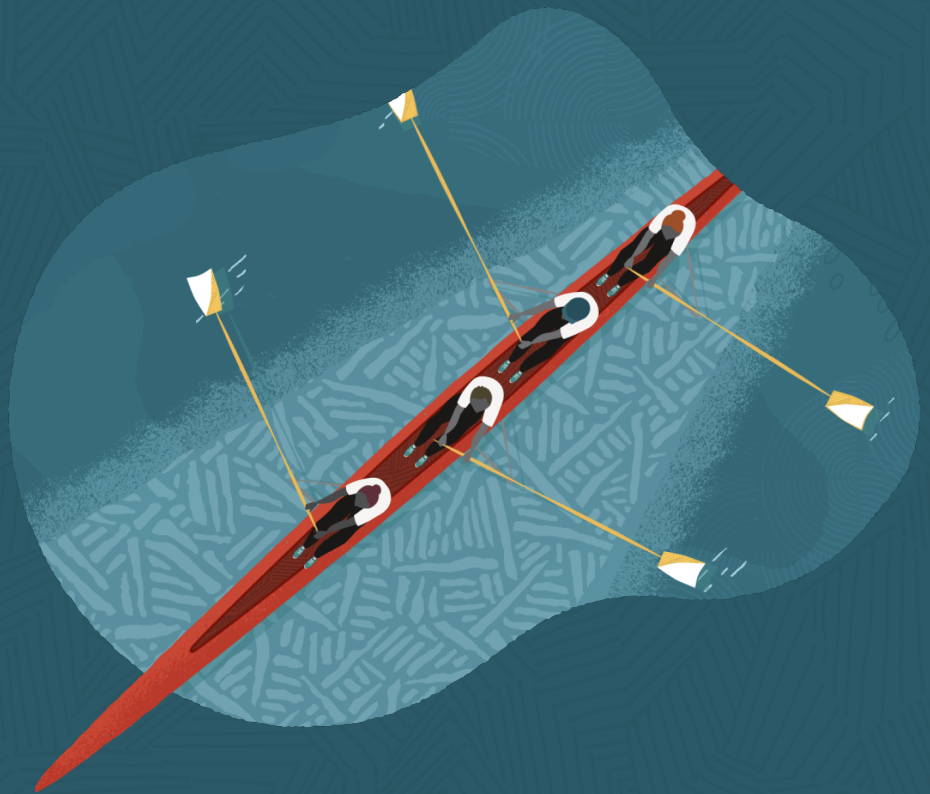


# Activation Playbook

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2020



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# The Data Hotline



# Meet The Data Hotline

Have a question about your data-driven campaign? Our team provides fast, free answers to all of your audience, context, measurement, and general data questions. We bring together data and technology to drive better business outcomes for the world's largest brands, agencies, publishers, and technology platforms

Your success is our success. While we deliver data that powers impactful, game-changing campaigns, it's our powerful combination of science and people pushing your campaigns to reach their potential and deliver better outcomes

## How to use The Data Hotline

- Audience sizing
- Audience strategy & recommendations
- Brand safety
- Case studies
- Collateral needs
- Contextual strategy & recommendations
- Measurement feasibility
- Onsite support
- Order custom audiences
- Order measurement study
- Product education
- RFP support

Contact your Oracle Data Cloud representative or [Oracle.com/TheDataHotline](https://www.oracle.com/TheDataHotline) to learn more



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# Oracle Contextual Intelligence



2020

# Best-in-class Contextual Intelligence from a partner you know and trust

Oracle Contextual Intelligence is the global leader in contextual advertising solutions, utilized by hundreds of advertising agencies and publishers, and thousands of brands to power brand safety and targeting across billions of advertising impressions every month. Our technology enables a robust advertising targeting solution that serves the needs of modern marketers, reaching desired audiences by ensuring relevant content adjacency and protecting brands from appearing in inappropriate environments.

With scale, speed, and accuracy that is best-in-class, Oracle Contextual Intelligence is the most capable and trusted contextual advertising platform available.



## Quick to Activate

Bespoke brand protection is built and available as soon as you need it



## Widely Available

Curated segments ensure brand safety and can be leveraged through major DSPs



## Brand tailored

Fully customizable segments are created with your brand needs in mind, available in 31 languages

## Why rely on Oracle Data Cloud to keep your brand safe

- Proprietary technology that utilizes multi-term matching; considering all words, their frequency, and relationships to the other words in the article to determine the true meaning of the content.
- Breadth of curated segments, including industry-leading brand safety and 250+ targeting segments
- Build custom segments that accommodate your brand's unique and specific sensitivities, avoiding risk without missing out on opportunities.
- Connect with consumers through the most relevant content as you look to their mindsets and life moments.

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# Auto Playbook

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# Your success relies on reaching the right customer. Let the Oracle Data Cloud help.

Automotive marketers need to not only reach the right audience, but in the right environments at every point in the customer's path to purchase.

Oracle Data Cloud has the data to give you a comprehensive view of your customers through vehicle registration data, online data, purchase-based data, Contextual Intelligence, and Brand Safety signals.

Whether you want to drive loyalty among your current owners, build awareness among prospective customers, engage consumers actively in the research phase, or convert a sale when shoppers are ready to buy, we've got you covered to target users throughout their path to purchase.



## Vehicle ownership

Ownership signals from across our marketplace including offline sources such as vehicle registrations and aftermarket service providers at the VIN level as well as online sources like shopping for parts.



## In-market behavior

In-market signals sourced from online auto research and endemic sites, and behavioral data from across the web such as user visits, clicks, finance and comparison calculators, and building out vehicle.



## Contextual Intelligence

Contextual Intelligence for content alignment, crawling 15 billion web pages each month—in 170+ languages. Extends your reach into privacy-conscious environments.

## Advantages to Oracle Data Cloud

- Our audiences are built from a propriety data spine that provides a comprehensive and interconnected view of consumers through offline and online purchases, demographics, auto registrations, and online behaviors
- The Oracle Identity Graph, comprised of 115M households and 220M US adults, allows you to reach more of the people that you want and provides less inaccurate, and outdated IDs
- With 200+ integrations, Oracle Audiences and Contextual Intelligence can be activated nearly anywhere consumers engage digitally
- Capture attention by delivering your message alongside relevant, high-quality media
- Holistic provider of advertising solutions spanning audience, context, and measurement



## Evergreen tactics to leverage across the entire marketing funnel



### Protect your brand from unsafe content

Brand safety is no small issue on the web; protecting consumer trust means protection from content that doesn't align with brand values. Engage customers at the right moment and on safe touchpoints with speed, scale, and control—all before you bid on inventory—using Brand Safety solutions from Oracle Data Cloud.

- Industry-trusted brand safety
- Immediate brand protection
- Unlimited custom brand-tailored suitability
- Transparent and measurable

### Deliver messaging in highly relevant and trending content

Dynamically place brands at the center of the conversation through daily optimization, aligning with trending content to deliver on-target reach for your campaign.

- Targets trending Auto content
- Drives on target reach
- Support evergreen, seasonal, or major brand tentpoles (Auto shows, etc.)
- Daily optimization to find adjacent topics

### Reach your intended audience based on vehicle ownership data

Build loyalty and stay top of mind with existing vehicle owners or conquest likely competitive owners leveraging Vehicle registration data, aftermarket service providers, and online signals such as researching vehicle maintenance or shopping for parts.

- Age
- Body Style
- Loyalists
- Make
- Mileage
- Model
- Purchase Timing
- # Of Vehicles Owned
- Custom

### Find prospective customers actively in-market

Reach consumers at various stages of the marketing funnel who are in-market for new vehicles. These in-market audiences are informed by the best shopping and ownership signals across our data marketplace including sources such as auto research sites, building vehicles online, finance calculators, and more.

- Auto tech enthusiasts
- Body style
- Buy or lease
- Fuel type
- Make
- Model
- New or used
- Safety first
- Vehicle type

## Awareness tactics to reach relevant consumers at the top of the funnel



## Segment individuals based on demographic attributes

It can be important to target specific demographics such as age, gender, and financial attributes, throughout your campaigns. Oracle Demographic audiences are curated from the best available data sources such as the U.S. Census, registration information, warranty cards, public records, browser language settings.

- Age
- Education
- Gender
- Geographic location
- Homeowner status
- Household composition
- Income
- Occupation
- Presence of children

## Connect with consumers as they read highly relevant content

Contextual Intelligence allows you to connect with consumers, aligning with important mindsets and life moments to drive awareness. Tap into various curated and custom options, tailored to your brand mission.

- Curated segments spanning the auto category
- Competitor conquering
- Custom segments tailored to your brand
- Dynamic segments
- Seasonal or tentpole alignment

## Leverage lifestyle audiences to engage prospective customers

Audiences built from analyzing where consumers shop, how they shop, what products and brands they purchase, the websites they visit, and their demographic and psychographic attributes.

