CONTEXTUAL INTELLIGENCE SEGMENT INDEX

Oracle Contextual Intelligence uses the leading technology from the acquisition of Grapeshot to provide segments built from contextual keyword analysis and categorization. This document lists each of the standard segments available, along with a brief description. Segments are divided by segment type and listed below. The number of segments differs by language; please note that the count listed below uses the English language figure. Because we understand that each brand is different, we offer customization of segments upon request to adhere to unique needs.

Segment Type	Count	Segment Prefix	Description
Brand Safety Segments	11	gv_	Avoids contexts harmful to a brand or advertiser based on the standard IAB brand safety categories
Standard Segments	268	gs_	Pre-curated, off-the-shelf segments that target verticals and their more specific subcategories
Reach Segments	22	gs_reach_	Aggregation of multiple Standard segments by vertical to provide an overarching segment for enhanced scale
Standard Predicts Segments	159	gs_predicts	Dynamic segments with daily automatic keyword updates using pre-curated seed terms as the focal point to follow trending content

MAINTENANCE

Standard segments are created with keywords broad enough to encapsulate the entire category. Oracle Data Cloud has a team dedicated to constantly monitoring these segments to reflect the changing nature of web content.

LANGUAGES

Oracle Data Cloud is committed to providing contextual targeting on a global scale. We can target in the following 31 languages, and identify more than 170 languages worldwide:

- Arabic
- Bulgarian
- Chinese Simplified
- Chinese Traditional
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Greek
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese
- Korean
- Malay
- Norwegian
- Polish
- Portuguese (incl. Brazil)
- Romanian
- Russian
- Slovak
- Spanish (incl. Latin America)
- Swedish
- Tagalog
- Thai
- Turkish
- Vietnamese

BRAND SAFETY

Brand Safety segments provide granular protection for every web page, based on Oracle's contextual understanding of the guidelines established by the IAB's brand safety categories. Brand Safety segments are regularly updated by the Oracle Data Cloud editorial team to ensure real-time coverage from unsuitable current events.

Brand Safety Segments	Description
_adult	Avoids mature and sexual content
_arms	Avoids content around guns and weapons
_crime	Avoids content related to serious sex and violent crime
_death_injury	Avoids content surrounding air, fire, road, sea, and miscellaneous death and injury
_download	Avoids content related to online piracy and spam
_drugs	Avoids content related to consumption of drugs, including recreational and performance-enhancing use
_hatespeech	Avoids derogatory terms including racism, homophobia, and political terms
_military	Avoids conflict, war, and negative foreign policy content
_obscenity	Avoids content including offensive terms
_terrorism	Avoids content around terrorist attacks
_tobacco	Avoids all smoking content, including vaping and e-cigarettes

STANDARD SEGMENTS

Standard segments are curated and maintained by the Oracle Data Cloud editorial team, providing the most up-to-date topics relevant to their respective Tier 1 Reach segments. Standard segments provide you with greater relevance for campaigns requiring more concise targeting.

gs_auto_
gs_auto_4wd
gs_auto_commercial
gs_auto_family
gs_auto_hybrid
gs_auto_luxury
gs_auto_maintenance
gs_auto_misc
gs_auto_motorbikes

gs_business_
gs_business_agri
gs_business_careers
gs_business_construction
gs_business_energy
gs_business_management
gs_business_marketing
gs_business_misc
gs_business_sme

gs_economy_
gs_economy_markets
gs_economy_misc

gs_education_
gs_education_misc
gs_education_university

gs_entertain_
gs_entertain_arts
gs_entertain_books
gs_entertain_celeb
gs_entertain_comedy
gs_entertain_gambling
gs_entertain_games
gs_entertain_movies
gs_entertain_music
gs_entertain_perfarts
gs_entertain_radio

gs_entertain_tv
gs_entertain_vidgames

gs_event_
gs_event_backtoschool
gs_event_blackfriday
gs_event_christmas
gs_event_cny (Chinese New Year)
gs_event_copa_america
gs_event_easter
gs_event_eid
gs_event_euro_championship
gs_event_fathers_day
gs_event_fourth_july
gs_event_graduation
gs_event_halloween
gs_event_marchmadness
gs_event_mothers_day
gs_event_newyear
gs_event_olympics
gs_event_oscars
gs_event_paralympics
gs_event_summer_fun
gs_event_superbowl
gs_event_tennis_championship
gs_event_thanksgiving
gs_event_valentine

gs_family_
gs_family_children
gs_family_elderly
gs_family_marriage

gs_fashion_
gs_fashion_beauty
gs_fashion_jewellery
gs_fashion_men
gs_fashion_misc
gs_fashion_women

gs_finance_
gs_finance_banking
gs_finance_credit
gs_finance_insurance
gs_finance_loans
gs_finance_pensions

gs_food_
gs_food_cuisine
gs_food_diet
gs_food_drink
gs_food_estab (establishment)
gs_food_kitchen
gs_food_misc

gs_health_
gs_health_allergy
gs_health_alt (alternative medicine)
gs_health_dentistry
gs_health_diet
gs_health_disability
gs_health_exercise
gs_health_misc
gs_health_sexuality

gs_home_
gs_home_gardening
gs_home_interiors
gs_home_pets
gs_home_property

gs_interest
gs_female
gs_frequent_travelers
gs_high_income
gs_male
gs_online_shoppers
gs_seniors

