

# Maximize the value of your 1<sup>st</sup> party data with Oracle OnRamp



Oracle OnRamp helps you to get the most value out of your customer data with automated insights, simple digital audience creation, and cross-channel delivery, all within a single onboarding platform.

With the help of Oracle's proprietary identity graph, we're able to link individuals within your customer files to Oracle's comprehensive data sets, unifying digital identities and discarding false linkages. The result is an accurate digital audience that reaches across platforms and automated in-platform insights that inspire targeting and creative decision making.

Available as a managed service or in an easy-to-use self-service platform, OnRamp is supported by a dedicated team to maximize your advertising strategy, with a company that has a 45-year legacy in protecting data.

**115MM+**

addressable households in the Oracle ID Graph ensures the accuracy of our segmentation

**99%**

reach across US adults

**200+**

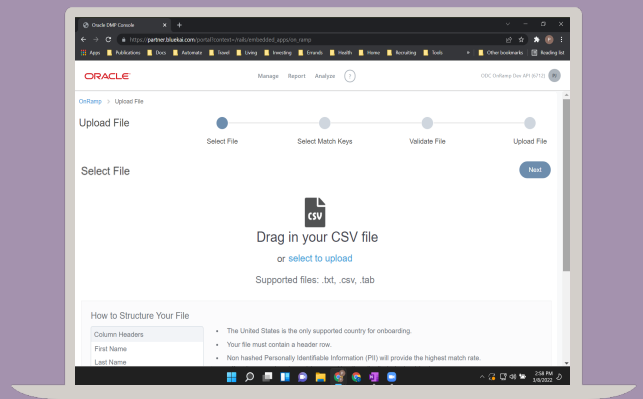
integrations across addressable TV, retail media, CTV, DSP's, social, and streaming audio ad platforms



# OnRamp is an entry point into an ecosystem of customer experience solutions

The evolving privacy landscape and fragmented customer journey can make reaching desired audiences challenging. Utilizing a neutral technology partner that values privacy, security, and precision in audience creation ensures your customer data is safe.

Oracle has the core capabilities, data assets, and in-house expertise to enable advertisers to make most of every impression. Oracle OnRamp is just your entry point into customer experience enhancing solutions.



## Onboard & Deliver

**OnRamp** gives you the ability to create accurate, scalable audience segments that seamlessly connect to down-stream activation platforms with exceptional match-rates.



## Garner Insights

Inform audience targeting and creative messaging strategy with consumer insights. **OnRamp** gives you the ability to understand your customers deeply, with automated in-platform insights across demo, interest, purchase, and B2B spaces.



## Prospect Customers

Extend campaign reach beyond your 1<sup>st</sup> party data with **Oracle Audiences** and **Oracle Contextual Intelligence**. Our 3<sup>rd</sup> party audiences are curated with a combination of offline and online data signals for well rounded quality, while contextual segments increase campaign relevance by allowing you target the content in which your advertisements appear.



## Enrich 1<sup>st</sup> Party Customer Files

Reduce customer churn and inspire acquisition strategies by developing 1<sup>st</sup> party personas that inform relevant creative. **Data Enrichment** allows you to append insight vertical packs to each individual customer for easy segmentation across demo, lifestyle, interest, retail, and more.



## Build Custom Models

**Oracle custom modeled audiences** will help you find new customers who look, act and spend like your best. Oracle's technology models and scores your current customer data against the entire US population, looking at holistic data points like demographics, lifestyle choices, and purchase habits to determine who your customers are from a variety of angles. We then build an audience based on the top scores, giving you a custom 3<sup>rd</sup> party audience with precision and reach

Let **Oracle Advertising** help you to activate your 1<sup>st</sup> party data today



## Reach your customers and prospects everywhere

Consumers are more digitally connected through smartphones, laptops, gaming consoles, and TVs than ever before. They also seamlessly bounce across many devices, media formats, and platforms throughout a typical day, while expecting a consistent customer experience. Utilize Oracle OnRamp to develop a cohesive audience strategy that is portable across platforms and allows you to find your intended audience wherever they engage.



### Addressable TV

Segment TV viewers by adding your 1<sup>st</sup> party audience to households through Video On Demand (VOD) or linear TV via cable, satellite, and set-top-boxes. Leverage partnerships with DirecTV, Dish, or Sling to avoid wasted media spend and increase ad relevancy for engaged TV viewers.



### Commerce Platforms

Drive conversion with lower funnel audiences by making sure your product ends up in their shopping cart. Engage relevant consumers who are likely to buy on some of the largest ecommerce platforms such as Amazon, as well as other major retail media networks operating through partnerships with major DSP's such as The Trade Desk.



### Connected TV (CTV)

Explore connected TV, with a fully immersive ad experience of sight, sound, and motion. Oracle OnRamp can help you deliver ads to valued customers and prospects on over 10 different endemic and programmatic CTV platforms including Hulu, Amazon Fire TV, Sling, Samsung, and Roku.



### Demand Side Platforms (DSPs)

Expand your reach into the open internet by utilizing a Demand Side Platform (DSP) to activate the depth and breath of data found in Oracle Audiences or your own 1<sup>st</sup> party data, available across all major DSPs including Google, MediaMath, The Trade Desk, Xandr, and more.



### Social Platforms

Capture the attention of a highly engaged and logged-in user base across social platforms such as Facebook, Pinterest, Snapchat, and Twitter with your extended 1<sup>st</sup> party file. Additionally, Oracle Audiences built from purchase data and other offline signals, compliment native behavioral targeting signals available on these platforms.



### Streaming Audio

Engage your target audience whether they are rocking out to their favorite music or actively learning through podcasts on platforms such as Pandora and Spotify.

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\*Note – audience and contextual targeting segment availability varies platform by platform.