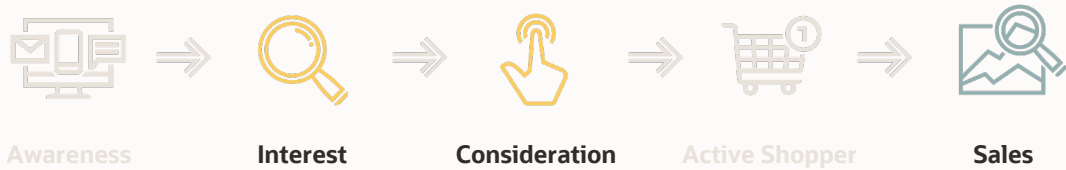
- Affluent Baby Boomers
- Eco-Friendly, Clean and Natural Buyers
- Hipster Millennials
- Luxury Pursuits
- Outdoor Enthusiasts
- Second Homeowners
- Young and Hip
- Big City Millennials

## Find your audience based on proximity data

Target households within a specific radius of your retail location. It is likely that consumers shop closely to where they live. When driving to in-store KPIs, be sure you reach users with access to your retail locations.

- Advance Auto Parts
- AutoZone
- Firestone
- Goodyear
- Jiffy Lube
- Midas
- NAPA Auto Parts
- Pep Boys
- Valvoline

## Interest and Consideration tactics to reach consumers actively in the funnel



### Deliver messaging in highly relevant content

Align your campaigns to the most relevant impressions available as consumers actively show interest in auto content.

- Custom segments tailored to car make or model
- Surround dealer and car review inventory
- Dynamic Segments aligning to trending content

### Leverage interest signals to find relevant audiences

Engage with consumers who demonstrate an affinity for cars and at varying levels of granularity based on past online engagement with news, blogs, vehicle research, and more.

- Auto Enthusiasts
- Fuel Type
- Models
- Body Styles
- Makes
- New vs. Used

### Connect with consumers at key life stages

These audiences contain users who are entering specific life stages—curated from both online and offline signals. Entering a new life stage typically means ramping up spending across retail segments.

- Beginning Career
- Graduation
- Moving
- Career Changers (New Job)
- Job Seekers
- Getting Married
- College Graduation
- New and Growing Families
- New Parents

### Reach your intended audience based on vehicle ownership data

Build loyalty and stay top of mind with existing vehicle owners or conquest likely competitive owners leveraging vehicle registration data, aftermarket service providers, and online signals such as researching vehicle maintenance or shopping for parts..

- 0-1 years old
- 4-year owners
- Models
- 2 years old
- Loyalists
- Switchers
- 3 years old
- Makes
- Custom

## Interest and Consideration tactics to reach consumers actively in the funnel



### Utilize lease expiration data to find likely prospects

The end of a lease term provides strong indication of who is, or will soon be, in market for a new vehicle. These audiences are particularly valuable to identify mid and likely lower funnel prospective customers.

- 3-month lease expiry
- 6-month lease expiry
- 12-month lease expiry

### Incorporate financial health audiences in your plan

Purchasing a new, or new-to-you vehicle, is a significant expense for most people. Leveraging financial health segments helps advertisers reach the most optimal audiences and tailor messaging.

- Ability to pay: high
- Ability to pay: moderate
- Thriving consumers
- Ability to pay: highest
- Established consumers
- Up-and-coming consumers

### Engage with frequent automotive services spender audiences

While buying and selling cars happens infrequently for most, refueling, cleaning, and routine maintenance occurs much more frequently. Leverage these audiences to build brand loyalty among current customers or for competitive acquisition.

- Car washes: high
- Insurance: high
- Service & repair: frequent
- Dealer service: high
- Parts & accessories: frequent
- Service & repair: high
- Gas: frequent
- Parts & accessories: high
- Tire sales & repair: high

## Active Shopper tactics to help convert consumers ready to buy



### Engage consumers actively in-market

Reach consumers who are actively in-market and most likely ready to buy. These audiences are informed by the best shopping and ownership signals across our data marketplace including sources such as auto research sites, building vehicles online, finance calculators, and more.

- Auto tech enthusiasts
- Body style
- Buy or lease
- Fuel type
- Make
- Model
- New or used
- Price tiers
- Safety first

### Find your audience based on visitation data

Use Oracle Data Cloud's best-in-class curated location data providers to target users who have visited specific retailers, or who have been to your brand's retail locations. Fully customizable by retailer or shopping behaviors.

- Asian dealerships
- Dealerships by make
- Domestic dealerships
- European dealerships
- Foreign dealerships
- Frequency
- Luxury dealerships
- Recency
- Truck dealerships

### Deliver messaging in highly relevant content as users show intent

Tap into consumers who are actively showing intent for a particular purchase in real time.

- Align with active car buying environments (i.e., financing/ lease information)
- Car sales (potentially selling older model prior to upgrade)

# Sample Auto Audiences

## DLX Polk In Market

### **In Market: Body Style: Truck**

People in households that are considering a truck purchase in the next 180 days.

### **In Market: Make: Ford Truck**

People in households that are likely to buy a Ford car in the next 180 days.

### **In Market: Model: Toyota Tacoma**

People in households that are likely to buy a Toyota Tacoma in the next 180 days.

### **In Market: New**

People in households that are considering a new vehicle purchase in the next 180 days.

### **In Market: Used**

People in households that are likely to buy a used vehicle in the next 180 days.

## DLX Polk Aftermarket

### **Aftermarket: Auto Parts Buyer**

People in households that are likely auto parts buyers.

### **Aftermarket: Auto Service Buyer**

People in households that are likely auto service buyers.

### **Aftermarket: Vehicle purchase 0-6 mos ago**

People in households that purchased their current vehicle in the last 6 months.

## DLX Polk Owner Targeting

### **Owner Targeting: Lease Car**

Households that lease a vehicle.

### **Owner Targeting: Make: Fiat**

People in households that own Fiats.

## DLX Polk Motorcycle

### **Motorcycle: Owner**

People in households that are motorcycle owners.

### **Motorcycle: Bought New**

People in households that are motorcycle owners and purchased their motorcycles new.

### **Motorcycle: Purchased: 0-6 moths ago**

People in households that purchased their motorcycle in the last 6 months.

## DLX Polk Vehicle Age or Price

### **Vehicle Price or Age: Vehicle Age: 0-1 Years Old**

High spenders an online video subscription services and major streaming service providers

### **Vehicle Price or Age: Vehicle Price: \$20k to \$30k**

Highly likely to purchase an online video subscription services and major streaming service



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# CPG Playbook

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# Your success relies on reaching the right consumers. Let the Oracle Data Cloud help.

CPG marketers are dealing with brand new challenges that go beyond not having their own 1<sup>st</sup> party data and visibility from their distribution channels. The rise of e-commerce and direct-to-consumer brands, fundamental differences in how millennials purchase goods, and the market demand for healthy, eco-friendly products has resulted in far more competition than the few competitive brands they used to share shelf space with.

Oracle Data Cloud can help you stay competitive in this changing landscape. Whether you want to drive awareness, acquire more buyers, or get incremental sales from current buyers.



## CPG purchase history

UPC level, CPG transaction data from 76+ million households across the US covering grocery, drug, club, dollar, mass, pet, C-store and e-commerce. CPG audiences can be used to achieve nearly any campaign objective.



## Retail purchase history

Offline and e-commerce non-CPG retail spending sources, encompassing over \$5 trillion in annual consumer spending and 11+ billion annual SKU-level transactions from more than 1,500 retailers.



## Contextual Intelligence

Contextual Intelligence for content alignment, crawling 15 billion web pages each month—in 170+ languages. Extends your reach into privacy-conscious environments.

## Advantages to Oracle Data Cloud

- Our audiences are built from a propriety data spine that provides a comprehensive and interconnected view of consumers through offline and online purchases, demographics, auto registrations, and online behaviors
- The Oracle Identity Graph, comprised of 115M households and 220M US adults, allows you to reach more of the people that you want and provides less inaccurate, and outdated IDs
- With 200+ integrations, Oracle Audiences and Contextual Intelligence can be activated nearly anywhere consumers engage digitally
- Capture attention by delivering your message alongside relevant, high-quality media
- Holistic provider of advertising solutions spanning audience, context, and measurement



## Evergreen tactics to leverage across the entire marketing funnel



### Protect your brand from unsafe content

Brand safety is no small issue on the web; protecting consumer trust means protection from content that doesn't align with brand values. Engage customers at the right moment and on safe touchpoints with speed, scale, and control—all before you bid on inventory—using Brand Safety solutions from Oracle Data Cloud.

- Industry-trusted brand safety categories
- Immediate brand protection
- Unlimited custom brand-tailored suitability
- Transparent and measurable

### Deliver messaging in highly relevant and trending content

Dynamically place brands at the center of the conversation through daily optimization, aligning with trending content to deliver on-target reach for your campaign.

