



ORACLE DATA CLOUD SEGMENT SUMMARY

Generated: Thu Dec 16 2021 18:55:32 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 > 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 > Hobbies and Interests (Affinity)

Audiences by Oracle > Hobbies and Interests (Affinity) > Hobbies

Audiences by Oracle > Hobbies and Interests (Affinity) > Hobbies > Games

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 Audio and Video Enthusiasts

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

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Audio and Video Enthusiasts > Streaming Video > Interest (Affinity)

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Audio and Video Enthusiasts > Streaming Video > Interest (Affinity) > Streaming Services

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Audio and Video Enthusiasts > Streaming Video > Interest (Affinity) > Streaming Services > Streaming Services

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 Movies

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

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

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

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

Audiences by Oracle > Media and Entertainment > Gaming

Audiences by Oracle > Media and Entertainment > Gaming > Interest (Affinity)

Audiences by Oracle > Media and Entertainment > Gaming > Interest (Affinity) > Platforms and Consoles



Segment Detail View

Audiences by Oracle > Media and Entertainment > Gaming > Interest (Affinity) > Platforms and Consoles > Gaming Consoles
Audiences by Oracle > Media and Entertainment > Gaming > Interest (Affinity) > Platforms and Consoles > Gaming Consoles > Sony
Audiences by Oracle > Media and Entertainment > Gaming > Interest (Affinity) > Platforms and Consoles > Gaming Consoles > Sony > PlayStation
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) > Brand Affinity
Audiences by Oracle > Technology and Computing > Interest (Affinity) > Brand Affinity > Microsoft
Audiences by Oracle > Technology and Computing > Interest (Affinity) > Brand Affinity > Sony
Audiences by Oracle > Technology and Computing > Interest (Affinity) > Computers
Audiences by Oracle > Telecommunications and Mobile Tech
Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology
Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > Interest
Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > Interest > Smart Home
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: 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



Segment Detail View

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

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 > Young Family

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics

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

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Age > 65 - 69

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 > Purchase Categories

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Gifts/holiday items

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Home Furnishings

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Membership Clubs

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Not For Profit

Branded Data > AmeriLINK > AmeriLINK Consumer Database

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

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 > Single 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 > 30 - 39%

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Income > \$125K-\$149.9K

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Investable Assets > \$1MM +

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



Segment Detail View

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

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

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

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Home Value > \$750K+

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

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

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Length of Residence > 1 - 5 Years

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Net Worth > \$1M+

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 > 0

Branded Data > AmeriLINK > AmeriLINK Health

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Health & Wellness Shopping

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Health & Wellness Shopping > Front of Store Spenders

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

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

Branded Data > AmeriLINK > AmeriLINK Health > Health Ranks

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 - Sustained

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 > Web

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

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

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Eye & Vision

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Eye & Vision > Vision

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



Segment Detail View

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

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Health Index > Wearable Device to Manage Health

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

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Health Insurance Direct Pay Index > Private Insurance - Direct

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 Online Behavioral Data

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 > Financial Planning & Management

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel

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 > 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 > Mountain & Ski Resorts

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel

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 > IGN

Branded Data > Audiences by Ziff Davis > IGN > Interests

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Anthem

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Assassins Creed

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Battlefield

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > BioShock

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Dead Redemption



Segment Detail View

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Destiny
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Diablo
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Doom
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Dying Light
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > FIFA
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Fallout
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > God of War
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Halo
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Kingdom Hearts
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Madden
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Minecraft
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Monster Hunter
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Persona
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Pokemon
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Portal
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Saints Row
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Sonic the Hedgehog
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Splinter Cell
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Tom Clancy's Division
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Tom Clancy's Rainbow Six
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Total War
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Uncharted
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Wolfenstein
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > World of Warcraft
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Genres
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Genres > Open World Games
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Microsoft Xbox 360
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Microsoft Xbox One
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Nintendo Wii & Nintendo Wii U
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Sony PlayStation 4 (PS4)
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Virtual Reality
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Virtual Reality > Oculus Quest



