



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 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 > Retail

Audiences by Oracle > Retail > In-Market

Audiences by Oracle > Technology and Computing

Audiences by Oracle > Technology and Computing > Interest (Affinity)

Audiences by Oracle > Technology and Computing > Interest (Affinity) > Computers

BlueKai Internal - Private > Data Center

BlueKai Internal - Private > Data Center > Phoenix

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

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

BlueKai Internal - Private > Overlap > Pool: 2768 (Datalogix P1)

BlueKai Internal - Private > Overlap > Pool: 2964 (DataXu P173)

BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All

BlueKai Internal - Private > Overlap > Pool: 2981 (Google P623) - All > Pool: 2981 (Google P623) - Add

BlueKai Internal - Private > Overlap > Pool: 3085 (AppNexus P608)

BlueKai Internal - Private > Overlap > Pool: 35244(Beeswax P3931)

BlueKai Internal - Private > Overlap > Pool: 4413 (TubeMogul P920)

BlueKai Internal - Private > Overlap > Pool: 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



Segment Detail View

Branded Data

Branded Data > AcquireWeb - Claritas

Branded Data > AcquireWeb - Claritas > Auto

Branded Data > AcquireWeb - Claritas > Auto > Auto In The Market

Branded Data > AcquireWeb - Claritas > Auto > Auto In The Market > Used Car

Branded Data > AcquireWeb - Claritas > Auto > Car Attitude

Branded Data > AcquireWeb - Claritas > Auto > Car Attitude > Green - Committed to Environment

Branded Data > AcquireWeb - Claritas > Auto Ownership

Branded Data > AcquireWeb - Claritas > Auto Ownership > Fuel Type

Branded Data > AcquireWeb - Claritas > Auto Ownership > Fuel Type > Gas

Branded Data > AcquireWeb - Claritas > Auto Ownership > Vehicle Make

Branded Data > AcquireWeb - Claritas > Auto Ownership > Vehicle Make > Ford

Branded Data > AcquireWeb - Claritas > Auto Ownership > Vehicle Make > Volkswagen

Branded Data > AcquireWeb - Claritas > Auto Ownership > Vehicle Style

Branded Data > AcquireWeb - Claritas > Auto Ownership > Vehicle Style > 2 Door Sedan

Branded Data > AcquireWeb - Claritas > Auto Ownership > Vehicle Style > Utility Vehicle

Branded Data > AcquireWeb - Claritas > Auto Service and Repair

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Audi Dealership Auto Service Loyalists (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Electrical DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Fuel Caps DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Fuses DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Gas Treatment DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Changes Own Sensors DIY (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Chrysler Dealership Auto Service Loyalists (IMR)

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

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Ford Dealership Auto Service Loyalists (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Honda Dealership Auto Service Loyalists (IMR)

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

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Kia Dealership Auto Service Loyalists (IMR)

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Nissan Dealership Auto Service Loyalists (IMR)

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

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

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



Segment Detail View

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Brake Fluid Flush Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Brake Fluid Refill Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Engine Tune Up Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Fuel Caps Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Fuel Filter Repair Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Fuse Repair Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Gas Treatment Service DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Muffler Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Oil Treatment DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other AC Parts Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Exhaust System Part Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Fuel Additives DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Other Radiator Parts Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Paint Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Rotating Electrical DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Steering Part Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Suspension Part Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Thermostat Repair DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Pays for Transmission Fluid Change DIFM (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Auto Glass Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Brake Alignment Specialist Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Carx Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Discount Department Store Customer for Auto Parts or Service (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Jiffy Lube Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Just Brakes Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Les Schwab Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Meineke Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Midas Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Napa Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Salvage Yard Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Texaco Express Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Tires Plus Customer (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Prospective Tune-Up Specialist Customer (IMR)



Segment Detail View

Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own Mufflers and Pipes DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own Radiator Parts DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Repairs Own Spark Plugs DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Replace Own Engine Tune Up DIY (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Shops at Discount Store -Mass Merchandisers for Auto Parts and Service (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Uses Firestone Tires (IMR)
Branded Data > AcquireWeb - Claritas > Auto Service and Repair > Uses Valvoline Oil (IMR)
Branded Data > AcquireWeb - Claritas > Behavior Model
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Arts and Crafts
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Books
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Books > Audio Book Listener
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Books > Book Reader
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Education Programs
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Fitness
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Fitness > Fitness Enthusiast
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Food & Drink
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Food & Drink > Coffee Connoisseurs
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Food & Drink > Gourmet Cooking
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Gardening
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Health
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Health > Healthy Living
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Health > On a Diet
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Health > Weight Conscious
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Home Improvement
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Listens to Music
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Listens to Pop Music
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Listens to Rock Music
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Music Download
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Music > Music Streaming
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Restaurant
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Restaurant > Eats Fast Food Style