STANDARD SEGMENTS

gs_law_
gs_law_misc

gs_news_
gs_news_and_weather

gs_politics_*
gs_politics_american
gs_politics_australian
gs_politics_british
gs_politics_canadian
gs_politics_misc
gs_politics_newzealand

gs_science_
gs_science_environ (environment)
gs_science_misc
gs_science_space

gs_shopping_
gs_shopping_misc

gs_society_
gs_society_charity
gs_society_dating
gs_society_misc
gs_society_religion

gs_sport_
gs_sport_angling
gs_sport_athletics
gs_sport_baseball
gs_sport_basketball
gs_sport_boxing
gs_sport_cricket
gs_sport_cycling

gs_sport_equestrian
gs_sport_extreme
gs_sport_golf
gs_sport_handball
gs_sport_horseracing
gs_sport_icehockey
gs_sport_martial
gs_sport_misc
gs_sport_motor
gs_sport_rugby
gs_sport_soccer
gs_sport_tennis
gs_sport_usfootball
gs_sport_winter

gs_tech_
gs_tech_cameras
gs_tech_computing
gs_tech_phones
gs_tech_social

gs_travel_
gs_travel_air
gs_travel_business
gs_travel_cruise
gs_travel_family
gs_travel_holidays
gs_travel_misc
gs_travel_rail

*Can vary depending on languages available for targeting as specified by the advertiser

REACH SEGMENTS

Oracle Data Cloud Reach segments encapsulate multiple Standard segments by vertical to provide an overarching segment. Reach segments provide maximum reach and scale for campaigns targeting broader initiatives.

Reach Segments	Description
gs_auto	Automotive segments including different car types and topics
gs_business	Business segments across B2B sectors
gs_economy	Economy segments on market topics
gs_education	Different tiers of education segments, from preschool up to university
gs_entertain	Entertainment segments including celebrity, gambling, games, movies, music, etc.
gs_event	Seasonal, annual events, sporting tournaments, and awards ceremony segments
gs_family	Family, life stages for children, the elderly, and marriage segments
gs_fashion	Fashion segments split by male/ female
gs_finance	Financial segments including credit cards, loans, insurance, tax, and banking
gs_food	Food segments including kitchen and cuisine, drink categories across tea and coffee
gs_health	Health segments across exercise, diet, allergies, disabilities, sexuality, and psychology
gs_home	Home improvement activity segments as well as pets, entertaining, and gardening
gs_law	Legal segments including policing, judiciary, legislation, and statutes
gs_news	Segments for all news and weather pages
gs_politics	Political segments for each nation, including political parties, politicians, and events
gs_science	Science segments for biology, physics, geology, space, weather, and the environment
gs_shopping	Segments for general shopping
gs_society	Society segments for general interests such as charity, dating, marriage, religion & LGBT
gs_sport	Sport segments that carries every sport played across the world
gs_tech	Tech segments encompassing computing, phones, cameras, and gadgets
gs_travel	Transport and vacation segments such as cruise, parks, family, and business

PREDICTS SEGMENTS

Oracle Data Cloud dynamically inserts and removes keywords within a contextual targeting segment. Segments are updated with the strongest associated terms surrounding a set of seed terms, which are trending topics from the respective DSP's daily bid stream data.

Segments are refreshed every 24 hours and are helpful for extending campaign reach and following trending content at its peak. Predicts segments are available across most major platforms. If Predicts is not enabled, please contact your Oracle Data Cloud representative.

STANDARD PREDICTS SEGMENTS

gs_predicts_allthingsnewyear
gs_predicts_alpinevacations
gs_predicts_autoenthusiasts
gs_predicts_autoracing_f1
gs_predicts_autoshows
gs_predicts_autumnoutdoors
gs_predicts_backtoschool
gs_predicts_balletoperasymph
gs_predicts_blackfridaycybermon
gs_predicts_brocations
gs_predicts_business_travel
gs_predicts_businessandfinance
gs_predicts_bussoftwarebuyers
gs_predicts_buyingahome
gs_predicts_celebritynews
gs_predicts_charity
gs_predicts_chinesenewyear
gs_predicts_christmas
gs_predicts_chuseok
gs_predicts_cocktailbeerenthus
gs_predicts_coffeeteadrinker
gs_predicts_coldfluseason
gs_predicts_collegebound
gs_predicts_combatsports
gs_predicts_compassion
gs_predicts_cordcutters
gs_predicts_
cuttingedgetechenthusiasts
gs_predicts_dietfitness