- Targets trending CPG content
- Drives on target reach
- Support evergreen, seasonal, or major brand tentpoles
- Daily optimization to find adjacent topics

### Reach current and prospective customers with purchase based audiences

Reach individuals based on actual purchase data. Oracle CPG purchase-based audiences are built using 1:1 consumer shopping behavior from over 76+ million U.S. households. This data is collected at the UPC-level across grocery, drug, club, dollars, mass, and convenience.

- Own brand buyers
- Category buyers
- Adjacent category buyers
- Competitive buyers
- Lapsed buyers
- New buyers

### Find your desired audience through visitation data

Use location data from our trusted partners to target or overlay buyers who shop at CPG Retailers where your products are carried. Not only can you target these shoppers based on where they go, but also recency, frequency, and the duration of their visits.

- Big Box Stores
- Club Stores
- Convenience Stores
- Drug Stores
- Grocery Stores
- Organic and Natural

## Awareness tactics to reach relevant consumers at the top of the funnel



## Segment customers based on a variety of demographic attributes

It can be important to target specific demographics such as age, gender, and financial attributes, throughout your campaigns. Oracle Demographic audiences are curated from the best available data sources such as the U.S. Census, registration information, warranty cards, public records, browser language settings.

- Age
- Education
- Gender
- Geographic Location
- Homeowner Status
- Household Composition
- Income
- Occupation
- Presence of Children

## Reach buyers across all channels with CPG purchase based audiences

Build awareness with future prospective customers based on actual purchase data. Oracle CPG purchase-based audiences are built using 1:1 consumer shopping behavior from 76+ million US households. This data is collected at the UPC-level across grocery, drug, club, dollars, mass, convenience, and e-commerce.

- Heavy department buyers
- Adjacent category buyers
- Competitive brand buyers
- Parent brand buyers
- Cross shopped brands

## Leverage lifestyle audiences to engage relevant people and tailor messaging

Audiences built from analyzing where consumers shop, how they shop, what products and brands they purchase, the websites they visit, and their demographic and psychographic attributes.

- Affluent
- Corporate Execs
- DIYers
- Fashionistas
- Foodies
- Gadget Geeks
- Indie Women
- Sports Fans
- Young & Hip

## Connect with consumers as they read highly relevant content

Align your Brand awareness efforts with content that amplifies your brand and aligns with your core customers' values to minimize media waste and capture your ideal audience

- Branded sponsorships
- Celebrity Charitable Causes
- Charitable Donations
- Lifestyle moments
- Curated CPG segments
- Custom segments tailored to your brand
- Competitor conquering
- Dynamic segments
- Seasonal or tentpole alignment (cold/flu season or gift giving)

## Interest and Consideration tactics to reach consumers actively in the funnel



### Leverage hobbies and interest signals to find relevant audiences

Interest is demonstrated by online behavior such as reading blog posts and searching for information online, and offline activities such as past purchases toward related products.

- Cat or Dog Owner
- Children's Product Shoppers
- Coupon Shoppers
- Fitness Enthusiasts
- Gardening
- Home Entertaining
- Makeup and Skincare
- Nutrition
- Outdoor Lovers

### Utilize CPG buy style audiences to reach shoppers

Target consumers who have a specific buying style that aligns well with your product. These basket-profile audiences are the perfect complement to any brand or category-specific audience plan.

- Fresh and Healthy
- Gluten Free
- Home Cooking and Grilling
- International Cuisines
- Natural Living
- Organic Foods
- Private Label
- Quick and Easy
- Vegetarian

### Deliver messaging in highly relevant content

Be visible when your target is consuming content that aligns with your product, such as recipes searches or challenges your product could help solve.

- Low-fat recipes
- Potty training
- Best facial creams
- How to treat colds or allergies?
- Custom segments
- Dynamic segments align to trending or seasonal content
- Competitor conquering

### Reach current and prospective customers with CPG purchase based audiences

Reach individuals along their buyer journey based on relevant purchase data. Oracle CPG purchase-based audiences are built using 1:1 consumer shopping behavior from 76+ million US households. This data is collected at the UPC-level across grocery, drug, club, dollars, mass, convenience, and e-commerce.

- Own brand buyers
- Competitive buyers
- Lapsed buyers
- Light/Medium buyers
- New brand buyers
- Brand switchers

## Active Shopper tactics to help convert consumers ready to buy



### Find your desired audience through visitation data

Use location data from our trusted partners to target or overlay buyers who shop at CPG Retailers where your products are carried. Not only can you target these shoppers based on where they go, but also recency, frequency, and the duration of their visits.

- Big Box Stores
- Club Stores
- Convenience Stores
- Drug Stores
- Grocery Stores
- Organic and Natural

### Reach buyers across all channels with CPG purchase based audiences

Reach consumers that are likely ready to buy based on actual purchase data. Oracle CPG purchase-based audiences are built using 1:1 consumer shopping behavior from 76+ million US households. This data is collected at the UPC-level across grocery, drug, club, dollars, mass, and convenience.

- Heavy category buyers
- Heavy brand buyers
- Seasonal buyers

### Deliver messaging in highly relevant content as users show intent

Tap into consumers who are actively showing intent for a particular purchase in real time.

- Branded sponsorships
- Celebrity charitable causes
- Charitable donations
- Lifestyle moments
- Reading menus, recipes, and reviews
- How to and instructional videos

### Engage heavy spenders with shops-at audiences

Use purchase data to find both known and likely heavy in-store or online shoppers by class of trade. These audiences can be used on their own or in conjunction with alternative audience or contextual targeting solutions to reach relevant shoppers.

- Big Box Heavy Spenders
- Discount Heavy Spenders
- Drug Store Heavy Spenders
- Health & Beauty Spenders
- Online Drug Store Shoppers
- Online Grocery Shoppers
- Online Pet Store Shoppers
- Pet Store Heavy Spenders

# Sample CPG Audiences

## Locations

### Grocery Stores - Proximity - Publix

Includes all households that reside within five miles of any Publix grocery store

### Grocery Stores - Proximity - HEB

Includes all households that reside within five miles of any HEB grocery store

### Grocery Stores - Proximity - Safeway

Includes all households that reside within five miles of any Safeway grocery store

### Grocery Stores - Proximity - Walmart

Includes all households that reside within five miles of any Walmart grocery store

## Beverage Buyers

### Purchase-Based - Coffee

Consumers in households that are known or likely buyers of Coffee based on actual past purchasing behavior and other known attributes.

### Purchase-Based - K-Cups & Pods

Consumers in households that are known or likely buyers of Coffee (K-Cup) based on actual past purchasing behavior and other known attributes.

### Purchase-Based - Energy Drinks

Consumers in households that are known or likely buyers of Energy Drinks based on actual past purchasing behavior and other known attributes.

## Buy Styles

### Purchase-Based - Fresh & Healthy

Consumers in households that are known or likely buyers of Fresh & Healthy based on actual past purchasing behavior and other

known attributes.

### Purchase-Based - Quick & Easy

Consumers whose full basket profile suggest they buy quick & easy food items

### Purchase-Based - Weight Conscious

Consumers whose full basket profile suggest they buy Weight Conscious items

## Sweets and Snacks

### Purchase-Based - Chocolate Candy

Consumers in households that are known or likely buyers of Chocolate candy based on actual past purchasing behavior and other known attributes.

### Purchase-Based - Salty Snacks

Consumers in households that are known or likely buyers of Salty Snacks based on actual past purchasing behavior and other known attributes.

### Purchase-Based - Cookies

Consumers in households that are known or likely buyers of Cookies based on actual past purchasing behavior and other known attributes.

## Household Products

### Purchase-Based - Cleaning Supplies

Consumers in households that are known or likely buyers of cleaning supplies based on actual past purchasing behavior and other known attributes.

### Purchase-Based - Green Cleaners & Supplies

Consumers in households that are known or likely buyers of Clean Cleaners & Supplies based on actual past purchasing behavior and other known attributes.

### Purchase-Based - Dish/Dishwasher Detergent

Consumers in households that are known or likely buyers of Dish/Dishwasher Detergent based on actual past purchasing behavior and other known attributes.

## Petcare

### Purchase-Based - Dog Products

Consumers in households that are known or likely buyers of Dog Products based on actual past purchasing behavior and other known attributes

### Purchase-Based - Pet Care Products

Consumers in households that are known or likely buyers of Pet Care Products based on actual past purchasing behavior and other known attributes

### Purchase-Based - Cat Food

Consumers in households that are known or likely buyers of Cat Food based on actual past purchasing behavior and other known attributes

## Brands

### Purchase-Based - Campbell's

Consumers in households that are known or likely buyers of Campbell's based on actual past purchasing behavior and other known attributes.

### Purchase-Based - Arm & Hammer

Consumers in households that are known or likely buyers of Arm & Hammer based on actual past purchasing behavior and other known attributes.

## Sample CPG Audiences (continued)

### Interests

#### Interests - Recipes and Cooking

People whose hobbies and interests include cooking

#### Interests – Desserts and Baking

People whose hobbies and interests include desserts and baking

#### Interests – Gourmet Cooking

People whose hobbies and interests include gourmet cooking

### Pantry

#### Purchase-Based - Salad Dressings

Consumers in households that are known or likely buyers of Salad dressings based on actual past purchasing behavior and other known attributes.

