



# 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 11

Audiences by Oracle

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 > News and Current Events

Audiences by Oracle > Retail

Audiences by Oracle > Retail > In-Market

Audiences by Oracle > Technology and Computing

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

Audiences by Oracle > Technology and Computing > Interest (Affinity) > 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: 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: 4722 (RocketFuel P894)

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

BlueKai Internal - Private > User Type > Desktop Cookie

Branded Data

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 Providers

Branded Data > Audiences by Ziff Davis > Tech - B2B

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

Datalogix - Private > Internal

Datalogix - Private > Internal > All Users

Device Data

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 > 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 > Shopping

Oracle BlueKai > Interest > Shopping > Coupon Shoppers

Oracle BlueKai > Interest > Technology and Computers

Oracle BlueKai > Interest > Technology and Computers > Computers



## Segment Detail View

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  
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