Segment Detail View

Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Sports
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Sports > NBA Enthusiast
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Sports > NHL Enthusiast
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Sports > Sports Enthusiast
Branded Data > AcquireWeb - Claritas > Behavior Model > Active/Interest In > Video Gamer
Branded Data > AcquireWeb - Claritas > Behavior Model > Buyer / Owner
Branded Data > AcquireWeb - Claritas > Behavior Model > Buyer / Owner > Luxury Store Shoppers
Branded Data > AcquireWeb - Claritas > Behavior Model > Buyer / Owner > Non-Prestige Makeup
Branded Data > AcquireWeb - Claritas > Behavior Model > Donor
Branded Data > AcquireWeb - Claritas > Behavior Model > Donor > Contributes Charities
Branded Data > AcquireWeb - Claritas > Behavior Model > Donor > Volunteering
Branded Data > AcquireWeb - Claritas > Behavior Model > Investor
Branded Data > AcquireWeb - Claritas > Behavior Model > Investor > Online Trading
Branded Data > AcquireWeb - Claritas > Behavior Model > Travel
Branded Data > AcquireWeb - Claritas > Behavior Model > Travel > Frequent Domestic Vacation
Branded Data > AcquireWeb - Claritas > Behavior Model > Travel > Frequent Foreign Vacation
Branded Data > AcquireWeb - Claritas > Connexions
Branded Data > AcquireWeb - Claritas > Connexions > 44 Leisurely Adopters
Branded Data > AcquireWeb - Claritas > Demographics
Branded Data > AcquireWeb - Claritas > Demographics > Age
Branded Data > AcquireWeb - Claritas > Demographics > Age > 35-44
Branded Data > AcquireWeb - Claritas > Demographics > Age of Children in Household
Branded Data > AcquireWeb - Claritas > Demographics > Age of Children in Household > 0-3
Branded Data > AcquireWeb - Claritas > Demographics > Age of Children in Household > 10-12
Branded Data > AcquireWeb - Claritas > Demographics > Age of Children in Household > 13-15
Branded Data > AcquireWeb - Claritas > Demographics > Age of Children in Household > 4-6
Branded Data > AcquireWeb - Claritas > Demographics > Age of Children in Household > 7-9
Branded Data > AcquireWeb - Claritas > Demographics > Dwelling Type
Branded Data > AcquireWeb - Claritas > Demographics > Dwelling Type > Multi-Family & Condominium
Branded Data > AcquireWeb - Claritas > Demographics > Education
Branded Data > AcquireWeb - Claritas > Demographics > Education > High School Diploma
Branded Data > AcquireWeb - Claritas > Demographics > First Time Homebuyer
Branded Data > AcquireWeb - Claritas > Demographics > First Time Homebuyer > No



Segment Detail View

Branded Data > AcquireWeb - Claritas > Demographics > Home Ownership
Branded Data > AcquireWeb - Claritas > Demographics > Home Ownership > Renters
Branded Data > AcquireWeb - Claritas > Demographics > Household Income
Branded Data > AcquireWeb - Claritas > Demographics > Household Income > \$25,000 - \$34,999
Branded Data > AcquireWeb - Claritas > Demographics > Length of Residence
Branded Data > AcquireWeb - Claritas > Demographics > Length of Residence > 10+ Years
Branded Data > AcquireWeb - Claritas > Demographics > Marital Status
Branded Data > AcquireWeb - Claritas > Demographics > Marital Status > Married
Branded Data > AcquireWeb - Claritas > Demographics > Number of Adults
Branded Data > AcquireWeb - Claritas > Demographics > Number of Adults > 2
Branded Data > AcquireWeb - Claritas > Demographics > Number of Children in Household
Branded Data > AcquireWeb - Claritas > Demographics > Number of Children in Household > 3
Branded Data > AcquireWeb - Claritas > Education
Branded Data > AcquireWeb - Claritas > Education > Children Attending College
Branded Data > AcquireWeb - Claritas > Employment
Branded Data > AcquireWeb - Claritas > Employment > Job Change
Branded Data > AcquireWeb - Claritas > Employment > Plan To Retire
Branded Data > AcquireWeb - Claritas > Entertainment
Branded Data > AcquireWeb - Claritas > Entertainment > Books/Music
Branded Data > AcquireWeb - Claritas > Entertainment > Books/Music > Spanish/Latin Listener
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Basketball
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Basketball > NBA Super Fan
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Football
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Football > College Football Fan
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Football > NFL Fan
Branded Data > AcquireWeb - Claritas > Entertainment > Sports Fan > Soccer Super Fan
Branded Data > AcquireWeb - Claritas > Financial
Branded Data > AcquireWeb - Claritas > Financial > No Charitable Contributions (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > No Household Bank (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > Prospective Progressive Auto Insurance Buyer (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > Prospective Safe Auto Insurance Buyer (Scarborough)
Branded Data > AcquireWeb - Claritas > Financial > Uses Prepaid Debit Card



