

BRING A DATA-DRIVEN STRATEGY TO TV



The evolving TV landscape gives consumers more viewing options than ever before, challenging advertisers media-buying habits. Oracle Data Cloud can help reach the right consumer on every screen in the home with audiences built from the best offline purchase-based data, online intent, and behavioral signals that extend your digital reach to TV.

AUDIENCES BUILT FROM:

7.5T

data points collected monthly

\$5T

annual consumer spending

Create a data-driven audience strategy uniquely aligned with your TV planning and campaign KPIs



Linear TV



Addressable TV



Connected TV

PUT ORACLE DATA CLOUD AUDIENCES TO WORK

Increase sales with in-market audiences across digital and TV

Complement digital campaigns across national TV using validated demographics

Drive awareness with interest-based audiences across high indexing dayparts

Reach current and future buyers with purchased-based targeting as they consume TV content

ORACLE DATA CLOUD AUDIENCES

Auto

High
Auto
Aftermarket
In-market
Interest
Owners

B2B

Demographic
Events
Firmographic

CPG

Interest
DLX purchased based
Proximity

Consumer tech

In-market
Interest
Ownership
Proximity

Demographic

Age broad
Age narrow
Education
Employment status
Financial attributes
Gender
Generations
Household composition
Housing attributes
Language
Marital status
Validated demo

Financial services

Banking
Credit cards
Financial planning
Insurance
Loans
Real estate

Hobbies & interests

Beauty & style
Education & career
Health & fitness
Hobbies
Home & garden
Internet & online activities
Outdoor activities
Parenting & family
Pets
Politics & society
Science & humanities
Shopping

Life stages & events

Education & career
Family & children
Getting married
Moving

Lifestyles

Discretionary spenders
Enthusiasts
Millennials
Mom
Parents

Media & entertainment

Events & attractions
Movies
Music
News & current events
Proximity
Sports
Streaming media & downloads
Television
Video games

Restaurants

Cuisine type
Dining by daypart
Dining type
Proximity

Retail

In-market
Proximity
Purchase based
Shopping styles

Seasonal & holiday

Fall Spring
Summer
Winter

Telecommunications

In-market
Subscribers

Travel

In-market
Interest

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

THE DATA HOTLINE
oracle.com/thedatahotline