ORACLE
Data Cloud

ORACLE DATA CLOUD SEGMENT SUMMARY

Generated: Thu Dec 09 2021 12:48:57 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.

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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 01

Audiences by Oracle

Audiences by Oracle > Business (B2B)

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Education

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Education > Colleges and Universities

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software > Construction

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software > IT Governance

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software > System Security Services

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software > Virtualization Technology

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Sales Volume (Annual Revenue) > $500,000,000+

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Size > 5,000+ Employees

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: 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

Segment Detail View

Branded Data > AcquireWeb - Claritas
Branded Data > AcquireWeb - Claritas > Auto
Branded Data > AcquireWeb - Claritas > Auto > Auto In The Market
Branded Data > AcquireWeb - Claritas > Auto > Auto In The Market > Used Car
Branded Data > AcquireWeb - Claritas > Auto > Auto In The Market > Used Vehicle Age
Branded Data > AcquireWeb - Claritas > Auto > Auto In The Market > Used Vehicle Age > 6-10 Years
Branded Data > AcquireWeb - Claritas > Auto > Car Attitude
Branded Data > AcquireWeb - Claritas > Auto > Car Attitude > Quality of Workmanship/Construction
Branded Data > AcquireWeb - Claritas > Auto Service and Repair
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Acura Dealership Auto Service Defectors (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Audi Dealership Auto Service Defectors (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Audi Dealership Auto Service Loyalists (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Bmw Dealership Auto Service Defectors (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Bmw Dealership Auto Service Loyalists (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own AC DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Battery Cables DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Clutch Parts DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Exhaust System DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Gaskets DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Ignition Parts DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Steering Parts DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Suspension Parts DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Clean Their Own Fuel System DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Honda Dealership Auto Service Defectors (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Mazda Dealership Auto Service Loyalists (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Mercedes-Benz Dealership Auto Service Defectors (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for AC Compressor Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for AC Recharge Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Battery Cables Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Battery Change Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Brake Fluid Flush Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Clutch Parts Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Exhaust Pipes Service DIFM (IMR)

Segment Detail View

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Fuel Caps Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Fuel Filter Repair Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Fuel Injector Cleaning Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Fuel System Cleaning Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Fuse Repair Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Gas Treatment Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Gasket Repair Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Leak Stopped Repair Service DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Lubricant Refill DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Oil Treatment DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other AC Parts Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Collision Body Part Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Exhaust System Part Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Fuel Additives DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Fuel System Part Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Ignition Part Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Lighting Part Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Radiator Parts Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Windshield Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Paint Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Power Steering Chemicals Refill DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Sensor Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Steering Part Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Suspension Part Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for System Cleaners and Treatments DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Transmission Fluid Change DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Transmission Part Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Water Pump Repair DIFM (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Aamco Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Amazon.Com Customer for Vehicle Parts (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Auto Glass Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Body Repair Shop Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Brake Alignment Specialist Customer (IMR)

Segment Detail View

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Car Quest Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Carx Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Costco Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Foreign Repair Specialist Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Gas Service Station Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Government Testing Facility Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Grease Monkey Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Just Tires Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Kmart Customer for Auto Parts or Service (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Meineke Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Monro Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Ntb Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Q Lube/Quaker State Lube Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Sam's Club Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Sears Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Service Station Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Target Customer for Auto Parts (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Texaco Express Customer (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own AC Parts DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own Collision Body Parts DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own Fuel System Parts DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own Mufflers and Pipes DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own Painting DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Replace Own Transmission Parts and Repairs DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Shops at Big O (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Toyota Dealership Auto Service Defectors (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Uses Yokohama Tires (IMR)

Branded Data > AcquireWeb - Claritas > Behavior Model

Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In

Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Arts and Crafts

Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Books

Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Books > Audio Book Listener

Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Books > Book Reader

Segment Detail View

Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Food & Drink
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Food & Drink > Coffee Connoisseurs
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Food & Drink > Gourmet Cooking
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Listens to Alternative Music
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Music Download
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Music Streaming
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Outdoor
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Outdoor > Outdoor Enthusiast
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Restaurant
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Restaurant > Eats Fast Food Style
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Sports
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Sports > NBA Enthusiast
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Sports > NHL Enthusiast
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Video Gamer
Branded Data > AcquireWeb - Claritas > Behavior Model > Buyer / Owner
Branded Data > AcquireWeb - Claritas > Behavior Model > Buyer / Owner > Luxury Store Shoppers
Branded Data > AcquireWeb - Claritas > Behavior Model > Credit Card
Branded Data > AcquireWeb - Claritas > Behavior Model > Credit Card > Credit Card User
Branded Data > AcquireWeb - Claritas > Behavior Model > Investor
Branded Data > AcquireWeb - Claritas > Behavior Model > Investor > Online Trading
Branded Data > AcquireWeb - Claritas > Connexions
Branded Data > AcquireWeb - Claritas > Connexions > 50 Early-Bird TV
Branded Data > AcquireWeb - Claritas > Demographics
Branded Data > AcquireWeb - Claritas > Demographics > Age
Branded Data > AcquireWeb - Claritas > Demographics > Age > 35-44
Branded Data > AcquireWeb - Claritas > Demographics > Dwelling Type
Branded Data > AcquireWeb - Claritas > Demographics > Dwelling Type > Multi-Family & Condominium
Branded Data > AcquireWeb - Claritas > Demographics > Education
Branded Data > AcquireWeb - Claritas > Demographics > Education > Less than High School Diploma
Branded Data > AcquireWeb - Claritas > Demographics > First Time Homebuyer
Branded Data > AcquireWeb - Claritas > Demographics > First Time Homebuyer > Yes
Branded Data > AcquireWeb - Claritas > Demographics > Home Ownership

Segment Detail View

Branded Data > AcquireWeb - Claritas > Demographics > Home Ownership > Renters

Branded Data > AcquireWeb - Claritas > Demographics > Household Income

Branded Data > AcquireWeb - Claritas > Demographics > Household Income > $50,000 - $74,999

Branded Data > AcquireWeb - Claritas > Demographics > Length of Residence

Branded Data > AcquireWeb - Claritas > Demographics > Length of Residence > 6-10 Years

Branded Data > AcquireWeb - Claritas > Demographics > Number of Adults

Branded Data > AcquireWeb - Claritas > Demographics > Number of Adults > 1

Branded Data > AcquireWeb - Claritas > Demographics > Number of Children in Household

Branded Data > AcquireWeb - Claritas > Demographics > Number of Children in Household > 0

Branded Data > AcquireWeb - Claritas > Entertainment

Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan

Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Football

Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Football > Attend NFL Regularly

Branded Data > AcquireWeb - Claritas > Financial

Branded Data > AcquireWeb - Claritas > Financial > Chase Customer (Scarborough)

Branded Data > AcquireWeb - Claritas > Financial > Citibank Customer (Scarborough)

Branded Data > AcquireWeb - Claritas > Financial > No Charitable Contributions (Scarborough)

Branded Data > AcquireWeb - Claritas > Financial > No Household Bank (Scarborough)

Branded Data > AcquireWeb - Claritas > Financial > Prospective GEICO Auto Insurance Buyer (Scarborough)

Branded Data > AcquireWeb - Claritas > Financial > Prospective Mercury Auto Insurance Buyer (Scarborough)

Branded Data > AcquireWeb - Claritas > Financial > Uses Prepaid Debit Card

Branded Data > AcquireWeb - Claritas > Health

Branded Data > AcquireWeb - Claritas > Health > Prospective Health Net Health Insurance Buyer (Scarborough)

Branded Data > AcquireWeb - Claritas > Health > Shops Target Pharmacy (Scarborough)

Branded Data > AcquireWeb - Claritas > P$YCLE Premier

Branded Data > AcquireWeb - Claritas > P$YCLE Premier > 49 Penny Pinchers

Branded Data > AcquireWeb - Claritas > PRIZM Premier

Branded Data > AcquireWeb - Claritas > PRIZM Premier > 40 Aspiring A-Listers

Branded Data > AcquireWeb - Claritas > Retail

Branded Data > AcquireWeb - Claritas > Retail > Shop at Bj Wholesale Club (Scarborough)

Branded Data > AcquireWeb - Claritas > Retail > Shop at Bloomingdale's (Scarborough)

Branded Data > AcquireWeb - Claritas > Retail > Shop at Burlington Coat Factory (Scarborough)

Branded Data > AcquireWeb - Claritas > Retail > Shop at Kmart for Athletic Goods (Scarborough)

Segment Detail View

Branded Data > AcquireWeb - Claritas > Retail > Shop at Macys (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Marshalls (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Neiman Marcus (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Nordstrom (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Nordstrom Rack (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at REI (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Saks Fifth Avenue (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Target for Athletic Goods (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops BJs Wholesale Club (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops Hispanic Grocery (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops Online Grocery (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops Trader Joe's (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops Whole Foods Market (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at 7-Eleven (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Ann Taylor (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Anna Linens (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Anthropologie (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at BJs Wholesales Club (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Banana Republic (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Bloomingdales (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Brooks Brothers (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Burlington Coat Factory (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Crate and Barrel (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Foot Locker (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Gap (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Gaps Kids (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Lady Foot Locker (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Lord and Taylor (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Macy (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Marshalls (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Neiman Marcus (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at New York and Company (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Nordstrom Rack (Scarborough)

Segment Detail View

Branded Data > AcquireWeb - Claritas > Retail > Shops at Old Navy (Scarborough)

Branded Data > AcquireWeb - Claritas > Retail > Shops at REI (Scarborough)

Branded Data > AcquireWeb - Claritas > Retail > Shops at Staples (Scarborough)

Branded Data > AcquireWeb - Claritas > Retail > Shops at The Container Store (Scarborough)

Branded Data > AcquireWeb - Claritas > Sports and Entertainment

Branded Data > AcquireWeb - Claritas > Sports and Entertainment > Attends Art Museum (Scarborough)

Branded Data > AcquireWeb - Claritas > Tech

Branded Data > AcquireWeb - Claritas > Tech > Above Average Technology Users

Branded Data > AcquireWeb - Claritas > Tech > Cox Internet Service Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Cox TV Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Heavy Audio Streamer

Branded Data > AcquireWeb - Claritas > Tech > Heavy Video Streamer

Branded Data > AcquireWeb - Claritas > Tech > High Tech Users

Branded Data > AcquireWeb - Claritas > Tech > Metropcs Cell Phone Service Subscriber

Branded Data > AcquireWeb - Claritas > Tech > No TV to Save Money

Branded Data > AcquireWeb - Claritas > Tech > Prospective Boost Mobile Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Prospective Cricket Communication Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Prospective Metro PCS Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Prospective Sprint Cell Phone Service Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Prospective T-Mobile Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Prospective Virgin Mobile Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Sprint Cell Phone Service Subscriber

Branded Data > AcquireWeb - Claritas > Tech > T-Mobile Cell Phone Service Subscriber

Branded Data > AcquireWeb - Claritas > Tech > Technology Adoption

Branded Data > AcquireWeb - Claritas > Tech > Technology Adoption > Early Majority

Branded Data > AcquireWeb - Claritas > Tech > Technology Adoption > Top 25% for Tech

Branded Data > AcquireWeb - Claritas > Tech > Technology Adoption > Top 25% for Tech > Technology Adoption

Branded Data > AcquireWeb - Claritas > Tech > Unsubsidized Cell Phone User

Branded Data > AcquireWeb - Claritas > Tech > Uses Prepaid Cell Phone

Branded Data > AcquireWeb - Claritas > Tech > Uses Prepaid Cell Phone Service Contract to Avoid Long Term Deal

Branded Data > AcquireWeb - Claritas > Tech > Willing to Pay by Phone

Branded Data > AcquireWeb - Claritas > Telco Subscribers

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Loyalists

Segment Detail View

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Loyalists > Longtime Subscriber With Charter

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Loyalists > Longtime Subscriber With Comcast

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Loyalists > Longtime Subscriber With Cox

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Switcher

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Switcher > Predicted to Switch from Comcast

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Switcher > Predicted to Switch from Cox

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Landline Switcher > Predicted to Switch to Comcast

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from Us Cellular to Verizon

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 Provid

Branded Data > Audiences by Ziff Davis > Tech - B2B

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

Branded Data > Bombora

Branded Data > Bombora > B2B

Branded Data > Bombora > B2B > Company Revenue

Branded Data > Bombora > B2B > Company Revenue > XXLarge ($1B+)

Branded Data > Bombora > B2B > Company Size

Branded Data > Bombora > B2B > Company Size > XXLarge (10,000+ Employees)

Branded Data > Bombora > B2B > Industry

Branded Data > Bombora > B2B > Industry > Education & Teaching

Branded Data > Bombora > B2B > Industry > Education & Teaching > Colleges & Universities

Branded Data > Bombora > B2B > Install Data

Branded Data > Bombora > B2B > Install Data > Cloud Services

Branded Data > Bombora > B2B > Install Data > Cloud Services > Cloud Infrastructure Computing

Branded Data > Bombora > B2B > Install Data > Cloud Services > Infrastructure as a Service (IaaS)

Segment Detail View

Branded Data > Bombora > B2B > Install Data > Cloud Services > Platform as a Service (PaaS)

Branded Data > Bombora > B2B > Install Data > Communications Technologies

Branded Data > Bombora > B2B > Install Data > Communications Technologies > Telephony

Branded Data > Bombora > B2B > Install Data > Customer Relationship Management

Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Contact Center Management

Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Customer Relationship Management (CRM)

Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Help Desk Management

Branded Data > Bombora > B2B > Install Data > Data Center Solutions

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Data Archiving Back-Up & Recovery

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Database Management Software

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Disaster Recovery (DR)

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > IT Infrastructure & Operations Management

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Security Information and Event Management (SIEM)

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > System Analytics & Monitoring

Branded Data > Bombora > B2B > Install Data > Data Center Solutions > System Security Services

Branded Data > Bombora > B2B > Install Data > Enterprise Applications

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Business Process Management (BPM)

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Business Solutions (EBS)

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Performance Management (EPM)

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Resource Planning (ERP)

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > HR Management Systems (HRMS)/Human Capital Management (HCM)

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Procurement

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Supplier Relationship Management (SRM)

Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Supply Chain Management (SCM)

Branded Data > Bombora > B2B > Install Data > Enterprise Content

Branded Data > Bombora > B2B > Install Data > Enterprise Content > Enterprise Content Management (ECM)

Branded Data > Bombora > B2B > Install Data > Hardware (Basic)

Branded Data > Bombora > B2B > Install Data > Hardware (Basic) > Mainframe Computers

Branded Data > Bombora > B2B > Install Data > Hardware (Basic) > Server Technologies (Hardware)

Branded Data > Bombora > B2B > Install Data > IT Governance

Branded Data > Bombora > B2B > Install Data > IT Governance > Application Development & Management

Branded Data > Bombora > B2B > Install Data > IT Governance > Software Configuration Management (SCM)

Branded Data > Bombora > B2B > Install Data > Marketing Performance Management

Segment Detail View

Branded Data > Bombora > B2B > Install Data > Marketing Performance Management > Business Intelligence

Branded Data > Bombora > B2B > Install Data > Marketing Performance Management > Marketing Performance Measurement

Branded Data > Bombora > B2B > Install Data > Network Computing

Branded Data > Bombora > B2B > Install Data > Network Computing > Network Management (Hardware)

Branded Data > Bombora > B2B > Install Data > Productivity Solutions

Branded Data > Bombora > B2B > Install Data > Productivity Solutions > Productivity Solutions

Branded Data > Bombora > B2B > Install Data > Software (Basic)

Branded Data > Bombora > B2B > Install Data > Software (Basic) > Server Technologies (Software)

Branded Data > Bombora > B2B > Install Data > Vertical Markets

Branded Data > Bombora > B2B > Install Data > Vertical Markets > Construction

Branded Data > Bombora > B2B > Install Data > Vertical Markets > Manufacturing/Engineering

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Remote Computer/Server Solutions

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Virtualization: Application & Desktop

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Virtualization: Platform Management

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Virtualization: Server & Data Center

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Web & Portal Technology

Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Web Content Management System (WCMS)

Branded Data > Bombora > B2B > Professional Groups

Branded Data > Bombora > B2B > Professional Groups > Business Professional

Custom Categories - Private > Euro Disney

Custom Categories - Private > Euro Disney > No Children in Household

Custom Categories Internal - Private > Signal Data > Source Categories

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes)

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Industry

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Education

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Education > Colleges and Universities

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Size

Custom Categories Internal - Private > Signal Data > Source Categories > Business (B2B) > Firmographics (Company Attributes) > Company Size > 5,000+ Employees

Datalogix - Private > Internal

Datalogix - Private > Internal > All Users

Device Data

Device Data > Browser > Firefox

Segment Detail View

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

Oracle BlueKai > Business (B2B)

Oracle BlueKai > Business (B2B) > Company Past Purchases > Technology

Oracle BlueKai > Business (B2B) > Company Past Purchases > Technology > IT Governance

Oracle BlueKai > Business (B2B) > Company Size > 5,000+ Employees

Oracle BlueKai > Business (B2B) > Industries & Occupations > Education

Oracle BlueKai > Business (B2B) > Industries & Occupations > Education > Colleges & Universities

Oracle BlueKai > Business (B2B) > Sales Volume > $500,000,000+

Oracle BlueKai > In-Market

Oracle BlueKai > In-Market > Retail

Oracle BlueKai > Interest

Oracle BlueKai > Interest > Arts and Entertainment

Oracle BlueKai > Interest > Arts and Entertainment > Reading

Oracle BlueKai > Interest > Arts and Entertainment > Reading > Formats > Audiobooks

Oracle BlueKai > Interest > Food and Drink

Oracle BlueKai > Interest > Food and Drink > Coffee and Tea

Oracle BlueKai > Interest > Food and Drink > Foodie and Gourmet

Oracle BlueKai > Interest > Food and Drink > Restaurants

Oracle BlueKai > Interest > Food and Drink > Restaurants > Fast Food

Oracle BlueKai > Interest > Lifestyles

Oracle BlueKai > Interest > Lifestyles > Luxury Pursuits

Oracle BlueKai > Interest > Shopping

Oracle BlueKai > Interest > Shopping > Coupon Shoppers

Oracle BlueKai > Interest > Sports and Recreation

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

Segment Detail View

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