

FIND BUYERS AT SCALE ON FACEBOOK WITH ORACLE DATA

We're all consumers, and we're all different. We're not solely defined by demographics or what we do online. It's what we buy that reveals what matters to us—that's the power of the purchase.

Oracle Data Cloud audiences are built from unique purchase-based data, offering advertisers a holistic view of their customers on Facebook. We help you reach who matters—real buyers. Choose from our best-in-class, pre-built audiences or build a custom audience to meet your needs.

USE ORACLE DATA TO BUILD A COMPLETE VIEW OF YOUR AUDIENCE



Facebook data

Women 30-49
Interests: Yoga, Running
iPhone 6 user



Oracle data

\$100K+ HH income	Buys sports drinks
Has children ages 6-10	Dog owner
Fit Mom	Owns an SUV
Buys fresh & healthy foods	Lives within 5 miles of Target

HOW ORACLE DATA CLOUD AUDIENCES ARE DIFFERENT

Reach known buyers based on \$5 trillion in annual consumer spending across 90% of U.S. households

Our purchase-based audiences + demo improve buyer reach by 55% and reduce cost-per-buyer by 28%, on average, compared to demo targeting alone

PREMIER PROVIDER OF:

Polk Audiences powered by Oracle, TransUnion, and Visa Audiences powered by Oracle on Facebook





Data is at the core of everything we do and we have the technology with Oracle Data Cloud to be as targeted as we can. We're eliminating waste and being more efficient with our media.

- John Stremel, Media Director In-Market Retail Team,
Innocean Worldwide



6 STEPS TO ACTIVATE OUR AUDIENCES ON FACEBOOK

STEP 1: Sign contract

Oracle Data Cloud and the advertiser/agency/Facebook Marketing Partner (FMP) execute a contract specifying business and commercial terms for audience activation via Facebook Custom Audiences.

STEP 2: Add Account IDs

Oracle Data Cloud provides access to a UI where the contracted party will add all Facebook Ad Account IDs to be governed under the signed contract.

STEP 3: Establish data usage permissions

Oracle Data Cloud initiates a request for Ad Account Analyst access for an advertiser's Facebook Ad Account to obtain necessary permissions to pull data usage reporting.
An account Admin must approve this request.

STEP 4: Accept Facebook terms

Users within a Facebook Ad Account accept Facebook's Custom Audience terms of service, once per user. This is required by Facebook regardless of your relationship with Oracle Data Cloud.

STEP 5: Accept sharing relationship

The Admin of the advertiser/agency/FMP's Facebook Ad Account must accept responsibilities for audience sharing with Oracle Data Cloud.

STEP 6: Oracle delivers audiences

Oracle Data Cloud builds and fulfills audiences to the Facebook Ad Account IDs for use within a Facebook ad set.

For more information on how Oracle uses consumer data, see our [privacy policy](#)

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

THE DATA HOTLINE
oracle.com/thedatahotline