Segment Detail View

Branded Data > AcquireWeb - Claritas > Health
Branded Data > AcquireWeb - Claritas > Health > Shops Rite Aid Pharmacy (Scarborough)
Branded Data > AcquireWeb - Claritas > Health > Shops Sam's Club Pharmacy (Scarborough)
Branded Data > AcquireWeb - Claritas > Healthcare
Branded Data > AcquireWeb - Claritas > Healthcare > Healthy Living
Branded Data > AcquireWeb - Claritas > Healthcare > Healthy Living > Health Attitude
Branded Data > AcquireWeb - Claritas > Healthcare > Healthy Living > Health Attitude > Brand Name Traditionalist
Branded Data > AcquireWeb - Claritas > Home Improvement
Branded Data > AcquireWeb - Claritas > Home Improvement > Retail Shopping
Branded Data > AcquireWeb - Claritas > Home Improvement > Retail Shopping > Sears Appliance & Hardware
Branded Data > AcquireWeb - Claritas > Insurance
Branded Data > AcquireWeb - Claritas > Insurance > Life Insurance
Branded Data > AcquireWeb - Claritas > Insurance > Life Insurance > Plans to Buy Life Insurance
Branded Data > AcquireWeb - Claritas > Lifestage Changes
Branded Data > AcquireWeb - Claritas > Lifestage Changes > Plan to Purchase 2nd House
Branded Data > AcquireWeb - Claritas > Lifestage Changes > Plan to Purchase Home for First Time
Branded Data > AcquireWeb - Claritas > Online Buyer
Branded Data > AcquireWeb - Claritas > Online Buyer > Electronics & Gadgets
Branded Data > AcquireWeb - Claritas > Online Buyer > Furniture
Branded Data > AcquireWeb - Claritas > Online Buyer > Outdoor Living
Branded Data > AcquireWeb - Claritas > Online Buyer > Shoes
Branded Data > AcquireWeb - Claritas > Online Shopper
Branded Data > AcquireWeb - Claritas > Online Shopper > Passionate Deal Seeker
Branded Data > AcquireWeb - Claritas > P\$YCLE Premier
Branded Data > AcquireWeb - Claritas > P\$YCLE Premier > 60 Foundational Occupant
Branded Data > AcquireWeb - Claritas > PRIZM Premier
Branded Data > AcquireWeb - Claritas > PRIZM Premier > 59 New Melting Pot
Branded Data > AcquireWeb - Claritas > Retail
Branded Data > AcquireWeb - Claritas > Retail > Not Weekly Grocery Shopper (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Plans to Buy Blu-Ray Disc Player (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Plans to Buy Computer Laptop (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Plans to Buy Furniture (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Plans to Buy Major Appliance (Scarborough)



Segment Detail View

Branded Data > AcquireWeb - Claritas > Retail > Plans to Buy Mattress (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Plans to Buy Second Home (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Burlington Coat Factory (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Dollar Tree (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Family Dollar (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Kmart for Athletic Goods (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shop at Ross Dress (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops Hispanic Grocery (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at 7-Eleven (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Albertsons (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Burlington Coat Factory (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Dollar Tree (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Family Dollar (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Foot Locker (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Gamestop (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Gaps Kids (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Payless Shoesource (Scarborough)
Branded Data > AcquireWeb - Claritas > Retail > Shops at Ross Dress for Less (Scarborough)
Branded Data > AcquireWeb - Claritas > Spending Model
Branded Data > AcquireWeb - Claritas > Spending Model > Electronics & Gadgets
Branded Data > AcquireWeb - Claritas > Spending Model > Home Decor
Branded Data > AcquireWeb - Claritas > Spending Model > Tools & Automotive
Branded Data > AcquireWeb - Claritas > Tech
Branded Data > AcquireWeb - Claritas > Tech > Average Wireless Phone User
Branded Data > AcquireWeb - Claritas > Tech > Below Average Technology User
Branded Data > AcquireWeb - Claritas > Tech > Bright House Networks Internet Service Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Bright House Networks TV Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Cox Internet Service Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Cox TV Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Decreased Data Plan on Mobile Phone
Branded Data > AcquireWeb - Claritas > Tech > Has Computer
Branded Data > AcquireWeb - Claritas > Tech > Has Mobile Phone Plan With Unlimited Data
Branded Data > AcquireWeb - Claritas > Tech > Has Portable Game Player