#### Purchase-Based – Ketchup & Mustard

Consumers in households that are known or likely buyers of Ketchup & Mustard based on actual past purchasing behavior and other known attributes.

#### Purchase-Based – Dry Pasta

Consumers in households that are known or likely buyers of Dry Pasta based on actual past purchasing behavior and other known attributes.

#### Purchase-Based – Rice

Consumers in households that are known or likely buyers of Rice based on actual past purchasing behavior and other known attributes.

### Heavy Spenders

#### Purchase-Based - Discount Store Heavy Spenders

This audience contains known and likely shoppers at Discount Stores such as Dollar General, Dollar Tree, and Big Lots.

#### Purchase-Based – Big Box Stores Heavy Spenders

This audience contains known and likely shoppers at Big Box, Mass, and Superstores such as Walmart, Target, Costco.

#### Purchase-Based – Pet Stores Heavy Spenders

This audience contains known shoppers and likely shoppers at Drug Stores such as PetCo, PetSmart, and Pet Supplies Plus.

### Spend Profile

#### Purchase-Based - Premium Brand Buyers

Consumers whose full basket profile suggest they buy Premium Brands items

#### Purchase-Based – Grocery Buyers

Consumers in households that are known or likely buyers of Premium brand groceries based on actual past purchasing behavior and other known attributes.

#### Purchase-Based – Value Conscious

Consumers whose full basket profile suggest they are value conscious

### Healthy & Beauty Products

#### Purchase-Based - Cosmetics

Consumers in households that are known or likely buyers of Cosmetics based on actual past purchasing behavior and other known attributes.

#### Purchase-Based – Eye Care

Consumers in households that are known or likely buyers of Eye Care based on actual past purchasing behavior and other known attributes.

#### Purchase-Based – Hair Care

Consumers in households that are known or likely buyers of Hair Care based on actual past purchasing behavior and other known attributes.

#### Purchase-Based – Allergy Relief

Consumers in households that are known or likely buyers of Allergy Relief based on actual past purchasing behavior and other known attributes.

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# Finance Playbook

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# Your success relies on reaching the right customer. Let the Oracle Data Cloud help.

Financial Services marketers need to not only reach the right audience, but also in the right environments at every point in the customer's path to purchase.

Oracle Data Cloud has the data to give you a comprehensive view of your customers through online data, purchase-based data, home and vehicle ownership signals, Contextual Intelligence, and Brand Safety signals.

Whether you want to build loyalty among current customers, find and reach new prospective customers, or take share from competitors, we've got you covered to target users throughout their path to purchase.



## Purchase history

Offline and e-commerce retail spending sources, encompassing over \$5 trillion in annual consumer spending and 11+ billion annual SKU-level transactions from more than 1,500 retailers.



## In-market behavior

In-market signals sourced from online auto research and endemic sites, and behavioral data from across the web such as user visits, clicks, finance and comparison calculators, and building out vehicle.



## Contextual Intelligence

Contextual Intelligence for content alignment, crawling 15 billion web pages each month—in 170+ languages. Extends your reach into privacy-conscious environments.

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- Our audiences are built from a proprietary data spine that provides a comprehensive and interconnected view of consumers through offline and online purchases, demographics, auto registrations, and online behaviors
- The Oracle Identity Graph, comprised of 115M households and 220M US adults, allows you to reach more of the people that you want and provides less inaccurate, and outdated IDs
- With 200+ integrations, Oracle Audiences and Contextual Intelligence can be activated nearly anywhere consumers engage digitally
- Capture attention by delivering your message alongside relevant, high-quality media
- Holistic provider of advertising solutions spanning audience, context, and measurement



## Evergreen tactics to leverage across the entire marketing funnel



### Protect your brand from unsafe content

Brand safety is no small issue on the web; protecting consumer trust means protection from content that doesn't align with brand values. Engage customers at the right moment and on safe touchpoints with speed, scale, and control—all before you bid on inventory—using Brand Safety solutions from Oracle Data Cloud.

- Industry trusted brand safety categories
- Unlimited custom brand-tailored suitability
- Transparent and measurable
- Immediate brand protection

### Deliver messaging in highly relevant and trending content

Dynamically place brands at the center of the conversation through daily optimization, aligning with trending content to deliver on-target reach for your campaign.

- Targets trending finance-related content
- Support evergreen, seasonal, or major brand tentpoles
- Daily optimization to find adjacent financial trends
- Drives on target reach

### Engage highly relevant account and policy holder audiences

Build loyalty by engaging current customers, cross and upsell additional offerings, or conquest competitive providers across a broad array of financial services offerings.

- Bank accounts by brand
- Credit cards by type
- Investing & trading
- Credit cards by brand
- Loans by type
- Insurance by type

### Utilize real estate attribute data to find your desired audience

Purchasing a home is one of the largest financial commitments to make and often one of the most valuable assets that someone can own. Audiences based on key real estate attributes can be used across a broad variety of financial services use cases.

- Available equity %
- Home purchase price
- Mortgage type
- Estimated home value
- Length since last loan
- Ownership type
- Home loan type
- Length of ownership
- Property type

## Awareness tactics to reach relevant consumers at the top of the funnel



## Segment customers based on a variety of demographic attributes

It can be important to target specific demographics such as age, gender, and financial attributes, throughout your campaigns. Oracle Demographic audiences are curated from the best available data sources such as the U.S. Census, registration information, warranty cards, public records, browser language settings.

- Age
- Education
- Gender
- Geographic location
- Homeowner status
- Household composition
- Income
- Occupation
- Presence of children

## Connect with consumers as they read highly relevant content

Align your Brand Awareness efforts with content that amplifies your brand and aligns with your core customers' values to minimize media waste and capture your ideal audience

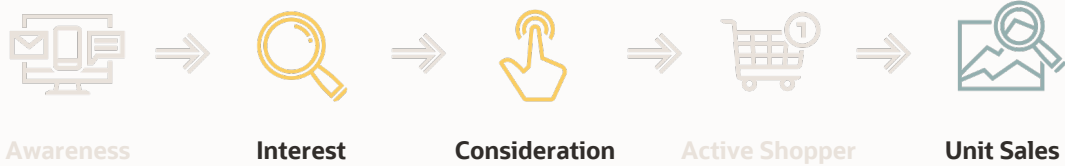
- Branded sponsorships
- Celebrity charitable causes
- Charitable donations
- Large purchase moments
- Curated financial segments
- Custom segments tailored to your brand
- Competitor conquering
- Seasonal or tentpole alignment
- Dynamic segments

## Connect with consumers at key life stages

These audiences contain users who are entering specific life stages—curated from both online and offline signals. Entering a new life stage typically means ramping up spending across retail segments.

- Beginning Career
- Career Changers (New Job)
- College Graduation
- Graduation
- Job Seekers
- New and Growing Families
- Moving
- Getting Married
- New Parents

## Interest and Consideration tactics to reach consumers actively in the funnel



### Deliver messaging in highly relevant content

Be visible when your target is consuming content that aligns with your product, such as home or auto loans, refinancing, college savings, or budgeting.

- New home or auto purchase
- How to refinance
- Setting up college funds
- Trending stock and company news
- Custom tailored segments
- Dynamic segments align to trending or seasonal content
- Competitor conquering

### Engage highly relevant account and policy holder audiences

Build loyalty by engaging current customers, cross and upsell additional offerings, or conquest competitive providers across a broad array of financial services offerings.

- Bank accounts by brand
- Credit cards by brand
- Credit cards by type
- Loans by type
- Investing & trading
- Insurance by type

### Leverage lifestyle audiences to engage relevant people and tailor messaging

Audiences built from analyzing where consumers shop, how they shop, what products and brands they purchase, the websites they visit, and their demographic and psychographic attributes.

- Affluent Baby Boomers
- Eco-Friendly, Clean and Natural Buyers
- Hipster Millennials
- Luxury Pursuits
- Outdoor Enthusiasts
- Second Homeowners
- Young and Hip
- Big City Millennials

### Utilize real estate attribute data to find your desired audience

Purchasing a home is one of the largest financial commitments to make and often one of the most valuable assets that someone can own. Audiences based on key real estate attributes can be used across a broad variety of financial services use cases.

- Available equity %
- Estimated home value
- Home loan type
- Home purchase price
- Length since last loan
- Length of ownership
- Mortgage type
- Ownership type
- Property type

## Interest and Consideration tactics to reach consumers actively in the funnel



### Find individuals with an affinity for financial planning

Reach individuals with an affinity for a variety of financial, tax, and wealth management needs.

- Personal Finance
- Retirement Planning
- Tax Planning & Preparation
- Wealth Management

### Engage current and prospective customers based on credit card data

Leverage credit card usage and spending history as an audience filter either on its own, or in conjunction with other audience strategies to reach the most relevant prospective customers

- Active Credit Card Users
- Average Spenders
- High Spenders
- Low Spenders
- Inactive Credit Card Users

### Reach your audience with financial health segments

Leveraging financial health segments helps advertisers reach the most optimal audiences and tailor messaging.

