ORACLE
Data Cloud

ORACLE DATA CLOUD SEGMENT SUMMARY

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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 02

Audiences by Oracle

Audiences by Oracle > Media and Entertainment

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT)

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Movie Viewers

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Movie Viewers > Genre > Action and Adventure Mo

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Movie Viewers > Genre > Animation Movie Streame

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Movie Viewers > Genre > Children and Family Movi

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Movie Viewers > Studios > Lionsgate Streamers

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Movie Viewers > Studios > Walt Disney Pictures Str

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Personas > OTT Originals Enthusiasts

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Viewing Frequency > Medium Streaming Frequency

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > Streaming Video Services > Disney Plus (Disney+)

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > Streaming Video Services > HBO Max

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity)

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Individual Sports > Tennis and Racquet Sports

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Soccer (Football)

Audiences by Oracle > Media and Entertainment > Television (TV)

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest > Genres > Sports

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest > Genres > Sports > NCAA March Madness

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest > Genres > Sports > NFL Super Bowl

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

Segment Detail View

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 CPG Categories

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Bakery Products

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Bakery Products > Bread Crumbs, Stuffing Mixes and Salad Toppers Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Bakery Products > Breads, Buns, Rolls and Bagels Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Bakery Products > Cookies Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Bakery Products > Crackers Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Beverages

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Beverages > Milk, Creams and Alternatives Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Candies and Gums

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Candies and Gums > Chocolate Candy Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Candies and Gums > Non Chocolate Candy Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Condiments

Segment Detail View

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Condiments > Ketchup Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Dairy and Alternatives

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Dairy and Alternatives > Butter, Margarine and Spreads Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Household Care Products

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Household Care Products > Dish and Dishwasher Detergents Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Household Care Products > Laundry Detergents Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Household Care Products > Laundry Fabric Softeners Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > International Specialty Products

Branded Data > AmeriLINK > AmeriLINK CPG Categories > International Specialty Products > Hispanic Specialties Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Meats, Seafood and Alternatives

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Meats, Seafood and Alternatives > Meats Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Paper, Plastic and Storage

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Paper, Plastic and Storage > Facial Tissues Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Paper, Plastic and Storage > Foils, Wraps, Liners and Baking Pans Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Paper, Plastic and Storage > Toilet Papers Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Paper, Plastic and Storage > Trash Bags Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Personal Care and Beauty Products

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Personal Care and Beauty Products > Feminine Care Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Prepared Foods, Deli and Meal Mixes

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Prepared Foods, Deli and Meal Mixes > Prepared Appetizers and Snacks Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Snacks, Nuts and Bars

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Snacks, Nuts and Bars > Popped and Unpopped Porcorn Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Vegetables

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Vegetables > Canned and Dried Vegetables Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Vegetables > Fresh Vegetables Purchasers

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Buyer Bubbles - Purchase Clusters

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Buyer Bubbles - Purchase Clusters > United States

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Buyer Bubbles - Purchase Clusters > United States > Urban Dweller

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Credit Card Users

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Credit Card Users > Card Type

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Credit Card Users > Card Type > Bank Card

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics

Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Age
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Age > 35 - 39
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender > Female
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender > Male
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Apparel
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Children's Products
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Crafts/Hobbies
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Home
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Home Electronics
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Membership Clubs
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Sports
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Retail Store Buyers
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Retail Store Buyers > Active - 24 Months
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Retail Store Buyers > Active - 24 Months > Home Decor & Crafting
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Black Friday
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Black Friday > Black Friday Shoppers
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Black Friday > Black Friday Shoppers – Shopping for Home Electronics
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Black Friday > Black Friday Shoppers – Shopping for Home Furnishings
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Cyber Monday
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Cyber Monday > Cyber Monday Online Shoppers
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Cyber Monday > Cyber Monday Shoppers – Shopping for Home Electronics
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Cyber Monday > Cyber Monday Shoppers – Shopping for Home Furnishings
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Father's Day
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Holiday/Christmas Shoppers
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Holiday/Christmas Shoppers > Home Electronics
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Holiday/Christmas Shoppers > Home Furnishings
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Horse racing/ Derby Day enthusiasts
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > March Madness
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Superbowl

Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > US Open

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > World Cup

Branded Data > AmeriLINK > AmeriLINK Consumer Database

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Age

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Age > 35 - 39

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Children Age Groups

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Children Age Groups > 42531

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Dual Income Index

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Dual Income Index > Least Likely

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Dwelling Type

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Dwelling Type > Apartment/Multi Family

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Discretionary Income Percent

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Discretionary Income Percent > 20 - 29%

