ORACLE
Advertising

Align your brand with consumer mindsets and life moments.

Oracle's Contextual Intelligence is the global leader in contextual advertising solutions, utilized by advertising agencies and brands to power targeting solutions across billions of advertising impressions every month.

Our proprietary technology utilizes multi-term matching; considering all words, their frequency, and relationships to the other words on the page to determine the true meaning of the content, reaching desired audiences by ensuring relevant content adjacency.

15 billion
web pages crawled each month

400+
syndicated targeting & predicts categories

Unlimited
custom options built with your brand in mind

Syndicated segments
Connect with consumers through relevant content as you look to their mindsets and life moments with our off-the shelf segments. Amplify your strategy with our trending targeting solution, Oracle Predicts, to capitalize on content before it goes mainstream.

Custom segments
Unlimited opportunities to create custom bespoke segments, including custom Predicts segments, tailored to your brands specific audience, creative, or campaign.

Sentiment segments
Capitalize on sentiment segments and align your brand with the tone of content— positive, negative, mixed, or one of many sub segments.

To get started, reach out at **Oracle.com/TheDataHotline**