- Ability to pay: high
- Ability to pay: highest
- Ability to pay: moderate
- Established consumers
- Thriving consumers
- Up-and-coming consumers

### Customize messaging based on banking channel preferences

Understanding channel preferences can help segment individuals based on how and where they prefer to do most of their banking.

- In store
- Mobile banking
- Online banking

## Active Shopper tactics to help convert consumers ready to buy



### Find consumers actively in-market for financial services

Find and reach consumers actively in-market for various financial services from investments and insurance to credit cards and loans.

- Advisors
- Credit cards by type
- Insurance by type
- Investments by type
- Loans by type

### Find consumers actively in-market for real estate investments

Engage consumers as they are actively in market for a new home, rental property, planning for a move or making major home improvements to their current home.

- Home Buying
- Moving Services
- Realtor
- Renovation & Remodeling
- Rental Properties

### Deliver messaging in highly relevant content as users show intent

Tap into consumers who are actively showing intent for a particular purchase in real time.

- Reading reviews for realtor or financial advisor
- Major life moments
- Current rates and stocks
- Active investing and financial trends

### Find individuals based on visitation data

Use Oracle Data Cloud's best-in-class curated location data providers to target users who have visited specific retailers, brands, financial institutions, and more.

- Auto dealerships by make
- Banks by brand
- Real estate agencies
- Lapsed
- Recency
- Frequency

# Sample Finance Audiences

## DLX Household Income

- Household Income (HHI) > \$20,000 - \$29,999
- Household Income (HHI) > \$30,000 - \$39,999
- Household Income (HHI) > \$40,000 - \$49,999
- Household Income (HHI) > \$50,000 - \$59,999
- Household Income (HHI) > \$60,000 - \$74,999
- Household Income (HHI) > \$75,000 - \$99,999
- Household Income (HHI) > \$100,000 - \$124,999
- Household Income (HHI) > \$125,000 - \$149,999
- Household Income (HHI) > \$150,000 - \$199,999
- Household Income (HHI) > \$200,000 - \$249,999
- Household Income (HHI) > \$250,000 - \$399,999
- Household Income (HHI) > \$400,000 - \$499,999
- Household Income (HHI) > \$500,000+

## DLX Estimated Net Worth

- Estimated Net Worth > \$5,000 thru \$24,999
- Estimated Net Worth > \$25,000 thru \$49,999
- Estimated Net Worth > \$50,000 thru \$74,999
- Estimated Net Worth > \$75,000 thru \$99,999
- Estimated Net Worth > \$100,000 thru \$149,999
- Estimated Net Worth > \$150,000 thru \$249,999
- Estimated Net Worth > \$250,000 thru \$374,999
- Estimated Net Worth > \$375,000 thru \$499,999
- Estimated Net Worth > \$500,000 thru \$749,999
- Estimated Net Worth > \$750,000 thru \$999,999
- Estimated Net Worth > \$1,000,000+

## DLX Home Value

- Home Value > < \$100,000
- Home Value > \$100,000 - \$199,000
- Home Value > \$200,000 - \$299,000
- Home Value > \$300,000 - \$499,000
- Home Value > \$500,000+

## DLX Financial Services

- Investments > Yes
- Investments: Have 401K > Yes
- Investments: Have IRA > Yes
- Investments: Own CD > Yes
- Investments: Real Estate > Yes
- Premium Credit Card Holder > Yes
- Regular Credit Card Holder > Yes
- Financial Services > Yes
- Financial Services Banking > Yes
- Financial Services Insurance > Yes

ORACLE  
Data Cloud

# Retail Playbook

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# Your success relies on reaching the right customer. Let the Oracle Data Cloud help.

Retail marketers need to not only reach the right audience, but also the right environments at every point in the customer's path to purchase.

Oracle Data Cloud has the data to give you a comprehensive view of your customers through online data, purchase-based data, Contextual Intelligence, and Brand Safety signals.

Whether you want to convert prospective shoppers into lifelong buyers, upsell current customers, or take share from competitors, we've got you covered to target users throughout their path to purchase.



## Retail purchase history

Offline and e-commerce retail spending sources, encompassing over \$5 trillion in annual consumer spending and 11+ billion annual SKU-level transactions from more than 1,500 retailers.



## Contextual Intelligence

Contextual Intelligence for content alignment, crawling 15 billion web pages each month—in 170+ languages. Extends your reach into privacy-conscious environments.



## Browsing behavior

Interest and intent signals collected from 15 million websites and 100 billion data points per month—including search, page views, and price comparison.

## Advantages to Oracle Data Cloud

- Our audiences are built from a proprietary data spine that provides a comprehensive and interconnected view of consumers through offline and online purchases, demographics, auto registrations, and online behaviors
- The Oracle Identity Graph, comprised of 115M households and 220M US adults, allows you to reach more of the people that you want and provides less inaccurate, and outdated IDs
- With 200+ integrations, Oracle Audiences and Contextual Intelligence can be activated nearly anywhere consumers engage digitally
- Capture attention by delivering your message alongside relevant, high-quality media
- Holistic provider of advertising solutions spanning audience, context, and measurement



## Evergreen tactics to leverage across the entire marketing funnel



### Protect your brand from unsafe content

Brand safety is no small issue on the web; protecting consumer trust means protection from content that doesn't align with brand values. Engage customers at the right moment and on safe touchpoints with speed, scale, and control—all before you bid on inventory—using Brand Safety solutions from Oracle Data Cloud.

- Industry trusted brand safety categories
- Immediate brand protection
- Unlimited custom brand-tailored suitability
- Transparent and measurable

### Deliver messaging in highly relevant and trending content

Dynamically place brands at the center of the conversation through daily optimization, aligning with trending content to deliver on-target reach for your campaign.

- Targets trending retail content or major brand tentpoles
- Drives on target reach (Seasonal buying, Trade Shows, etc.)
- Support evergreen, seasonal
- Daily optimization to find adjacent topics

### Reach current and prospective customers with purchase based audiences

There is no better predictor of future behavior than how a consumer has spent his/her money in the past. Oracle Retail Purchase-Based Audiences are built using actual consumer shopping behavior from offline retail spending sources, encompassing over \$5 trillion in observed annual consumer spending and 11+ billion annual SKU-level transactions from more than 1,500 retailers

- By category
- By brand

### Onboard your own 1<sup>st</sup> party data for digital activation

Onboard your own 1<sup>st</sup> party data to utilize in your targeting strategies—reengage past customers, suppress your current shoppers, segment different shopper personas to message them differently. Your Oracle Data Cloud team can develop a strategy to include both 1<sup>st</sup> and 3<sup>rd</sup> party audiences.

- Category level audiences
- Custom retailer audiences

## Awareness tactics to reach relevant consumers at the top of the funnel



## Segment customers based on a variety of demographic attributes

It can be important to target specific demographics such as age, gender, and financial attributes, throughout your campaigns. Oracle Demographic audiences are curated from the best available data sources such as the U.S. Census, registration information, warranty cards, public records, browser language settings.

- Age
- Gender
- Geographic Location
- Homeowner Status
- Household Composition
- Income
- Occupation
- Presence of Children
- Urbanicity

## Connect with consumers as they read highly relevant content

Contextual Intelligence allows you to connect with consumers, aligning with important mindsets and life moments to drive awareness. Tap into various curated and custom options, tailored to your brand mission.

- Curated segments spanning the retail categories
- Custom segments tailored to your brand
- Dynamic segments
- Seasonal or Tentpole alignment
- Competitor conquering

## Leverage lifestyle audiences to engage relevant people and tailor messaging

Audiences that consider a 360-degree view of consumers, including where they shop, what they buy, what websites they visit, their demographics, psychographics, and more.

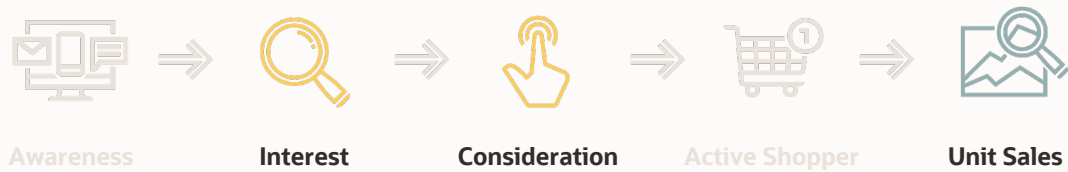
- Affluent
- Corporate Execs
- DIYers
- Fashionistas
- Foodies
- Gadget Geeks
- Indie Women
- Sports Fans
- Young & Hip

## Find your audience based on proximity data

Target households within a specific radius of your retail location. It is likely that consumers shop closely to where they live. When driving to in-store KPIs, be sure you reach users with access to your retail locations.

