Aging & Geriatrics
Alarm Clock Xtreme + Free Sleep Tracker and Timer
All Graduates Major in Health Science
Allergy & Immunology
Allergy and Sinus
Allergy Medications
Allergy Relief
Allergy Sufferers
Allied Health Practitioners
Allied Health Professors
Alternate Health Products
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Alternative & Natural Medicine
Alternative Health
Alternative Health and Healing
Alternative Health and Wellness
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American Beauty & Health Shoppers
Ambulatory Health Care Services
AmeriLINK Health
Anti-Aging Creams
Anti-Aging Products
Anytime Fitness
Anytime Fitness - Modeled
Anytime Fitness - Precise
Anytime Fitness - Recent
Anytime Fitness Visitors
Aromatherapy
Ascension Health
At Home Aerobics
At Home Gym
At Home Yoga Studio
Athletic Gear, Game Tables & Exercise Equipment
Athletic Healthy Eaters
Atkins Diet
Aura: Mindfulness & Meditation
Aurora Health Care
Avid Exerciser
Avid Exercisers
Baby & Kids Medicine
Baby Boomer Weight Loss Intent
Baby Boomers Fitness Enthusiasts
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Bath & Skin Care
Bean Stalk Snow Healthy
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Beauty & Health
Beauty & Health - Precise
Beauty and Grooming Kits
Beauty and Health Products
Beauty and Health Products Coupons
Benadryl Allergy & Sinus
Bikram Yoga
Blink Fitness
Bodybuilding and Weightlifting
Bodybuilding/Fitness
Boutique Fitness Class Lovers: Frequent Spenders
Buy Sports or Fitness Equipment
Buys Natural for Environment
Buys Natural for Health
C25K - 5K Running Trainer
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- Children's Healthcare
- Chiropractic
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- Chiropractors
- Cigna Health Group
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- Climbing Gyms
- Cold & Flu
- Cold & Flu Remedies
- Cold and Flu Medicine
- Cold and Flu Sufferers
- Cold Medicines
- Cold, Cough and Flu Relief
- Cold/Allergy/Sinus
- Cold/Allergy/Sinus Relief
- Colored Hair Care
- Commercial Health Insurance
- Commercial, Medicare Supplements & Other Health Insurance
- Community Health
- Community Health Systems
- Consumer Services - Weight Health Management
- Contact Lens Products (Quasi-drug)
- Contact Lenses
- Contact Lenses and Lens Care Products
- Content with Weight
- Contributes to Health
- Core Power Yoga - Recent
- Cough & Cold Remedies
- Cough and Cold
- Cough and Cold Relief
- Cough and Expectorant Medicines
- Cross Country Running
- Crunch Fitness
- Cupping
- Curly Hair Care
- CVS Health
- Daiichi Sankyo Healthcare Clean Dental
- Daiichi Sankyo Healthcare Loco Base
- Daiichi Sankyo Healthcare Loxonin S
- Daiichi Sankyo Healthcare Lulu
- Daiichi Sankyo Healthcare Minon
- Davita Healthcare Partners
- Dental Health
- Dental Health Caregiver
- Dentist and Oral Care Visitors
- Dentistry & Oral Care
- DHC 20 Days DHC Health Food
- DHC 60 Days DHC Health Food
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- Diet & Nutrition
- Diet & Weight Loss
- Diet & Weight Loss Products
- Diet and Weight Loss
- Diet Behaviors
- Diet Carbonated
- Diet Carbonated Drinks
- Diet Coca-Cola
- Diet Coke
- Diet Foods
- Diet Intenders
- Diet Magazines
- Diet Pepsi
- Diet Product Buyer
- Diet Products
- Diet Purchasing Interest
- Diet Soft Drinks
- Diet Tips (Power Reach)
- Diet Tips (Super Target)
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- Dieters Attitude
- Dietician
- Dieticians
- Dieting
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- Dieting / Weight Loss
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- Dieting/Weight Loss
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- Dietitians
- Dietitians and Nutritionists
- Disposable Contact Lenses
- Doctor of Chiropractic Medicine
- Doctor of Dental Medicine
- Doctor of Medicine
- Doctor of Veterinary Medicine
- Dr. Brandt Skincare
- Dry Skin
- Ear and Nasal and Eye Care
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- Eco-Friendly, Clean and Natural Buyers
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<td>Exercise Electronics</td>
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<td>Exercise Enthusiast Travel Intenders</td>
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<td>Exercise Equipment</td>
<td>Fitness and Wellness Buffs</td>
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<td>Exercise Pilates &amp; Barre</td>
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Green/Natural
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Health Causes Donor
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Health Magazines
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Moderate Spending Power
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Pediatric Nutrition
Pediatric Sports Medicine
Pediatrics & Adolescent Medicine

