BRING A DATA-DRIVEN STRATEGY TO TV

The evolving TV landscape gives consumers more viewing options than ever before, challenging advertisers media-buying habits. Oracle Data Cloud can help reach the right consumer on every screen in the home with audiences built from the best offline purchase-based data, online intent, and behavioral signals that extend your digital reach to TV.

AUDIENCES BUILT FROM:

- **7.5T** data points collected monthly
- **$5T** annual consumer spending

Create a data-driven audience strategy uniquely aligned with your TV planning and campaign KPIs

**PUT ORACLE DATA CLOUD AUDIENCES TO WORK**

- **Increase** sales with in-market audiences across digital and TV
- **Complement** digital campaigns across national TV using validated demographics
- **Drive** awareness with interest-based audiences across high indexing dayparts
- **Reach** current and future buyers with purchased-based targeting as they consume TV content
ORACLE DATA CLOUD AUDIENCES

**Auto**
- High
- Auto
- Aftermarket
- In-market
- Interest
- Owners

**B2B**
- Demographic
- Events
- Firmographic

**CPG**
- Interest
- DLX purchased based
- Proximity

**Consumer tech**
- In-market
- Interest
- Ownership
- Proximity

**Demographic**
- Age broad
- Age narrow
- Education
- Employment status
- Financial attributes
- Gender
- Generations
- Household composition
- Housing attributes
- Language
- Martial status
- Validated demo

**Financial services**
- Banking
- Credit cards
- Financial planning
- Insurance
- Loans
- Real estate

**Hobbies & interests**
- Beauty & style
- Education & career
- Health & fitness
- Hobbies
- Home & garden
- Internet & online activities
- Outdoor activities
- Parenting & family
- Pets
- Politics & society
- Science & humanities
- Shopping

**Life stages & events**
- Education & career
- Family & children
- Getting married
- Moving

**Lifestyles**
- Discretionary spenders
- Enthusiasts
- Millennials
- Mom
- Parents

**Media & entertainment**
- Events & attractions
- Movies
- Music
- News & current events
- Proximity
- Sports
- Streaming media & downloads
- Television
- Video games

**Restaurants**
- Cuisine type
- Dining by daypart
- Dining type
- Proximity

**Retail**
- In-market
- Proximity
- Purchase based
- Shopping styles

**Seasonal & holiday**
- Fall Spring
- Summer
- Winter

**Telecommunications**
- In-market
- Subscribers

**Travel**
- In-market
- Interest

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