

# Unlock hidden potential with data

Through the combined power of BlueKai, AddThis, Crosswise, Datalogix, Moat, and Grapeshot, Oracle Data Cloud's legacy is built on finding the signal through the noise.

Discover how our solutions across Audience, Context, and Measurement help you unlock potential and deliver better outcomes.

**ORACLE**<sup>®</sup>  
Data Cloud

| Where better outcomes begin

Contact your Oracle Data Cloud partner to get started.

**OracleDataCloud.com**

# Audience

**Understand consumer behavior like never before**

Engage your best customers and most valuable prospects with relevant messaging. Increase sales and reduce wasted advertising with Oracle Audience Solutions.

- Get better insights and more reach with breadth and depth of data across lifestyle, transactions, and online behavior.
- Unlock the value of your existing data with Oracle OnRamp, and reach customers across 99 percent of the media landscape.
- Unify your customer data and understand the entire customer journey with the Oracle Data Management Platform (DMP).

# Context

**Identify safe and relevant environments at scale**

Make the biggest impact with your campaign by using Oracle Context Solutions to find the best places where your message and creative will be most effective.

- Protect brand equity with standard and custom brand safety solutions.
- Place your brand at the center of trending content with predictive contextual targeting.
- Pinpoint relevant environments where your message will have the most impact with positive context segments.

# Measurement

**Measure what matters and drive accountability**

Our Moat Measurement Solutions give you a 360-degree view of your campaigns, what's working, and why, and how you can optimize them.

- Understand people-based reach and frequency across activations.
- Verify and measure consumer engagement with your media.
- Connect performance with real-world sales.

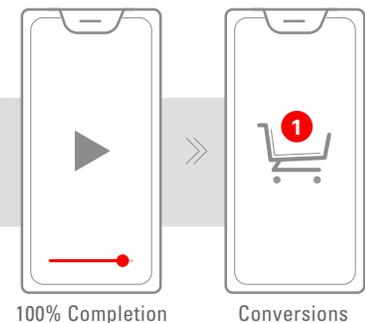
## Who to connect with



## Where to engage them



## How they take action



Optimize for better outcomes