ORACLE
Data Cloud

ORACLE DATA CLOUD SEGMENT SUMMARY

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Oracle Advertising Segment Summary

Oracle Advertising helps advertisers connect to consumers online who may be interested in their products or services. We take pride in our commitment to providing transparent and accessible ways for consumers to access this information.

This PDF provides you with the type of third-party interest segments that are available to Oracle Advertising customers and partners. Please note that the interest segments you see within this PDF are associated with the specific browser, computer, or device that you are using to download this PDF at any given time. You may see different segments when downloading the PDF from a different browser, computer, or device.

Oracle Advertising creates third-party interest segments to help enable Oracle Advertising customers and partners to market products and services to you based on your interests; to analyze and optimize the use, function and performance of Oracle products and services; to manage the security of our sites, networks and systems; and to comply with applicable laws and regulations and to operate our business. Oracle obtains data from partners who provide online data (such as cookie ID, IP address) and offline data (direct identifier such as name, email, and address) to Oracle.

For more information regarding Oracle Advertising's collection and use of your personal information, including information about the categories of sources, the categories of third parties with whom Oracle Advertising shares information, and the purposes for which the personal information will be used is available in the:

Oracle Advertising Privacy Policy.

Oracle and Partner Segments

This document provides the interest segment paths Oracle Advertising and our partners have associated with your cookie, device or browser. Inclusion into a segment can occur through a variety of reasons. For example, visiting an online car dealership site may indicate you are in-market for a new car, or purchasing a pair of high heels from one of our partners may indicate you are a women's clothing shopper. Furthermore, your online browsing or offline behavior may show similar patterns to those in-market for a new car or a household shopping for apparel, placing you in a similar profile.

The detailed segment path names displayed in this document help marketers manage their campaigns through differentiated names. To help you read this PDF, the below example shows that this is an Oracle-created segment. The general category is "shopping", meaning that the user is interested in or likely interested in shopping, and the specific information for this segment shows that the user is interested in fresh & healthy shopping and cuisine. This information and the interest segment names are displayed in a manner to help advertisers better identify broad audiences that may be interested in their products or services.

Example of an interest segment created by Oracle:
Audiences by Oracle > Shopping > Shopping & Cuisine Style: Fresh & Healthy

Similar to the Oracle-created interest segment, inclusion in partner-provided interest segments is based on your online, and in the US only, offline behavior. The interest segment names are displayed in a manner to help advertisers manage their advertising campaigns.

Oracle obtains data from third party data providers. Our online Oracle Marketing & Data Cloud branded data partners are listed here in our catalog:

https://www.oracle.com/applications/customer-experience/data-cloud/solutions/data-as-a-service/data-providers.html

Which includes a comprehensive list of our current EU/EEA data suppliers. Please note that some of these partners only provide information about individuals in specific regions.

Segment Detail View

A/B Test Groups > Group 08

Audiences by Oracle

Audiences by Oracle > Business (B2B)

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Education

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Industry > Education > Colleges and Universities

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software > Construction

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software > IT Governance

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software > System Security Services

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Past Purchases > Technology, Hardware and Software > Virtualization Technology

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Sales Volume (Annual Revenue) > $500,000,000+

Audiences by Oracle > Business (B2B) > Firmographics (Company Attributes) > Company Size > 5,000+ Employees

Audiences by Oracle > Hobbies and Interests (Affinity)

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

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

Audiences by Oracle > Media and Entertainment

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

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

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

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

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

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

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

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

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

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

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

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

Audiences by Oracle > Media and Entertainment > Connected TV and Over-the-Top (CTV and OTT) > Streaming Television and Film Viewership > OTT Movie Viewers > Studios > 21st Century Fox Strean

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 Movie Viewers > Studios > Warner Brothers Stream

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

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

Segment Detail View

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

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

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

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

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

Audiences by Oracle > Media and Entertainment > Gaming

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

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

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

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

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

Audiences by Oracle > Media and Entertainment > News and Current Events

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity)

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Baseball

Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Team Sports > Basketball

Audiences by Oracle > Media and Entertainment > Television (TV)

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest

Audiences by Oracle > Media and Entertainment > Television (TV) > Interest > Networks > FOX

Audiences by Oracle > Retail

Audiences by Oracle > Retail > In-Market

Audiences by Oracle > Technology and Computing

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

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

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

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

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

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

Audiences by Oracle > Telecommunications and Mobile Tech

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > Interest

Audiences by Oracle > Telecommunications and Mobile Tech > Mobile Devices and Connected Technology > Interest > Smart Home

Segment Detail View

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 > Affinity Answers

Branded Data > Affinity Answers > Hobbies & Interests

Branded Data > Affinity Answers > Hobbies & Interests > Small Business Owners

Branded Data > Affinity Answers > Movies

Branded Data > Affinity Answers > Movies > Animation

Branded Data > Affinity Answers > Movies > Animation > Peter Rabbit (Movie Franchise)

Branded Data > Affinity Answers > Movies > Animation > SpongeBob SquarePants Movie (Franchise)

Segment Detail View

Branded Data > Affinity Answers > Movies > Animation > Trolls (Franchise)
Branded Data > Affinity Answers > Sports
Branded Data > Affinity Answers > Sports > Baseball
Branded Data > Affinity Answers > Sports > Baseball > St. Louis Cardinals
Branded Data > Affinity Answers > Sports > Baseball > Toronto Blue Jays
Branded Data > Affinity Answers > Sports > Baseball > Washington Nationals
Branded Data > Affinity Answers > Sports > Basketball
Branded Data > Affinity Answers > Sports > Basketball > Sacramento Kings
Branded Data > Affinity Answers > Sports > Basketball > Toronto Raptors
Branded Data > Affinity Answers > Streaming Video
Branded Data > Affinity Answers > Streaming Video > What's Trending
Branded Data > Affinity Answers > Streaming Video > What's Trending > Sports
Branded Data > Affinity Answers > TV
Branded Data > Affinity Answers > TV > ABC
Branded Data > Affinity Answers > TV > ABC > $100,000 Pyramid (Game Show)
Branded Data > Affinity Answers > TV > CBS
Branded Data > Affinity Answers > TV > CBS > S.W.A.T. (Drama)
Branded Data > Affinity Answers > TV > FOX
Branded Data > Affinity Answers > TV > FOX > 9-1-1 (Drama)
Branded Data > Affinity Answers > TV > Netflix
Branded Data > Affinity Answers > TV > Netflix > Dead to Me (Comedy)
Branded Data > Affinity Answers > TV > VH1
Branded Data > Affinity Answers > TV > VH1 > