



ORACLE DATA CLOUD SEGMENT SUMMARY

Generated: Thu Dec 09 2021 12:42:40 GMT-0800 (Pacific Standard Time)

Oracle Advertising Segment Summary

Oracle Advertising helps advertisers connect to consumers online who may be interested in their products or services. We take pride in our commitment to providing transparent and accessible ways for consumers to access this information.

This PDF provides you with the type of third-party interest segments that are available to Oracle Advertising customers and partners. Please note that the interest segments you see within this PDF are associated with the specific browser, computer, or device that you are using to download this PDF at any given time. You may see different segments when downloading the PDF from a different browser, computer, or device.

Oracle Advertising creates third-party interest segments to help enable Oracle Advertising customers and partners to market products and services to you based on your interests; to analyze and optimize the use, function and performance of Oracle products and services; to manage the security of our sites, networks and systems; and to comply with applicable laws and regulations and to operate our business. Oracle obtains data from partners who provide online data (such as cookie ID, IP address) and offline data (direct identifier such as name, email, and address) to Oracle.

For more information regarding Oracle Advertising's collection and use of your personal information, including information about the categories of sources, the categories of third parties with whom Oracle Advertising shares information, and the purposes for which the personal information will be used is available in the:

Oracle Advertising Privacy Policy.



Oracle and Partner Segments

This document provides the interest segment paths Oracle Advertising and our partners have associated with your cookie, device or browser. Inclusion into a segment can occur through a variety of reasons. For example, visiting an online car dealership site may indicate you are in-market for a new car, or purchasing a pair of high heels from one of our partners may indicate you are a women's clothing shopper. Furthermore, your online browsing or offline behavior may show similar patterns to those in-market for a new car or a household shopping for apparel, placing you in a similar profile.

The detailed segment path names displayed in this document help marketers manage their campaigns through differentiated names. To help you read this PDF, the below example shows that this is an Oracle-created segment. The general category is "shopping", meaning that the user is interested in or likely interested in shopping, and the specific information for this segment shows that the user is interested in fresh & healthy shopping and cuisine. This information and the interest segment names are displayed in a manner to help advertisers better identify broad audiences that may be interested in their products or services.

Example of an interest segment created by Oracle:

Audiences by Oracle > Shopping > Shopping & Cuisine Style: Fresh & Healthy

Similar to the Oracle-created interest segment, inclusion in partner-provided interest segments is based on your online, and in the US only, offline behavior. The interest segment names are displayed in a manner to help advertisers manage their advertising campaigns.

Oracle obtains data from third party data providers. Our online Oracle Marketing & Data Cloud branded data partners are listed here in our catalog:

<https://www.oracle.com/applications/customer-experience/data-cloud/solutions/data-as-a-service/data-providers.html>

Which includes a comprehensive list of our current EU/EEA data suppliers. Please note that some of these partners only provide information about individuals in specific regions.



Segment Detail View

A/B Test Groups > Group 10

Audiences by Oracle

Audiences by Oracle > Media and Entertainment

Audiences by Oracle > Media and Entertainment > News and Current Events

Audiences by Oracle > Retail

Audiences by Oracle > Retail > In-Market

Audiences by Oracle > Technology and Computing

Audiences by Oracle > Technology and Computing > Interest (Affinity)

Audiences by Oracle > Technology and Computing > Interest (Affinity) > Computers

BlueKai Internal - Private > Data Center

BlueKai Internal - Private > Data Center > Phoenix

BlueKai Internal - Private > Overlap > Pool: 17724 (Centro DSP P2076)

BlueKai Internal - Private > Overlap > Pool: 19505 (Oath - Yahoo/Brightroll syndicated P598)

BlueKai Internal - Private > Overlap > Pool: 2768 (Datalogix P1)

BlueKai Internal - Private > Overlap > Pool: 2964 (DataXu P173)

BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All

BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All > Pool: 2981 (Google P623) - Add

BlueKai Internal - Private > Overlap > Pool: 3085 (AppNexus P608)

BlueKai Internal - Private > Overlap > Pool: 35244(Beeswax P3931)

BlueKai Internal - Private > Overlap > Pool: 4413 (TubeMogul P920)

BlueKai Internal - Private > Overlap > Pool: 4448 (MediaMath P922)

BlueKai Internal - Private > Overlap > Pool: 4499 (ATT - Turn P932)

BlueKai Internal - Private > Overlap > Pool: 4722 (RocketFuel P894)

BlueKai Internal - Private > Overlap > Pool: 5386 (The Trade Desk P1090)

BlueKai Internal - Private > User Type > Desktop Cookie

Branded Data

Branded Data > AcquireWeb - Claritas

Branded Data > AcquireWeb - Claritas > Business

Branded Data > AcquireWeb - Claritas > Business > Educational Services (NAICS Code: 61)

Branded Data > AcquireWeb - Claritas > Business > Location Employees 20-49

Branded Data > AcquireWeb - Claritas > Business > Location Type Stand Alone

Branded Data > AmeriLINK

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender > Male

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Accounting & Auditing

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Accounting & Auditing > Billing & Invoicing

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Accounting & Auditing > Bookkeeping

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Air Travel

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Air Travel > Airport Parking & Transportation

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > ATMs & Branch Locations

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Debit & Checking Services

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Money Transfer & Wire Services

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Savings Accounts

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Beauty & Fitness

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Body Art

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Bus & Rail

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Car Rental & Taxi Services

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Carpooling & Vehicle Sharing