People that care about their health
People that want to eat healthy
Personal Fitness
Personal Grooming & Health
Personal Health
Personal or Health Insurance
Personal Services (Hair Stylists, Trainers, Massage Therapists)
Personal Training
Personally own a fitness band
Personas for Health
Pets, Supplies & Medicine
Pharmacy and Medicine
Philips Healthcare
Physical Fitness
Physical Fitness Clubs
Physical Fitness Program
Physical Medicine
Pilates & Yoga
Pilates and Yoga Enthusiasts
Pilates/Yoga
Pilates/Yoga Propensity
Planet Fitness
Planet Fitness - Modeled
Planet Fitness - Precise
Planet Fitness - Recent
Poor Sleep Quality
Population Health
Portable Fitness Electronics
Portable Fitness Equipment
Potential Weight Loss Interest
Premium Fitness & Exercise
Premium Health & Wellbeing

Premium Health Insurance - Propensity
Premium Health, Wellness & Fitness
Premium Weight Loss
Pre-Shave / Shaving
Preventive Medicine
Primary Care & Family Medicine
Proactive Health Management
Proactive Health Seeker
Prospective Aetna Health Insurance Buyer (Scarborough)
Prospective Aflac Health Insurance Buyer (Scarborough)
Prospective Blue Cross and Blue Shield Health Insurance Buyer (Scarborough)
Prospective Cigna Health Insurance Buyer (Scarborough)
Prospective Health Net Health Insurance Buyer (Scarborough)
Prospective Humana Health Insurance Buyer (Scarborough)
Prospective State Farm Health Insurance Buyer (Scarborough)
Prospective United Healthcare Health Insurance Buyer (Scarborough)
Providence Health & Services
Proximity to Anytime Fitness
Proximity to Gold's Gym
Proximity to Planet Fitness
Psychic & Inspirational Healing
Psychic and Inspirational Healing
Public Health
Public Health & General Preventive Medicine
Public Health and Hygiene
Public Health Nurses
### Oracle Data Cloud Health and Wellness segments (US only)
Last updated 10/14/2020

<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radiology &amp; Imaging</td>
<td>Shaving Care and Hair Removal, Shaving Cream, Shaving Creams &amp; Gels, Shaving Needs, Shaving Products, Shionogi Healthcare Cedes, Shionogi Healthcare Isodine, Shopping - Health &amp; Personal Care, Shops to Relax, Siemens Healthcare, Sinus and Allergy Medications, Skin, Skin &amp; Nail Care, Skin Bracer Asl, Skin Care, Skin Care Companies, Skin Care Preparations, Skin Care Shoppers - Precise, Skin Care Visitors, Skin Cream, Skin Creams / Milks for Men, Skin Tightening, Skincare, SkinCareRx Buyer Propensity, Skintastic - Anti-Aging &amp; Aesthetics, Snap Fitness, Snap Fitness - Modeled, Snap Fitness - Precise, Snap Fitness - Recent, Snap Fitness Visitors, Social, Recreation &amp; Health Club Membership, Spa &amp; Massage, Spa &amp; Wellness Stay (Power Reach), Spa &amp; Wellness Stay (Super Target), Special &amp; Restricted Diets, Special Diets, Speech Therapy, Spinning, Sport, Running &amp; GPS Watches, Sports &amp; Fitness, Sports &amp; Fitness Buffs, Sports &amp; Fitness Buffs Online, Sports &amp; Healthy Living, Sports Coaching &amp; Training, Sports Medicine, Sports, Fitness &amp; Recreation, Sticking to their Diet, Straight Hair Care, Strength &amp; Weight Training, Strength Training, Sugar, Sugar &amp; Sweeteners, Sugar Candy, Sugar Conscious, Sugar Free, Sugar Free Diet, Sugar Substitutes, Sugars and Sweeteners, Sugars Sweeteners and Syrups, Sun Care, Sunscreen, Sunscreen &amp; Tanning, Sunscreen &amp; Tanning Products, Sunscreen Every Day, Suntory Holdings Suntory Natural Water, Suntory Holdings Suntory Natural Waters</td>
</tr>
</tbody>
</table>
Oracle Data Cloud Health and Wellness segments (US only)
Last updated 10/14/2020