gs_predicts_diningindelivery
gs_predicts_diningout
gs_predicts_doyourowntaxes
gs_predicts_driversofhybrids
gs_predicts_e3_event_gamers
gs_predicts_easter_celebrator
gs_predicts_elegantlifestyles
gs_predicts_energy_topics
gs_predicts_extremesports
gs_predicts_fathersday
gs_predicts_fifa
gs_predicts_filmfestivalsawards
gs_predicts_findapro_taxseason
gs_predicts_foodies
gs_predicts_formulaone
gs_predicts_frequenttravelers
gs_predicts_gamers
gs_predicts_gettingmarried
gs_predicts_giftgiving
gs_predicts_girlsweekend
gs_predicts_golden_week
gs_predicts_golf
gs_predicts_graduatedegree
gs_predicts_halloween
gs_predicts_hanukkah
gs_predicts_healthylifestyle
gs_predicts_healthyskinhair
gs_predicts_hipsters_rule
gs_predicts_hockey

gs_predicts_holidayshoppers
gs_predicts_homebakers_chefs
gs_predicts_homeentertainers
gs_predicts_homeimprovement
gs_predicts_homemakers
gs_predicts_homemechanic
gs_predicts_homeremodeling
gs_predicts_insurance
gs_predicts_interestedmillennial
gs_predicts_internationalsports
gs_predicts_jewelry_watches
gs_predicts_latin_grammys
gs_predicts_latin_music
gs_predicts_legal_industry
gs_predicts_luxuryautoenthus
gs_predicts_marchmadness
gs_predicts_marketers
gs_predicts_mensfitness
gs_predicts_menshealth
gs_predicts_mensinterests
gs_predicts_midautumnfestival
gs_predicts_millennialmoms
gs_predicts_mlb
gs_predicts_moms_dads_grads
gs_predicts_mothersday
gs_predicts_motorcycles
gs_predicts_movers
gs_predicts_
moviesandentertainment

gs_predicts_musicfestivalsaward
gs_predicts_musicindustry
gs_predicts_nascar
gs_predicts_nba
gs_predicts_needinglegalcouncil
gs_predicts_newjob
gs_predicts_newyearseve
gs_predicts_newyearsresolutions
gs_predicts_nflncaafootball
gs_predicts_nightlife
gs_predicts_nutritionconscious
gs_predicts_octoberfest
gs_predicts_olympicsmoments
gs_predicts_oralcare
gs_predicts_oscarsemmysglobes
gs_predicts_outdoorsinautumn
gs_predicts_parentsofyoungkids
gs_predicts_parentsteachers
gs_predicts_performingarts
gs_predicts_petlovers
gs_predicts_pharma_compassion
gs_predicts_premierleague
gs_predicts_quitsmoking
gs_predicts_ramadan
gs_predicts_realestateind
gs_predicts_retail_industry

gs_predicts_rugby
gs_predicts_rugby_world_cup
gs_predicts_
savvyshopperscouponing
gs_predicts_sbsw_event
gs_predicts_singlesday_travel
gs_predicts_singlesdayshopper
gs_predicts_small_med_bus
gs_predicts_smartphone
gs_predicts_software_industry
gs_predicts_songkran
gs_predicts_spa_wellnesstrips
gs_predicts_sportstopstories
gs_predicts_spring_break
gs_predicts_startups
gs_predicts_stpatricksday
gs_predicts_stylefashion
gs_predicts_superbowl
gs_predicts_superheroscomics
gs_predicts_supersilvers
gs_predicts_supersilvers_
srinterests
gs_predicts_technology
gs_predicts_teens
gs_predicts_tennischampionships
gs_predicts_tet

gs_predicts_thanksgiving
gs_predicts_travel
gs_predicts_travel_by_rail
gs_predicts_
travelingfortheholidays
gs_predicts_trending_toys
gs_predicts_trendingcelebrities
gs_predicts_trendingtelevision
gs_predicts_tropicalvacations
gs_predicts_usasports
gs_predicts_uspoliticselection
gs_predicts_ussoccer
gs_predicts_ussports
gs_predicts_ussports_
nbancaabasketball
gs_predicts_valentines_day
gs_predicts_vegetarianvegan
gs_predicts_veteransservice
gs_predicts_weddings_brides
gs_predicts_wiskey_brewer_rye
gs_predicts_womensfitness
gs_predicts_womenshealth
gs_predicts_worldcup
gs_predicts_
youngwomensinterest

Contact your Client Partner or The Data Hotline to get started.

THE DATA HOTLINE.

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