



# 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 > Financial Services

Audiences by Oracle > Financial Services > Financial Planning

Audiences by Oracle > Financial Services > Financial Planning > Tax Planning and Preparation

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 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 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 > 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 > Disney Plus (Disney+)

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



## Segment Detail View

Audiences by Oracle > Technology and Computing > Interest (Affinity)  
Audiences by Oracle > Technology and Computing > Interest (Affinity) > Computers  
Audiences by Oracle > Travel and Tourism  
Audiences by Oracle > Travel and Tourism > Interest (Affinity)  
Audiences by Oracle > Travel and Tourism > Interest (Affinity) > Destinations > Europe  
Audiences by Oracle > Travel and Tourism > Interest (Affinity) > Destinations > Europe > Italy (incl. Rome)  
BlueKai Internal - Private > Data Center  
BlueKai Internal - Private > Data Center > Phoenix  
BlueKai Internal - Private > Overlap > Pool: 17724 (Centro DSP P2076)  
BlueKai Internal - Private > Overlap > Pool: 19505 (Oath - Yahoo/Brightroll syndicated P598)  
BlueKai Internal - Private > Overlap > Pool: 2768 (Datalogix P1)  
BlueKai Internal - Private > Overlap > Pool: 2964 (DataXu P173)  
BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All  
BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All > Pool: 2981 (Google P623) - Add  
BlueKai Internal - Private > Overlap > Pool: 3085 (AppNexus P608)  
BlueKai Internal - Private > Overlap > Pool: 35244(Beeswax P3931)  
BlueKai Internal - Private > Overlap > Pool: 4413 (TubeMogul P920)  
BlueKai Internal - Private > Overlap > Pool: 4448 (MediaMath P922)  
BlueKai Internal - Private > Overlap > Pool: 4499 (ATT - Turn P932)  
BlueKai Internal - Private > Overlap > Pool: 4722 (RocketFuel P894)  
BlueKai Internal - Private > Overlap > Pool: 5386 (The Trade Desk P1090)  
BlueKai Internal - Private > User Type > Desktop Cookie  
Branded Data  
Branded Data > AcquireWeb - Claritas  
Branded Data > AcquireWeb - Claritas > Business  
Branded Data > AcquireWeb - Claritas > Business > Educational Services (NAICS Code: 61)  
Branded Data > AcquireWeb - Claritas > Business > Location Employees 20-49  
Branded Data > AcquireWeb - Claritas > Business > Location Type Stand Alone  
Branded Data > AmeriLINK  
Branded Data > AmeriLINK > AmeriLINK CPG Categories  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Bakery Products  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Bakery Products > Doughnuts, Muffins and Pastries Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Beverages





## Segment Detail View

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Beverages > Carbonated Drinks Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Beverages > Milk, Creams and Alternatives Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Beverages > Water Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Breakfast Items  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Breakfast Items > Ready To Eat Cereals 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  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Condiments > All Other Condiments Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Cooking and Specialty Oils  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Cooking and Specialty Oils > Olive Oils 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 > Dairy and Alternatives > Eggs and Alternatives Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Dressings, Dips and Salsas  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Dressings, Dips and Salsas > Salad Dressings Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Fruits  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Fruits > Canned and Dried Fruits Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > General Merchandise  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > General Merchandise > Floral and Garden Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Health and Wellness  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Health and Wellness > Allergy and Sinus Care Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Health and Wellness > Ear, Nose and Eye Care Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Household Care Products  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Household Care Products > Household Cleaners Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Household Care Products > Laundry Fabric Softeners Purchasers  
Branded Data > AmeriLINK > AmeriLINK CPG Categories > Household Care Products > Other Laundry Fabric Care 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 > Pasta, Noodles and Grains



## Segment Detail View

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Pasta, Noodles and Grains > Pasta and Noodles Purchasers

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

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

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Personal Care and Beauty Products > Skin 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 Meals Side Dishes and Meal Mixes Purchasers

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

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Snacks, Nuts and Bars > All Other Snacks Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Sugars, Syrups and Alternatives

