

CAPTURE THE BUYING POWER OF DIGITAL CUSTOMERS



Nearly half of consumers are using digital only channels for their banking-related activities¹, challenging banks to innovate the way they do business.

With increased digital demand, banks and credit unions need to reach consumers where they are -- online. Oracle Financial audiences connect financial product usage with real online and offline behaviors to help you reach your in-market customers faster.

AUDIENCES BUILT FROM:

15M+

Websites delivering online browsing behaviors including banking and investments

163MM

Consumers reached based on interests across a spectrum of financial products

100+

Financial category-level audiences available.

WHY ORACLE FINANCIAL AUDIENCES

Access to pre-built or custom audiences built from unique financial signals to meet your campaign objectives.

Leverage a team of data scientists to better understand in-market customer behaviors including online and offline preferences.

Leverage desired attributes and behaviors from more than 95 premium data providers.

PUTTING YOUR ORACLE FINANCIAL AUDIENCES TO WORK:

Drive awareness of a bank or insurance company's new consumer app or new app feature.

- Identify consumers using mobile devices for banking-related activities
- Reach new prospects in-market for specific financial products
- Reach consumers making key purchase decisions related to their life stage (e.g., new mover)



ORACLE FINANCIAL AUDIENCES

Banking

Holders

Mobile banking

Online banking

In-market

Interest

Credit Cards

Holders

Brands

American Express

Discover

Mastercard

Visa

Types

Premium cards

Prepaid cards

Rewards cards

Store cards

Travel rewards cards

In-market

Interest

Financial Planning

Credit reporting

Personal finance

Tax planning &
preparation

Financial Technology

Cryptocurrencies

Digital payments

Google Pay

Samsung Pay

Mobile investing

Acorn

Betterment

Robinhood

Stash

Broker/agency

Mobile wallets

Google Wallet

PayPal

Square Cash

Venmo

Zelle

Insurance

Holders, in-market &
interest

Auto insurance

Health insurance

Home & property
insurance

Investing

Holders

Mutual funds

Real estate

Stocks & bonds

In-market

College savings

Real estate

Retirement

Stocks & bonds

ORACLE FINANCIAL AUDIENCES, CONT

Loans

Holders

Auto loans

Mortgages

In-market

Auto loans

Mortgages

Refinancing

Student loans

Interest

Auto loans

Mortgages

Refinancing

Student loans

Real estate

In-market

Buying

Renting

Services

Brokers & agents

Moving services

Interest

Buying a home

Lifestyle & events

Baby boomers

First-time home buyers

Graduating

Job seekers

Millennials

New movers

New parents

Parents

Pre-movers