Segment Detail View

Branded Data > Audiences by Ziff Davis > Interests
Branded Data > Audiences by Ziff Davis > Interests > Automotive
Branded Data > Audiences by Ziff Davis > Interests > Automotive > Automotive Technology
Branded Data > Audiences by Ziff Davis > Interests > Automotive > Autonomous Driving & Autonomous Vehicles
Branded Data > Audiences by Ziff Davis > Interests > Automotive > Luxury Cars
Branded Data > Audiences by Ziff Davis > Interests > Entertainment
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Animation
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Horror
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Sci-Fi
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Superhero
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Thriller
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Streaming Media
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Streaming Media > Cord Cutters
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Streaming Media > Music Streaming
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Streaming Media > Video on Demand (VOD)
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > TV & Television Shows
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > TV & Television Shows > South Park
Branded Data > Audiences by Ziff Davis > Interests > Men's Lifestyle
Branded Data > Audiences by Ziff Davis > Interests > Men's Lifestyle > Fitness
Branded Data > Audiences by Ziff Davis > Interests > Technology
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > 23andMe
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Android
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Apple
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Best Buy
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Canon
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > CyberLink
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Dell
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Fitbit
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Google
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Hisense
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Hulu



Segment Detail View

Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > IDrive
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Instagram
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Marvel
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Microsoft
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Motorola
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Qualcomm
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Sony
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > TP-Link
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > TunnelBear
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Twitter
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Walmart
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Windows
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > iPad
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > iPhone
Branded Data > Audiences by Ziff Davis > Interests > Technology > DNA Testing
Branded Data > Audiences by Ziff Davis > Mashable
Branded Data > Audiences by Ziff Davis > Mashable > Interests
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Home Decor
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Parenting
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Shopping
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Web Culture
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres > Sci Fi
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres > Thriller
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Streaming
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Streaming > Video on Demand
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games > Platforms & Consoles
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games > Platforms & Consoles > Nintendo Switch
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Science
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Science > Climate & Environment



Segment Detail View

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

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

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

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers > Components, Accessories & Peripherals

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers > Printers & Scanners

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech > Fitness Trackers

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech > Smartwatches

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Mobile Apps

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Smart Home

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

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Software > Mobile Software

Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Tech How To

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) > Automotive

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

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Automotive > Autonomous (Self-Driving) Vehicles

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

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 > Cameras & Photography

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Cameras & Photography > Camera & Photography Accessories

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 > Components, Accessories & Peripherals

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

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers > Laptops, Notebooks & Netbooks

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) > Hardware > Computers > Printers & Scanners

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

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

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Connected Home > Heating Ventilation & Air Conditioning (HVAC)



Segment Detail View

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Connected Home > Security Systems & Remote Monitoring Kits

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

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

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

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > TV, Television & Video

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > TV, Television & Video > DVD & Blu-ray Players

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

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech > Fitness Trackers

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech > Smartwatches

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Cell Phones

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Cell Phones > Smartphones

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Mobile Accessories

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Mobile Apps

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Unlocked/No Contract Phones

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 > PCMag > Interests > Technology - Consumer Electronics (CE) > Software

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > PCMag > Interests > Technology - Consumer Electronics (CE) > Software > Utilities > Backup & Recovery

Branded Data > Audiences by Ziff Davis > Shopping, Coupons, Deals

Branded Data > Audiences by Ziff Davis > Shopping, Coupons, Deals > Back to School

Branded Data > Audiences by Ziff Davis > Shopping, Coupons, Deals > Holiday Shoppers

Branded Data > Audiences by Ziff Davis > Tech - B2B

Branded Data > Audiences by Ziff Davis > Tech - B2B > Cloud Computing

Branded Data > Audiences by Ziff Davis > Tech - B2B > Data Center

Branded Data > Audiences by Ziff Davis > Tech - B2B > Enterprise Applications

Branded Data > Audiences by Ziff Davis > Tech - B2B > IT Decision Makers

Branded Data > Audiences by Ziff Davis > Tech - B2B > Info Tech Management & Strategy



Segment Detail View

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



Segment Detail View

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
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)