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Sugars, Syrups and Alternatives > Sugars and Sugar Alternatives Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Sugars, Syrups and Alternatives > Syrups, Honey and Molasses Purchasers

Branded Data > AmeriLINK > AmeriLINK CPG Categories > Vegetables

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

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior

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

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

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Age > 18 - 24

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Age > 55 - 59

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 > Home Improvement

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 > Cyber Monday

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 > Holiday/Christmas Shoppers

Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Seasonal Audiences > Tax Season



## Segment Detail View

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 > 18 - 24

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Age > 55 - 59

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Census Education > Some College

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 > Less than 10 %

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Income > \$150K-\$199.9K

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Investable Assets > \$750,000 - \$999,999

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 > 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 > Homeowner

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Length of Residence > 15+ Years

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Net Worth > \$750K - \$999.9K

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 > 3+

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





## Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > Adherence

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

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 > Willful Endurer

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 > Email

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

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

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 Health > Insurance/Financial Behaviors > Insurance Responder Index

Branded Data > AmeriLINK > AmeriLINK Health > Insurance/Financial Behaviors > Insurance Responder Index > Long Term Care Insurance Responder - Likely

Branded Data > AmeriLINK > AmeriLINK Health > Personas for Health

Branded Data > AmeriLINK > AmeriLINK Health > Personas for Health > Learning the System - Engraved Invitation

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data

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

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

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



## Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Air Travel > Airport Parking & Transportation  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > ATMs & Branch Locations  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Debit & Checking Services  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > Money Transfer & Wire Services  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > 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 18-44  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-54  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 18-64  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25+  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-44  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-54  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 25-64  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender  
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 > 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



## Segment Detail View

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 > Events & Listings  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Bars, Clubs & Nightlife  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Concerts & Music Festivals  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Event Ticket Sales  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Expos & Conventions  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Live Sporting Events  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Movie Listings & Theater Showtimes  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Hygiene & Toiletries  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Make-Up & Cosmetics  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Skin & Nail Care  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Unwanted Body & Facial Hair Removal  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fashion & Style  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fashion & Style > Fashion Designers & Collections  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Financial Planning & Management  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Bodybuilding  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Fitness Equipment & Accessories  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Fitness Instruction & Personal Training  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Gyms & Health Clubs  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Yoga & Pilates  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Grants Scholarships & Financial Aid  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Hair Care  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Hotels & Accommodations  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Health Insurance  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Home Insurance



## Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Life Insurance  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Insurance > Travel Insurance  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Brokerages & Day Trading  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Commodities & Futures Trading  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Currencies & Foreign Exchange  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Derivatives  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Funds  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Real Estate Investment Trusts  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Investing > Stocks & Bonds  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Luggage & Travel Accessories  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Spas & Beauty Services > Massage Therapy  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Adventure Travel  
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Specialty Travel > Ecotourism  
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 > 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





## Segment Detail View

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

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

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

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

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

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

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

Branded Data > Audiences by Ziff Davis

Branded Data > Audiences by Ziff Davis > PCMag

Branded Data > Audiences by Ziff Davis > PCMag > Interests

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

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > Tech - B2B

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

Branded Data > Bombora

Branded Data > Bombora > B2B

Branded Data > Bombora > B2B > Company Revenue

Branded Data > Bombora > B2B > Company Revenue > XXL Large (\$1B+)

Branded Data > Bombora > B2B > Company Size

Branded Data > Bombora > B2B > Company Size > XXL Large (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