- Hundreds of off-the-shelf retailers
- Fully customizable

## Interest and Consideration tactics to reach consumers actively in the funnel



### Leverage hobbies and interest signals to find relevant audiences

Interest is demonstrated by online behavior such as reading blog posts and searching for information online, and offline activities such as past purchases toward related products or services. Or, create custom segments via keyword lists for more specific interest targets.

- Dog Owners
- Fitness Enthusiasts
- Gamers
- Gardening
- Gift Giving
- Online Dating
- Outdoor Lovers
- Photography
- Sweepstakes

### Deliver messaging in highly relevant content

Capitalize on interest targeting in the right moment, by mirroring your interest-based tactics to expand reach. This will allow you to be first to grab your targets' attention, and to reach them in ID-less environments.

- Fashion blogs
- Gaming cheat codes
- Hiking guides
- Home & garden
- Pet-training tips
- Photography tips
- Relationship advice
- Top gifts this season
- Workouts

### Connect with consumers at key life stages

These audiences contain users who are entering specific life stages—curated from both online and offline signals. Entering a new life stage typically means ramping up spending across retail segments.

- Career Changers
- College Life
- Empty Nesters
- Graduating
- Just Married
- New Movers
- New Parents
- Newly Engaged
- Retirement

### Reach online shoppers with e-commerce and DTC audiences

With the rapid adoption of e-commerce and growth of direct to consumer business models, advertisers need to reach the heavily engaged digital shopper to maintain share online and acquire new users for their brand.

- Beauty Buyers
- Fashion & Apparel Buyers
- Home Décor Buyers
- Swimwear & Intimates Buyers
- Heavy Online Buyers
- E-commerce Apps

## Interest and Consideration tactics to reach consumers actively in the funnel



### Reach current and prospective customers with purchase based audiences

Reach users who made past purchases in your retail category. Customize audiences by purchases of a certain dollar spend threshold, online versus offline, seasonality, etc.

- Lapsed brand buyers
- Category buyers
- Custom retailer conquering

### Find relevant customers based on retail app download data

Engage individuals based on retail app downloads across a broad range of retailers and retail categories.

- Beauty & Fragrance Apps
- Big Box/Mass Market Apps
- Discount Stores Apps
- Couponing Apps
- E-commerce Apps
- Fashion & Apparel Apps
- Home & Garden Apps
- Office & Tech Store Apps
- Subscription Services Apps

### Engage customers based on shopping style audiences

These audiences contain people who exhibit the specified shopping styles, based on actual consumer shopping behavior from offline retail spending sources.

- Deal Seekers
- Frequent Shopper
- In-Store Shopper
- Luxury Spender
- Online Shopper
- Outlet Shoppers
- Prefers Boutique
- Subscription
- Trendsetter

### Reach relevant shoppers leveraging Oracle Seasonal audiences

Use Oracle Data Cloud's best-in-class curated location data providers to target users who have visited specific retailers, or who have been to your brand's retail locations. Fully customizable by retailer or shopping behaviors.

- Back-To-School shoppers
- Black Friday/Cyber Monday
- Halloween Costume Buyers
- Mother's Day Shoppers
- Thanksgiving Holiday Cooks
- Top Holiday Spenders

## Active Shopper tactics to help convert consumers ready to buy



### Find consumers actively in-market

In-market intent is demonstrated by activities like searching for particular products, reading product specifications, adding items to a shopping cart, placing bids in online auctions, and requesting quotes for goods and services.

- Arts & Crafts
- Beauty Products
- Children's Products
- Fashion & Apparel
- Gifts & Party
- Health & Fitness
- Home & Garden
- Outdoor Gear
- Sports Equipment

### Find individuals based on visitation data

Use Oracle Data Cloud's best-in-class curated location data providers to target users who have visited specific retailers, or who have been to your brand's retail locations. Fully customizable by retailer.

- Entertainment Venues
- Frequent Visitors
- Holiday & Seasonal
- Lapsed Visitors
- Recent Visitors
- Restaurants
- Retail Brands
- Retail Categories
- Travel & Work

### Reach current and prospective customers with purchase based audiences

Engage heavy and frequent shoppers that are likely to be actively shopping based on past purchase behaviors, shopping events, and seasonality trends.

- Arts & Crafts
- Beauty & Fragrance
- Children's Products
- Direct to Consumer
- Fashion and Apparel
- Gifts & Party Buyers
- Health and Fitness Buyers
- Home and Garden
- Sports and Outdoor Gear

### Deliver messaging in highly relevant content as users show intent

Be visible when your target audience displays in-market behaviors, like researching needs that your product fills, or comparing product specifications to your competitors to decide which product to buy.

- Best golf gear
- Cosmetics reviews
- Crafting tips
- Durable backpacks
- Fitness gear reviews
- Gift giving guides
- Home reno blogs
- Top-quality jeans
- Top toys this season

# Sample Retail & Restaurant Audiences

## Proximity

### Retail - Proximity - Michaels Stores

People who reside within specified range of a Michaels Stores location based on population density: within 2 miles in urban areas, 10 miles in suburban, and 20 miles in rural

### Retail - Proximity - Macy's

People who reside within specified range of a Macy's store location based on population density: within 2 miles in urban areas, 10 miles in suburban, and 20 miles in rural

### Retail - Proximity - Nordstrom

People who reside within specified range of a Nordstrom store location based on population density: within 2 miles in urban areas, 10 miles in suburban, and 20 miles in rural

### Restaurants - Proximity - Chick-fil-A

People who reside within specified range of a Chick-fil-A based on population density: within 1 mile in urban areas, 5 miles in suburban, and 10 miles in rural

### Restaurants - Proximity - McDonald's

People who reside within specified range of a McDonald's based on population density: within 1 mile in urban areas, 5 miles in suburban, and 10 miles in rural

## Purchase Based

### Purchase-Based - Toys

Consumers in households that are known or likely buyers of Toys based on actual past purchasing behavior and other known attributes.

### Purchase-Based - Men's Fashion and Apparel

Consumers in households that are known or likely buyers of Men's Fashion & Apparel based on actual past purchasing behavior and other known attributes

### Purchase-Based - Women's Luxury Brand Apparel

Consumers in households that are known or likely buyers of Luxury brand apparel based on actual past purchasing behavior and other known attributes.

### Purchase-Based - Dining - Casual Dining

People who are likely heavy casual dining restaurant buyers (top 30%), based on actual purchase-based data.

### Purchase-Based - Dining - Online Restaurant Orderers

People who are likely heavy online restaurant buyers (top 30%), based on actual purchase-based data.

## Gift Card Buyers

### Heavy Childrens' Clothing and Apparel Gift Card Buyers

This audience contains people who are likely heavy childrens' clothing and apparel gift card buyers, based on actual purchase-based data.

### Purchase-Based - Heavy Fast Food Restaurant (QSR) Gift Card Buyers

This audience contains people who are likely heavy fast food restaurant (qsr) gift card buyers, based on actual purchase-based data.

## Visa

### Restaurants - Frequent Spenders - Fast Food Online

Households likely to spend frequently at quick-serve restaurants, online only.

### Restaurants - Frequent Spenders - Fast Food Chicken

Households likely to spend frequently at quick-serve chicken restaurants., purchase, and other attributes.

### Restaurants - Top Spenders - Online Food Delivery Services

Households with likely high spend on order food online or through mobile apps.

### Purchase-Based - High Spenders - High End Children's Stores

Households with likely high spend at high-end children's toy and clothing stores.

### Purchase-Based - Sporting Goods

Households with likely high spend at sporting goods stores.

### Purchase-Based - High Spenders - Pet Specialty In Store

Households with likely high spend at pet specialty stores, in person only.

### Purchase-Based - High Spenders - Luxury Department Stores In Store

Households with likely high spend at luxury department stores, in person only.

# Tech/Telco Playbook

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# Your success relies on reaching the right customer. Let the Oracle Data Cloud help.

Technology and Telecommunications marketers need to not only reach the right audience, but also in the right environments at every point in the customer's path to purchase.

Oracle Data Cloud has the data to give you a comprehensive view of your customers through online data, purchase-based data, subscription history, Contextual Intelligence, and Brand Safety signals.

Whether you want to build loyalty among current customers, upsell them to newer or more premium offerings, or take share from competitors, we've got you covered to target users throughout their path to purchase.



## Retail purchase history

Offline and e-commerce retail spending sources, encompassing over \$5 trillion in annual consumer spending and 11+ billion annual SKU-level transactions from more than 1,500 retailers.



## Subscription history

Valuable offline signals such as households that stopped paying for cable fueling our Cord Cutter audiences, Subscriber audiences built from payment data, and mobile signals to determine the device ownership.



## Contextual Intelligence

Contextual Intelligence for content alignment, crawling 15 billion web pages each month—in 170+ languages. Extends your reach into privacy-conscious environments.

