

ORACLE
Data Cloud

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Teads

Brand Uplift Study Using TrueData Audiences

A leading coffee maker partnered with Teads and Oracle Data Cloud to better understand the impact of audience targeting on brand recall.

Capabilities enable the brand to use audiences that:

- Leverage offline purchase signals through Oracle Data Cloud's partnership with True Data.
- Reach relevant audiences at scale, resulting in:

9%

Increase in Brand Awareness among people who were exposed to True Data Audiences

26%

Increase in brand favorability among people in the True Data audiences

26%

Lift in purchase intent to people in the True Data Audiences

