What is Oracle Predicts and Why Do I Need It?

Oracle Predicts is a contextual solution that increases campaign relevancy by capitalizing on trending content and the associated inventory in real time.

15B+ URLs

Crawling over billions of URLs provides a wholistic understanding of trends

31 Languages

Stay ahead of the conversation in multiple languages

Relevant

Dynamic contextual segments uncover and align messaging to trending content that's adjacent to original seed terms

Four benefits of Oracle Predicts

1 **Increase relevancy with dynamic content alignment.** Predicts places your brand at the center of the conversation by optimizing segments against relevant content daily and capturing impressions as that conversation evolves.

2 **Achieve your reach goals and drive scale with automated optimization.** Align with an evolving conversation to capture far greater impressions, exceeding the reach of static segments.

3 **Confidently ensure campaign relevancy, maximizing every dollar.** Predicts maximizes campaign ROI and avoids impression waste by finding and aligning to trending content that's adjacent to your original seed terms.

4 **Solve for the unknown.** On the open web, trends change in a moment's notice. With a tool that solves for the unpredictable nature of the media cycle, stay a step ahead of trending content.

Want to scale your campaigns with contextual insights and content trends? Reach out to your Oracle Advertising account manager and ask about Oracle Predicts.

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