Segment Detail View

Branded Data > AcquireWeb - Claritas > Tech > Heavy Audio Streamer
Branded Data > AcquireWeb - Claritas > Tech > Heavy Social Media User
Branded Data > AcquireWeb - Claritas > Tech > Heavy Text Messenger
Branded Data > AcquireWeb - Claritas > Tech > Heavy Video Streamer
Branded Data > AcquireWeb - Claritas > Tech > Metropcs Cell Phone Service Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Never Had Landline in Current Residence
Branded Data > AcquireWeb - Claritas > Tech > No TV Because Streaming Internet or Downloads
Branded Data > AcquireWeb - Claritas > Tech > No TV to Save Money
Branded Data > AcquireWeb - Claritas > Tech > Plays Single Player Video Games
Branded Data > AcquireWeb - Claritas > Tech > Prospective Android Smartphone Buyer
Branded Data > AcquireWeb - Claritas > Tech > Prospective Boost Mobile Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Prospective Cricket Communication Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Prospective Electronic Reader Buyer
Branded Data > AcquireWeb - Claritas > Tech > Prospective Metro PCS Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Prospective T-Mobile Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Prospective Virgin Mobile Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Recently Upgraded Cell Phone
Branded Data > AcquireWeb - Claritas > Tech > Straight Talk Cell Phone Service Subscriber
Branded Data > AcquireWeb - Claritas > Tech > T-Mobile Cell Phone Service Subscriber
Branded Data > AcquireWeb - Claritas > Tech > Technology Adoption
Branded Data > AcquireWeb - Claritas > Tech > Technology Adoption > Late Majority
Branded Data > AcquireWeb - Claritas > Tech > Unsubsidized Cell Phone User
Branded Data > AcquireWeb - Claritas > Tech > Uses Android Smart Phone
Branded Data > AcquireWeb - Claritas > Tech > Uses Prepaid Cell Phone
Branded Data > AcquireWeb - Claritas > Tech > Uses Prepaid Cell Phone Service Contract to Avoid Long Term Deal
Branded Data > AcquireWeb - Claritas > Tech > Visit or Publish to Online Community or Social Network
Branded Data > AcquireWeb - Claritas > Tech > Watch Streaming Video
Branded Data > AcquireWeb - Claritas > Tech > Watched Video Content on Game Console
Branded Data > AcquireWeb - Claritas > Tech > Willing to Pay by Phone
Branded Data > AcquireWeb - Claritas > Tech > Wireline Service Cord Cutter
Branded Data > AcquireWeb - Claritas > Telco Subscribers
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless
Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless > Prepaid Plan Subscriber



Segment Detail View

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

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

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from Boost

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from Cricket

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from Metropcs

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from Postpaid to Prepaid Plan

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch from Prepaid to Postpaid Plan

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch to Boost

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch to Cricket

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Predicted to Switch to Metropcs

Branded Data > AcquireWeb - Claritas > Telco Subscribers > Wireless Switcher > Switchers Carriers Often

Branded Data > AcquireWeb - Claritas > Travel

Branded Data > AcquireWeb - Claritas > Travel > International

Branded Data > AcquireWeb - Claritas > Travel > International > Interest in Learning Foreign Culture

Branded Data > AcquireWeb - Claritas > Travel > International > Planning a Foreign Vacation in Next Year

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 > XXLarge (\$1B+)

Branded Data > Bombora > B2B > Company Size

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

Branded Data > Bombora > B2B > Industry



Segment Detail View

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)

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)



Segment Detail View

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)
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



Segment Detail View

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 > Custom Categories

Oracle BlueKai > Custom Categories > New Year's Resolution

Oracle BlueKai > Demographics

Oracle BlueKai > Demographics > Home Attributes > Length of Residence > 7+ Years

Oracle BlueKai > In-Market

Oracle BlueKai > In-Market > Retail

Oracle BlueKai > Interest

Oracle BlueKai > Interest > Arts and Entertainment

Oracle BlueKai > Interest > Arts and Entertainment > Reading

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

Oracle BlueKai > Interest > Education

Oracle BlueKai > Interest > Food and Drink

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

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

Oracle BlueKai > Interest > Food and Drink > Restaurants

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



Segment Detail View

Oracle BlueKai > Interest > Health, Beauty and Style
Oracle BlueKai > Interest > Health, Beauty and Style > Health
Oracle BlueKai > Interest > Lifestyles
Oracle BlueKai > Interest > Lifestyles > Luxury Pursuits
Oracle BlueKai > Interest > Shopping
Oracle BlueKai > Interest > Shopping > Coupon Shoppers
Oracle BlueKai > Interest > Shopping > Online Shoppers
Oracle BlueKai > Interest > Sports and Recreation
Oracle BlueKai > Interest > Sports and Recreation > Fitness
Oracle BlueKai > Interest > Sports and Recreation > Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Sports Fans (Enthusiasts)
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



Segment Detail View

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