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Income

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Income > $20K-$29.9K

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Investable Assets

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Investable Assets > Less than $5,000

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Family Position

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Family Position > Male HOH

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Gender

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Gender > Male

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Homeownership

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Homeownership > Renter

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Length of Residence

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Length of Residence > 6 - 10 Years

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Net Worth

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Net Worth > $0 or Less

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Adults in Household

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Adults in Household > 1

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Children in Household

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Children in Household > 1

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Presence of Children

Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Presence of Children > Yes

Branded Data > AmeriLINK > AmeriLINK Health

Branded Data > AmeriLINK > AmeriLINK Health > Ailments - Treatments

Branded Data > AmeriLINK > AmeriLINK Health > Ailments - Treatments > Allergies

Branded Data > AmeriLINK > AmeriLINK Health > Ailments - Treatments > Allergies > Allergy and Sinus

Branded Data > AmeriLINK > AmeriLINK Health > Ailments - Treatments > Eye & Vision

Branded Data > AmeriLINK > AmeriLINK Health > Ailments - Treatments > Eye & Vision > Vision Care & Conditions

Branded Data > AmeriLINK > AmeriLINK Health > Ailments - Treatments > Pain

Branded Data > AmeriLINK > AmeriLINK Health > Ailments - Treatments > Pain > Pain (Individual)

Branded Data > AmeriLINK > AmeriLINK Health > Ailments - Treatments > Respiratory

Branded Data > AmeriLINK > AmeriLINK Health > Ailments - Treatments > Respiratory > Nasal Allergies

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Adherence

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Adherence > Brand Preference

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Health Personality Segments

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Health Personality Segments > Direction Taker

Branded Data > AmeriLINK > AmeriLINK Health > Health Ranks

Branded Data > AmeriLINK > AmeriLINK Health > Health Ranks > Health Choices / Lifestyle

Branded Data > AmeriLINK > AmeriLINK Health > Health Ranks > Health Choices / Lifestyle > Diet Behaviors

Branded Data > AmeriLINK > AmeriLINK Health > Health Ranks > Healthy Behavior Change Index

Branded Data > AmeriLINK > AmeriLINK Health > Health Ranks > Healthy Behavior Change Index > Healthy Behavior Change - Likely

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Communication Channel Preference

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Communication Channel Preference > Cell

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Communication Channel Preference > Email

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Communication Channel Preference > Web

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Health Index

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Health Index > Manage the Business Side of Health

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Healthcare Treatment Preference

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Healthcare Treatment Preference > Personal Doctor or Personal Care Physician

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Influence Index

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Influence Index > Brand Influence - Likely

Branded Data > AmeriLINK > AmeriLINK Health > Personas for Health

Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Health > Personas for Health > Learning the System - Pearls and PURLS

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data

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

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 > 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 > 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 > 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 18-64

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

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 55-64

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 65+

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

Segment Detail View

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

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 > Demographics > Language

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Language > French

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Language > Spanish

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 > Expos & Conventions

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Live Sporting Events

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

Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Perfumes & Fragrances
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 > 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 > 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
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 > Team Sports

Segment Detail View

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 > Rugby

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Soccer

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 > Lakes & Rivers

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

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 > Water Sports

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 Provid

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

Segment Detail View

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
Oracle BlueKai > Custom Categories
Oracle BlueKai > Custom Categories > NCAA March Madness
Oracle BlueKai > Custom Categories > Super Bowl
Oracle BlueKai > Custom Categories > World Cup Enthusiast
Oracle BlueKai > In-Market
Oracle BlueKai > In-Market > Retail
Oracle BlueKai > Interest
Oracle BlueKai > Interest > Arts and Entertainment
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > TV
Oracle BlueKai > Interest > Shopping
Oracle BlueKai > Interest > Shopping > Coupon Shoppers
Oracle BlueKai > Interest > Sports and Recreation
Oracle BlueKai > Interest > Sports and Recreation > Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Soccer
Oracle BlueKai > Interest > Sports and Recreation > Sports > Tennis and Racquet Sports
Oracle BlueKai > Interest > Technology and Computers
Oracle BlueKai > Interest > Technology and Computers > Computers
Oracle BlueKai > Interest > Technology and Computers > Computers > Networking and Wireless
Oracle BlueKai > Television
Oracle BlueKai > Television > Viewership
Oracle BlueKai > Television > Viewership > Genres
Oracle BlueKai > Television > Viewership > Genres > Sports
Oracle BlueKai > Television > Viewership > Genres > Sports > NCAA March Madness
Oracle BlueKai > Television > Viewership > Genres > Sports > NFL Super Bowl

Segment Detail View

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