## Advantages to Oracle Data Cloud

- Our audiences are built from a proprietary data spine that provides a comprehensive and interconnected view of consumers through offline and online purchases, demographics, auto registrations, and online behaviors
- The Oracle Identity Graph, comprised of 115M households and 220M US adults, allows you to reach more of the people that you want and provides less inaccurate, and outdated IDs
- With 200+ integrations, Oracle Audiences and Contextual Intelligence can be activated nearly anywhere consumers engage digitally
- Capture attention by delivering your message alongside relevant, high-quality media
- Holistic provider of advertising solutions spanning audience, context, and measurement



## Evergreen tactics to leverage across the entire marketing funnel



### Protect your brand from unsafe content

Brand safety is no small issue on the web; protecting consumer trust means protection from content that doesn't align with brand values. Engage customers at the right moment and on safe touchpoints with speed, scale, and control—all before you bid on inventory—using Brand Safety solutions from Oracle Data Cloud.

- Industry trusted brand safety categories
- Unlimited custom brand-tailored suitability
- Transparent and measurable
- Immediate brand protection

### Deliver messaging in highly relevant and trending content

Dynamically place brands at the center of the conversation through daily optimization, aligning with trending content to deliver on-target reach for your campaign.

- Targets trending Tech or Telco content
- Support evergreen, seasonal, or major brand tentpoles (Device launches, Trade Shows, etc.)
- Daily optimization to find adjacent topics
- Drives on target reach

### Engage individuals based deviceographic (ownership) data

Build loyalty among current device owners, encourage trade up to newer models during key release cycles, cross-sell your brand into other categories, and conquest competitive device owners.

- Computers
- Smart Home
- Tablets
- Phones
- Smart Televisions
- Wearable Devices

### Reach your audience with subscriber data

Cord cutting and churn is incredibly costly for advertisers in the technology and telecommunications industry. Advertisers need to continually grow their subscriber base by acquiring new customers and mitigating defection among current customers

- Cable & internet service providers by brand
- Mobile carriers (wireless phone service) by brand
- Switching behavior propensity

## Awareness tactics to reach relevant consumers at the top of the funnel



## Segment customers based on a variety of demographic attributes

It can be important to target specific demographics such as age, gender, and financial attributes, throughout your campaigns. Oracle Demographic audiences are curated from the best available data sources such as the U.S. Census, registration information, warranty cards, public records, browser language settings.

- Age
- Education
- Gender
- Geographic location
- Homeowner status
- Household composition
- Income
- Occupation
- Presence of children

## Connect with consumers as they read highly relevant content

Contextual Intelligence allows you to connect with consumers, aligning with important mindsets and life moments to drive awareness. Tap into various curated and custom options, tailored to your brand mission.

- Curated segments spanning tech and telco categories
- Custom segments tailored to your brand
- Dynamic segments
- Seasonal or tentpole alignment
- Competitor conquering

## Leverage lifestyle audiences to engage relevant people and tailor messaging

Audiences that consider a 360-degree view of consumers, including where they shop, what they buy, what websites they visit, their demographics, psychographics, and more.

- Affluent Baby Boomers
- Affluent Millennials
- Career-Driven Millennials
- Luxury Pursuits
- Meal Delivery App Buyers
- Second Homeowners
- Shopping Enthusiasts
- Tech-Minded Millennials
- Young and Hip

## Connect with consumers at key life stages

These audiences contain users who are entering specific life stages—curated from both online and offline signals. Entering a new life stage typically means ramping up spending across retail segments.

- Career Changers
- College Life
- Empty Nesters
- Graduating
- Just Married
- New Movers
- New Parents
- Newly Engaged
- Retirement

## Interest and Consideration tactics to reach consumers actively in the funnel



### Leverage affinity signals to find relevant audiences

Engage with consumers who demonstrate an affinity for particular brands based on past online engagement with news, blogs, research, and more.

- Amazon
- Apple
- Dell
- Google
- Hewlett-Packard
- LG
- Lenovo
- Philips
- Samsung

### Deliver messaging in highly relevant content

Capitalize on interest targeting in the right moment, by mirroring your interest-based tactics to expand reach. This will allow you to be first to grab your targets' attention, and to reach them in ID-less environments.

- Product reviews
- How to and unboxing videos
- Top gifts this season
- Best monitors for your home
- 5G plans and devices
- Smart Home Tips

### Identify prospective customers through switching data

It can often be cost prohibitive to continuously engage your entire customer base or that of your competitors. Finding and reaching those most likely to switch can help funnel your advertising investments where it may have the greatest impact.

- At Risk to Leave by brand
- Left Provider
- Switching Propensity – Low
- Switching Propensity – Med
- Switching Propensity – High
- Switching to by brand

### Engaged lapsed purchasers

Reach past purchasers who purchased 2+ years ago and are likely in-market to upgrade their devices and subscription services. Target them with deals and incentives to ensure they renew to your device or subscription.

- Phones
- Subscriptions
- Tablets

## Active Shopper tactics to help convert consumers ready to buy



### Find consumers actively in-market

Reach consumers who are near the end of the marketing funnel and are actively in-market for new tech devices and service providers. These audiences are informed by the best shopping and ownership signals across our data marketplace.

- Cable and ISPs
- Cameras
- Computers
- Drones
- Mobile carriers
- Mobile phones
- Smart home
- Tablets
- Televisions

### Deliver messaging in highly relevant content as users show intent

Be visible when your target audience display in-market behaviors, like researching needs that your product fills, or comparing product specifications to your competitors to decide which product to buy.

- Top products & reviews
- Latest accessories
- Gift-giving guides
- Top tech toys this season
- Remote work products
- Best headphones

### Find your audience based on visitation data

Use Oracle Data Cloud's best-in-class curated location data providers to target users who have visited specific retailers, or who have been to your brand's retail locations. Fully customizable by retailer.

- AT&T
- Apple Store
- Best Buy
- GameStop
- RadioShack
- Sprint
- T-Mobile
- Verizon
- Xfinity

# Seasonal Audiences

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# Reach each season's biggest spenders

Every season, across the calendar year, you know when it's time to take out your wallet. The Oracle Data Cloud Seasonals were created to capture all the big spending occasions.

From spring cleaning to Father's Day, football Sundays to big holidays, Seasonals reach consumers "in the spending zone" delivering audience integrity and accuracy—at scale.

## Audiences built from:

- Consumers 3X more likely to buy in sample categories\*
- 115MM+ US HHs
- Retail, CPG, & Lifestyles data

*\*As compared with the national average*

## How to use Seasonal audiences

Add to any brand, product or category audience.

Increase campaign scale while maintaining relevance.

Align to any promotional theme, such as holidays or events.

# Sample Seasonal Audiences

## Spring seasonals

### Allergy Sufferers

They're buying OTC allergy remedies, antihistamines, tissues, and hypoallergenic products.

### Easter Candy Buyers

Easter candies, greeting cards, collectibles, and religious items are spring sellers.

### March Madness Basketball Fans

NCAA gear, and college basketball games are sought after.

### Mother's Day Shoppers

They're buying greeting cards, candy, flowers, and jewelry.

### Spring Cleaners

Stocking up on cleaning supplies, specialty cleaners, furniture polish, and paper towels.

### Spring Gardeners

Sales of gardening tools, bulbs and seeds, planters, soil products, and gardening publications grow as winter retreats.

### Spring Apparel Buyers

They're picking out shorts, sunglasses, swimwear, and sun-protective clothing.

## Summer seasonals

### Big Grillers

They're buying grilling equipment like grill baskets, barbeque tools, and utensils.

### Father's Day Shoppers

Greeting cards, outdoor gear, electronics, apparel, and sports tickets are sought after.

### Golf Lovers

They shop for golf equipment, and apparel, along with tournament tickets.

**Graduation Gift Buyers** Watches, jewelry, flowers, and computers are popular with these buyers.

### Major League Baseball Fans

They're buying team apparel, and merchandise, as well as MLB media and games.

### NASCAR Super Fans

They're big on NASCAR gear, hats, car accessories, and memorabilia.

### Outdoor Entertainers

They're buying patio furniture and accessories, outdoor décor, and lighting, along with lawn games.

### Patriotic Americans

They're shopping for Independence Day party gear, Americana home décor, and gear representing the U.S. Armed Forces.

### Road Trip Families

Coolers, camping equipment, GPS systems and, RV accessories are on their shopping list.

### Summer Home Improvements

Workshop accessories, power tools, ceiling fans, and landscaping tools are all sought after.

### Summer Olympics Followers

People who watch, attend or follow Summer Olympics.

## Fall seasonals

### Back-To-School Shoppers—Kids Under 12

They're buying school supplies, children's apparel, and backpacks.

### Back-To-School Shoppers—Teens

They're buying electronics, young men's and juniors apparel, and messenger bags.

### Black Friday/Cyber Monday

They're big on toys, electronics, designer apparel, and popular gift items.

### Fall Fashionistas

They're shopping for luxury clothing brands, designer jeans, jewelry, and accessories.

### Football Fans

This group buys football apparel and accessories, fan gear, and tailgating necessities.