Segment Detail View

Branded Data > Bombora > B2B > Professional Groups

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

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

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 > Hobbies, Games and Toys

Oracle BlueKai > Interest > Hobbies, Games and Toys > Games

Oracle BlueKai > Interest > News and Current Events



Segment Detail View

Oracle BlueKai > Interest > Shopping
Oracle BlueKai > Interest > Shopping > Coupon Shoppers
Oracle BlueKai > Interest > Technology and Computers
Oracle BlueKai > Interest > Technology and Computers > Brands > Microsoft
Oracle BlueKai > Interest > Technology and Computers > Brands > Sony
Oracle BlueKai > Interest > Technology and Computers > Computers
Oracle BlueKai > Interest > Technology and Computers > Computers > Networking and Wireless
Oracle BlueKai > Interest > Technology and Computers > Smart Home
Oracle BlueKai > Interest > Video Games
Oracle BlueKai > Interest > Video Games > Platforms > Sony
Oracle BlueKai > Interest > Video Games > Platforms > Sony > PlayStation
User Counts > AdAdvisor > Targus GET - 2831
User Counts > Lotame > Lotame ID Swap Pixel - 5907
Ziff Davis - ODC Seat - Private
Ziff Davis - ODC Seat - Private > Best Buy
Ziff Davis - ODC Seat - Private > Best Buy > Home Appliances
Ziff Davis - ODC Seat - Private > Best Buy > Unlocked Phones
Ziff Davis - ODC Seat - Private > Connected Home
Ziff Davis - ODC Seat - Private > Connected Home > Home Heating and Cooling Controllers
Ziff Davis - ODC Seat - Private > Connected Home > Security Systems & Remote Monitoring Kits
Ziff Davis - ODC Seat - Private > Connected Home > Smart Appliances
Ziff Davis - ODC Seat - Private > Connected Home > Smart Lighting
Ziff Davis - ODC Seat - Private > Connected Home > Smart TV
Ziff Davis - ODC Seat - Private > Custom Categories
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers
Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Action/Adventure Switch Gamers have not played Breath of Wild
Ziff Davis - ODC Seat - Private > Gaming
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Microsoft Xbox 360
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Microsoft Xbox One
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Mobile & App Based Gaming
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Nintendo 3DS
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Nintendo Wii & Wii-U



Segment Detail View

Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > PC Games
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation 3 (PS3)
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation 4 (PS4)
Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation Vita
Ziff Davis - ODC Seat - Private > Gaming > Franchise
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Assassin's Creed
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Battlefield
Ziff Davis - ODC Seat - Private > Gaming > Franchise > God of War
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Halo
Ziff Davis - ODC Seat - Private > Gaming > Franchise > Pokemon
Ziff Davis - ODC Seat - Private > Gaming > Franchise > South Park
Ziff Davis - ODC Seat - Private > Google
Ziff Davis - ODC Seat - Private > Google > Connected Home
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 > Interests
Ziff Davis - ODC Seat - Private > Interests > Technology
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK > 1 to 3 hours
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK > 15 or more
Ziff Davis - ODC Seat - Private > Interests > Technology > Custom Pokemon Sword/Shield Purchase



Segment Detail View

Ziff Davis - ODC Seat - Private > Interests > Technology > Cute Animal
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Game Development
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > IT Decision Makers
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Productivity Software
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Web Hosting
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Gaming PCs and Accessories
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Microsoft Xbox 360
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Microsoft Xbox One
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo Switch
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo Wii and Wii-U
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Sony PlayStation 4 (PS4)
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Virtual Reality (VR) Games and Hardware
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping > Holiday Shoppers
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping > Luxury Shoppers and Intenders
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Connected Home Voice Devices
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Nest Intenders Custom
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Unlocked Phones custom
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Wearable Tech
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
Ziff Davis - ODC Seat - Private > Streaming Media
Ziff Davis - ODC Seat - Private > Streaming Media > Amazon Fire
Ziff Davis - ODC Seat - Private > Streaming Media > Apple TV
Ziff Davis - ODC Seat - Private > Streaming Media > Cable Cutters
Ziff Davis - ODC Seat - Private > Streaming Media > Chromecast



Segment Detail View

Ziff Davis - ODC Seat - Private > Streaming Media > Google Play

Ziff Davis - ODC Seat - Private > Streaming Media > HBO

Ziff Davis - ODC Seat - Private > Streaming Media > Netflix

Ziff Davis - ODC Seat - Private > Streaming Media > Roku

Ziff Davis - ODC Seat - Private > Streaming Media > Sling TV

Ziff Davis - ODC Seat - Private > Streaming Media > Starz