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > College Sports

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Cosmetic Procedures

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending > Credit Cards

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending > Loans

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Cruises & Charters

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18+

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-44

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-54

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-64

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25+

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-34



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 35-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 45-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 55-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender > Female
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender > Male
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 35-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 45-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 55-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 65+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 18-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-34
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 25-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 45-54



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 55-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Males 65+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Bars, Clubs & Nightlife
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Concerts & Music Festivals
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Event Ticket Sales
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Film Festivals
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Food & Beverage Events
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Live Sporting Events
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Movie Listings & Theater Showtimes
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Hygiene & Toiletries
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Make-Up & Cosmetics
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Skin & Nail Care
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Unwanted Body & Facial Hair Removal
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fashion & Style
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fashion & Style > Fashion Designers & Collections
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Financial Planning & Management
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Financial Planning & Management > Asset & Portfolio Management
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Financial Planning & Management > Inheritance & Estate Planning
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Bodybuilding
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Fitness Equipment & Accessories
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Fitness Instruction & Personal Training
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Gyms & Health Clubs
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Yoga & Pilates
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Grants Scholarships & Financial Aid
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Grants Scholarships & Financial Aid > Study Grants & Scholarships
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Hair Care
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Hotels & Accommodations
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Health Insurance
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Home Insurance



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Life Insurance
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Travel Insurance
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Brokerages & Day Trading
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Commodities & Futures Trading
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Currencies & Foreign Exchange
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Derivatives
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Funds
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Real Estate Investment Trusts
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Stocks & Bonds
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Luggage & Travel Accessories
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services > Massage Therapy
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Adventure Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Agritourism
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Sightseeing Tours
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > American Football
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Baseball
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Basketball
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Hockey
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Rugby
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Soccer
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Volleyball
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Beaches & Islands
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Historical Sites & Buildings
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Lakes & Rivers
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Mountain & Ski Resorts
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Regional Parks & Gardens
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Theme Parks
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Zoos, Aquariums & Preserves



Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel Agencies & Services

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel Agencies & Services > Tourist Boards & Visitor Centers

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel Guides & Travelogues

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports > Surfing

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Water Sports > Swimming

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Weight Loss

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports > Skiing & Snowboarding

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > World Sports Competitions

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > World Sports Competitions > Olympics

Branded Data > Audiences by Ziff Davis

Branded Data > Audiences by Ziff Davis > PCMag

Branded Data > Audiences by Ziff Davis > PCMag > Interests

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE)

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers > Networking & Communication

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Plans & Broadband/ Internet Service Providers (ISP)

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Plans & Broadband/ Internet Service Providers (ISP) > Broadband/Internet Service Providers

Branded Data > Audiences by Ziff Davis > Tech - B2B

Branded Data > Audiences by Ziff Davis > Tech - B2B > Networking & Infrastructure

Datalogix - Private > Internal

Datalogix - Private > Internal > All Users

Device Data

Device Data > Browser > Firefox

Device Data > Type > Computer

Geographic

Geographic > IP based > United States

Geographic > IP based > United States > Washington

Geographic > IP based > United States > Washington > Seattle-Tacoma-Bellevue

Oracle BlueKai



Segment Detail View

Oracle BlueKai > In-Market
Oracle BlueKai > In-Market > Retail
Oracle BlueKai > Interest
Oracle BlueKai > Interest > Arts and Entertainment
Oracle BlueKai > Interest > News and Current Events
Oracle BlueKai > Interest > Shopping
Oracle BlueKai > Interest > Shopping > Coupon Shoppers
Oracle BlueKai > Interest > Technology and Computers
Oracle BlueKai > Interest > Technology and Computers > Computers
Oracle BlueKai > Interest > Technology and Computers > Computers > Networking and Wireless
User Counts > AdAdvisor > Targus GET - 2831
User Counts > Lotame > Lotame ID Swap Pixel - 5907
Ziff Davis - ODC Seat - Private
Ziff Davis - ODC Seat - Private > In-Market
Ziff Davis - ODC Seat - Private > In-Market > Brand
Ziff Davis - ODC Seat - Private > In-Market > Brand > Apple
Ziff Davis - ODC Seat - Private > In-Market > Brand > CyberLink
Ziff Davis - ODC Seat - Private > In-Market > Brand > DELL
Ziff Davis - ODC Seat - Private > In-Market > Brand > GOOGLE
Ziff Davis - ODC Seat - Private > In-Market > Brand > MOTOROLA
Ziff Davis - ODC Seat - Private > In-Market > Brand > Nokia
Ziff Davis - ODC Seat - Private > In-Market > Brand > QUALCOMM
Ziff Davis - ODC Seat - Private > In-Market > Brand > SONY
Ziff Davis - ODC Seat - Private > In-Market > Brand > SYMANTEC
Ziff Davis - ODC Seat - Private > In-Market > Device Type
Ziff Davis - ODC Seat - Private > In-Market > Device Type > Computers
Ziff Davis - ODC Seat - Private > In-Market > Device Type > Computers > Networking
Ziff Davis - ODC Seat - Private > Sites
Ziff Davis - ODC Seat - Private > Sites > Tech - CE
Ziff Davis - ODC Seat - Private > Sites > Tech - CE > PCMag.com
Ziff Davis - ODC Seat - Private > Sites > Tech - CE > speedtest.net