### Halloween Candy Buyers

They're after bags of Halloween chocolates and candies.

### Halloween Costume Buyers

Costumes, and makeup are sought after.

### Kid's Lunchbox Packers

Buyers of single-serving pudding packs, yogurt tubes, string cheese, cracker packs, and combination lunches.

### Thanksgiving holiday cooks

They fill their carts with turkeys, stuffing, ham, roasts, cranberries, pumpkin-pie fillings, and more.

## Sample Seasonal Audiences (continued)

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### Winter seasonals

#### Big Bakers

They stock up on items like baking ingredients, cookie sheets, bread pans, and cake stands.

#### Cold & Flu Sufferers

They keep OTC cold medicine, throat lozenges, and cough syrup at hand.

#### Holiday Entertainers

They're buying cheeses and crackers, dips, prepared hors d'oeuvres, and cocktail napkins.

#### New Year's – Organization

They're after closet organizers, storage bins, drawer separators, and personal organization tools.

#### New Year's – Weight Loss

Weight-loss supplements, exercise equipment, and exercise DVDs are sought out.

#### Post-Holiday Bargain Shoppers

They're buying up tree ornaments, wrapping paper, greeting cards, and string lights.

#### Price-Conscious Holiday Shoppers

They're after candles, kitchen gifts, collectibles, and personalized gifts.

#### Top Holiday Spenders

Fine jewelry, watches, electronics, and upscale brand clothing are in this group's shopping bags.

#### Valentine's Day

They shop for flowers, chocolates, jewelry, and greeting cards.

#### Winter Activity Enthusiasts

They're buying ski apparel, snowshoes, sleds, ice skates, gloves, and hand warmers



# Lifestyle Audiences

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# We are what we buy

We're all consumers and we're all different. We're not defined by our demographic or financial profiles—or what we do online. It's what we buy that reveals what matters to us. And that's the power of the purchase. Oracle Data Cloud Buyer Profiles brings together UPC-level purchase data across all product categories. Then, we overlay traditional demographic and financial profiles. Ultimately, you get a 360-degree view of your perfect target audience.

## Audiences built from:

- Retail purchases across 1,500+ leading retailers
- Offline, multi-sourced, and cross-verified demographic and financial data
- Coverage on 115M+ US HHs

## How to use Seasonal audiences

Complement product-specific audiences with the scale of cross-category purchasing

Add purchase data to your demo and financial view of the consumer.

Build a custom Buyer Profiles audience for any need—just ask The Data Hotline.

# Sample Lifestyle Audiences

## Affluent Baby Boomers

Vacations, home renovations, wine & cooking, health research, financial services, and outdoor activities.

Gender: F/M Age: 52-72  
HH income: \$100M+

## Auto Enthusiasts

Auto publications, motorcycles, car stereos, after-market auto parts, ATVs, snowmobiles, motorboats

Gender: M Age: 24-45  
HH income: \$40M - \$80M

## Business Travelers

Carry-on luggage, business attire, smartphones, and travel services

Gender: F/M Age: 30-55  
HH income: \$75M - \$200M

## Corporate Execs

Business attire, luxury automobiles, business travel, politics, and finance

Gender: F/M Age: 30-60  
HH income: \$100M - \$250M

## DIYers

Home improvement supplies, auto repair supplies, tools, and landscaping materials

Gender: Skews M Age: 35-65  
HH income: \$50M+

## Fashionistas

Designer jeans & accessories, jewelry, luxury brands & retailers, upscale restaurants, and clubs

Gender: Skews F Age: 27-45  
HH income: \$80M - \$150M

## Foodies

Cooking & entertainment, cookware, specialty meats & cheeses, wine, and gourmet recipes

Gender: F/M Age: 35-50  
HH income: \$100M+

## Gadget Geeks

Mobile devices, home audio & video, computers, consumer electronics blogs, and media

Gender: M Age: 25-45  
HH income: \$60M - \$125M

## Gamers

Video consoles, video games, and accessories

Gender: M Age: 24-35  
HH income: \$50M - \$100M

## Green Consumers

Organic food, energy-efficient appliances, and environmentally responsible brands

Gender: F/M Age: 25-50  
HH income: \$75M - \$150M

## Healthy and Fit

Health research, vitamins & supplements, cooking & recipes, exercise programs & equipment, athletic apparel, and fitness publications

Gender: F/M Age: 25-55  
HH income: \$60M+

## High Spenders

Designer clothing, fine jewelry, financial services, fine dining, and foods

Gender: F/M Age: 32-55  
HH income: \$125M+

## Indie Women

Women's fashion, entertainment, dining, home decor, and new cars

Gender: F Age: 26-37  
HH income: \$40M - \$95M

## Leisure Travelers

Vacation information, travel promotions, travel products & services, and world news

Gender: F/M Age: 35-65  
HH income: \$70M+

## Luxury Sports

Latest golfing/skiing/boating equipment, personal & business travel, luxury automobiles, and fine watches

Gender: M Age: 32-60  
HH income: \$125M+

## New Movers

Home accessories, home improvements, insurance, and furniture

Gender: F/M Age: 20-65  
HH income: \$65M+

## New Parents

Baby products and clothing, parenting publications, and nursery furnishings

Gender: F/M Age: 24-36  
HH income: \$50M+

## Online Buyers

Electronics, books, music, movies, travel, and apparel

Gender: F/M Age: 25-55  
HH income: \$60M+

## Outdoor Enthusiasts

Outdoor apparel, SUVs, wagons & trucks, outdoor gear, and fishing & gaming supplies

Gender: F/M Age: 24-40  
HH income: \$50M+

## Seniors

Health information, senior products & services, hobbies such as gardening & golf, and financial services

Gender: F/M Age: 65+  
HH income: \$40M - \$100M

## Shopping Enthusiasts

Women's clothing, health & beauty products, home furnishings, coupons, and promotional newsletters

Gender: F Age: 25-49  
HH income: \$60M+

## Sample Lifestyle Audiences (continued)

### Spa Mavens

Cosmeceuticals, skin care, luxury linens, spa retreats, and beauty products

Gender: F Age: 33-55  
HH income: \$85M+

### Sports Fans

Sports apparel, action movies, video games, collectibles, and sporting events

Gender: M Age: 20-45  
HH income: \$50M+

### Sportsmen

Trucks & SUVs, outdoor gear & apparel, motorboats, hunting & fishing publications, and land conservation

Gender: M Age: 28-60  
HH income: \$50M - \$100M

### Trendy Homemakers

Home accessories, design & decorating publications, cooking & recipes

Gender: F Age: 28-45  
HH income: \$60M+

### Working-class Families

Value gifts, family clothing, and one-stop-shop retailers

Gender: F/M Age: 25-45  
HH income: \$30M-\$75M

### Young & Hip

Fashion & trend media, boutique clothing, consumer electronics & gadgets, and contemporary furniture

Gender: F/M Age: 25-34  
HH income: \$40M-\$80M

## Moms

### Big-city Moms

Upscale baby strollers, restaurants/takeout food, children's entertainment, stylish clothing, and technology solutions

Gender: F Age: 28-50  
HH income: \$75M-\$150M

### Corporate Moms

Career apparel & accessories, technology solutions, smartphones & tablets, and family vacations

Gender: F Age: 30-50  
HH income: \$90M-\$250M

### Fit Moms

Athletic apparel, sports equipment, and accessories for the entire family

Gender: F Age: 25-48  
HH income: \$75M+

### Green Moms

Organic clothing, cloth/biodegradable diapers, toys made of sustainable materials, and reusable shopping bags

Gender: F Age: 25-45  
HH income: \$85M-\$200M

### Moms Of Preschool Kids

Childcare, learning toys, play sets, children's books & games, and character-themed domestics

Gender: F Age: 26-38  
HH income: \$40M+

### Moms Of Grade-school Kids

Backpacks, board games, portable electronics, and grab-and-go foods

Gender: F Age: 30-45  
HH income: \$50M+

### Moms Of High-school Kids

Teen clothing, trendy brands, video games, and laptops

Gender: F Age: 38-52  
HH income: \$60M+

### New Moms

Car seats, baby clothes, safety products, crib bedding, and toys

Gender: F Age: 24-36  
HH income: \$40M+

### Soccer Moms

Family media & entertainment, children's sports gear, SUV accessories, and backyard toys

Gender: F Age: 30-45  
HH income: \$50M-\$125M

### Stay-at-home Moms

Domestics & housewares, home-storage solutions, children's toys, books, and apparel

Gender: F Age: 23-45  
HH income: \$40M-\$100K

### Trendy Moms

Children's boutique clothing, contemporary children's furniture, and parenting/cooking/home décor publications

Gender: F Age: 26-45  
HH income: \$80M+

### Working-class Moms

Value buyers of domestics, apparel, and children's toys & games

Gender: F Age: 25-45  
HH income: \$30M-\$75M

# ORACLE Data Cloud

Contact your Oracle Data Cloud partner to get started.

[OracleDataCloud.com](https://www.oracle.com/datacloud)