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 > 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 > 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 Exclusive Content Viewers

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

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

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 > 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 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 > USA Network Streamers

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 > Peacock

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

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

Segment Detail View

BlueKai Internal - Private > Data Center > Phoenix

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

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

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

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

BlueKai Internal - Private > User Type > Desktop Cookie

Branded Data

Branded Data > AcquireWeb - Claritas

Branded Data > AcquireWeb - Claritas > Business

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

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

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

Branded Data > AmeriLINK

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior

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 > 50 - 54

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

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

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 > Children's Apparel

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Retail Store Buyers > Active - 24 Months > Jewelry & Accessories

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Retail Store Buyers > Active - 24 Months > Men's Apparel

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Retail Store Buyers > Active - 24 Months > Men's Shoes

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Retail Store Buyers > Hotline - 60 Days

Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Retail Store Buyers > Hotline - 60 Days > Jewelry & Accessories

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Retail Store Buyers > Hotline - 60 Days > Women's Apparel

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 > Holiday/Christmas Shoppers

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Mothers Day

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Valentines Day

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 > 50 - 54

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 > 10 - 19%

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Income > $15K-$19.9K

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Investable Assets > $50,000 - $74,999

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 > Home Value

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Home Value > $401K-$500K

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

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

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Net Worth > $375K - $499.9K

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

Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors

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 > Healthy Behavior Change Index

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

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 > 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 > 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 > Carpooling & Vehicle Sharing

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

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

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

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

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

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

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics

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

Segment Detail View

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 65+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Bars, Clubs & Nightlife
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Concerts & Music Festivals
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Expos & Conventions
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Film Festivals
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Live Sporting Events
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Movie Listings & Theater Showtimes
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Hygiene & Toiletries
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Make-Up & Cosmetics
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > 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 > Financial Planning & Management > Inheritance & Estate Planning
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Bodybuilding
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Fitness Equipment & Accessories
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Fitness Instruction & Personal Training
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Gyms & Health Clubs
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Grants Scholarships & Financial Aid
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 > 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

Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Derivatives
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 > Specialty Travel
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Adventure 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 > Team Sports > Baseball
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Basketball
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Hockey
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Rugby
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Soccer
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Team Sports > Volleyball
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Beaches & Islands
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Historical Sites & Buildings
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > Lakes & Rivers
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Tourist Destinations > 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 > Travel Agencies & Services > Tourist Boards & Visitor Centers
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

Segment Detail View

Branded Data > Audiences by Ziff Davis > PCMag > Interests

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

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > Tech - B2B

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

Branded Data > Bombora

Branded Data > Bombora > B2B

Branded Data > Bombora > B2B > Company Revenue

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

Branded Data > Bombora > B2B > Company Size

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

Branded Data > Bombora > B2B > Industry

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

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

Branded Data > Bombora > B2B > Install Data

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

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

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

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)

Segment Detail View

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Segment Detail View

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

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

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

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

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

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

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

Branded Data > Bombora > B2B > Professional Groups

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

Custom Categories 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

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

Segment Detail View

Oracle BlueKai > Interest

Oracle BlueKai > Interest > Shopping

Oracle BlueKai > Interest > Shopping > Coupon Shoppers

Oracle BlueKai > Interest > Technology and Computers

Oracle BlueKai > Interest > Technology and Computers > Computers

Oracle BlueKai > Interest > Technology and Computers > Computers > Networking and Wireless

User Counts > AdAdvisor > Targus GET - 2831

User Counts > Lotame > Lotame ID Swap Pixel - 5907

Ziff Davis - ODC Seat - Private

Ziff Davis - ODC Seat - Private > In-Market

Ziff Davis - ODC Seat - Private > In-Market > Brand

Ziff Davis - ODC Seat - Private > In-Market > Brand > Apple

Ziff Davis - ODC Seat - Private > In-Market > Brand > CyberLink

Ziff Davis - ODC Seat - Private > In-Market > Brand > DELL

Ziff Davis - ODC Seat - Private > In-Market > Brand > GOOGLE

Ziff Davis - ODC Seat - Private > In-Market > Brand > MOTOROLA

Ziff Davis - ODC Seat - Private > In-Market > Brand > Nokia

Ziff Davis - ODC Seat - Private > In-Market > Brand > QUALCOMM

Ziff Davis - ODC Seat - Private > In-Market > Brand > SONY

Ziff Davis - ODC Seat - Private > In-Market > Brand > SYMANTEC

Ziff Davis - ODC Seat - Private > In-Market > Device Type

Ziff Davis - ODC Seat - Private > In-Market > Device Type > Computers

Ziff Davis - ODC Seat - Private > In-Market > Device Type > Computers > Networking

Ziff Davis - ODC Seat - Private > Sites

Ziff Davis - ODC Seat - Private > Sites > Tech - CE

Ziff Davis - ODC Seat - Private > Sites > Tech - CE > PCMag.com

Ziff Davis - ODC Seat - Private > Sites > Tech - CE > speedtest.net