## Segment Detail View

Branded Data > Bombora > B2B > Install Data > Communications Technologies > Telephony  
Branded Data > Bombora > B2B > Install Data > Customer Relationship Management  
Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Contact Center Management  
Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Customer Relationship Management (CRM)  
Branded Data > Bombora > B2B > Install Data > Customer Relationship Management > Help Desk Management  
Branded Data > Bombora > B2B > Install Data > Data Center Solutions  
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Data Archiving Back-Up & Recovery  
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Database Management Software  
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Disaster Recovery (DR)  
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > IT Infrastructure & Operations Management  
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > Security Information and Event Management (SIEM)  
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > System Analytics & Monitoring  
Branded Data > Bombora > B2B > Install Data > Data Center Solutions > System Security Services  
Branded Data > Bombora > B2B > Install Data > Enterprise Applications  
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Business Process Management (BPM)  
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Business Solutions (EBS)  
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Performance Management (EPM)  
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Enterprise Resource Planning (ERP)  
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > HR Management Systems (HRMS)/Human Capital Management (HCM)  
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Procurement  
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Supplier Relationship Management (SRM)  
Branded Data > Bombora > B2B > Install Data > Enterprise Applications > Supply Chain Management (SCM)  
Branded Data > Bombora > B2B > Install Data > Enterprise Content  
Branded Data > Bombora > B2B > Install Data > Enterprise Content > Enterprise Content Management (ECM)  
Branded Data > Bombora > B2B > Install Data > Hardware (Basic)  
Branded Data > Bombora > B2B > Install Data > Hardware (Basic) > Mainframe Computers  
Branded Data > Bombora > B2B > Install Data > Hardware (Basic) > Server Technologies (Hardware)  
Branded Data > Bombora > B2B > Install Data > IT Governance  
Branded Data > Bombora > B2B > Install Data > IT Governance > Application Development & Management  
Branded Data > Bombora > B2B > Install Data > IT Governance > Software Configuration Management (SCM)  
Branded Data > Bombora > B2B > Install Data > Marketing Performance Management  
Branded Data > Bombora > B2B > Install Data > Marketing Performance Management > Business Intelligence  
Branded Data > Bombora > B2B > Install Data > Marketing Performance Management > Marketing Performance Measurement



## Segment Detail View

Branded Data > Bombora > B2B > Install Data > Network Computing  
Branded Data > Bombora > B2B > Install Data > Network Computing > Network Management (Hardware)  
Branded Data > Bombora > B2B > Install Data > Productivity Solutions  
Branded Data > Bombora > B2B > Install Data > Productivity Solutions > Productivity Solutions  
Branded Data > Bombora > B2B > Install Data > Software (Basic)  
Branded Data > Bombora > B2B > Install Data > Software (Basic) > Server Technologies (Software)  
Branded Data > Bombora > B2B > Install Data > Vertical Markets  
Branded Data > Bombora > B2B > Install Data > Vertical Markets > Construction  
Branded Data > Bombora > B2B > Install Data > Vertical Markets > Manufacturing/Engineering  
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture  
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Remote Computer/Server Solutions  
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Virtualization: Application & Desktop  
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Virtualization: Platform Management  
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Virtualization: Server & Data Center  
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Web & Portal Technology  
Branded Data > Bombora > B2B > Install Data > Web-Oriented Architecture > Web Content Management System (WCMS)  
Branded Data > Bombora > B2B > Professional Groups  
Branded Data > Bombora > B2B > Professional Groups > Business Professional  
Custom Categories 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



## Segment Detail View

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 > Custom Categories

Oracle BlueKai > Custom Categories > Tax Preparation

Oracle BlueKai > In-Market

Oracle BlueKai > In-Market > Retail

Oracle BlueKai > Interest

Oracle BlueKai > Interest > Arts and Entertainment

Oracle BlueKai > Interest > Business and Finance

Oracle BlueKai > Interest > Hobbies, Games and Toys

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

Oracle BlueKai > Interest > News and Current Events

Oracle BlueKai > Interest > Other Vehicles

Oracle BlueKai > Interest > Other Vehicles > Motorcycles and ATVs

Oracle BlueKai > Interest > Personal Finance

Oracle BlueKai > Interest > Personal Finance > Financial Planning

Oracle BlueKai > Interest > Personal Finance > Tax Planning

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

Oracle BlueKai > Interest > Travel and Tourism

Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International

Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International > Europe

Oracle BlueKai > Interest > Travel and Tourism > Destination Locations > International > Europe > Italy



## Segment Detail View

Oracle BlueKai > Interest > Travel and Tourism > Products > Guided Tours

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