Suntory Holdings Vitamin Water
Sutter Health
Swanson Vitamins Buyer Propensity
Swimming and Water Aerobics
Symptoms - Cough
Symptoms - Fatigue
Symptoms - Fever
Symptoms - Headache
Symptoms - Itching
Symptoms - Nausea
Symptoms - Sneezing
Symptoms - Sore Throat
Symptoms - Stuffy/Runny Nose
Takeda Consumer Healthcare Benza
Takeda Consumer Healthcare Mytear
Telemedicine
Telemedicine Apps
Tenet Health
Tenet Healthcare
The Art of Shaving
The Skinny Cow
The Art of Shaving
The Vitamin Shoppe
The Vitamin Shoppe Buyer Propensity
Trinity Health
UFC Gym - Recent
Undersea & Hyperbaric Medicine
United Health Group
United Healthcare
United Healthcare Insured (UHC)
UnitedHealth Group
Unitedhealthcare
Universal Health Services
Unwanted Body & Facial Hair Removal
Use App/Site To Track Calories/ Exercise
Used Wearable Fitness Health Tracker in the
Last 12 Months
Using a wearable device to track
health/fitness activities
Using Time at Home to Exercise More
Uskin Pharmaceutical Uskin A
UV Care / Sunscreens
Van's Natural Foods
Vegan Diet
Vegan Dieters
Vegan Diets
Vegetarian Diet
Vegetarian Dieters
Vegetarian Diets
Veterinary Medicine
Vision & Eye Care
Vitamin & Health Products
Vitamin and Health Product Purchasers
Vitamin and Supplement Intent
Vitamin Believer
Vitamin Shoppe - Modeled
Vitamin Shoppe - Precise
Vitamin Supplements
Vitamin Water
Vitamin World
Vitamin World Buyer Propensity
Vitamins
Vitamins & Dietary Supplements
Vitamins & Minerals
Vitamins & Nutrition
Vitamins & Nutrition Shoppers - Precise
Vitamins & Oils
Vitamins & Supplements
Vitamins and Dietary Supplements
Vitamins and Immune Boosters
Vitamins and Supplements
Vitamins Purchasing Interest
Vitamins/Health Products
Vitamins/Minerals
Vitaminwater
Water Aerobics
Wearable Device to Manage Health
Weight
Weight (Individual)
Weight Conscious
Weight Conscious - Expanded
Weight Conscious - Precision
Weight Conscious (Diet Food)
Weight Control & Diet Aids
Weight Control/Nutrition Liquid/Powder
Weight Gain
Weight Lifting
Weight Loss
Weight Loss & Diet
Weight Loss and Supplements
Weight Loss Healthy Living
Weight Loss Journey
Weight Loss Product Intent
Weight Loss Products
Weight Loss: Active
Weight Loss: Active Caregiver
Weight Management
Weight Management, Health & Fitness
Weight Racks
Weight Reformers
Oracle Data Cloud Health and Wellness segments (US only)
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Weight Training
Weight Watchers
Weight Watchers International Buyer Propensity
Weight Watchers Mobile
Weight Watchers Smart Ones
Weightlifting
Weight-Loss Seekers
Wellness
Wellness & Safety
Wellness & SPA
Wellness (Kenko)
Wellness Apps
Women Seeking Weight-loss
Women’s Health
Women’s Activewear / Yoga

Women’s Gym Apparel and High Spending Power
Women’s Gym Apparel and Moderate Spending Power
Womens Health
Women’s Health
Women’s Health & Beauty
Women’s Health and Fitness
Women’s Health Magazine
Womens Medicine
Workout and Yoga
World Gym - Recent
Yoga
Yoga - India
Yoga & Pilate Enthusiast Travel Intenders
Yoga & Pilates

Yoga & Pilates Enthusiast
Yoga and Meditation
Yoga and Pilates
Yoga and Pilates Studio Visitors
Yoga and Workout Gear
Yoga Apparel & Equipment
Yoga Apparel Enthusiasts
Yoga Enthusiast/Yogi
Yoga Enthusiasts
Yoga Gear
Yoga Practitioners
Yoga Sets
Yoga Studios
Yoga, Pilates & Core Training
Youfit Health Clubs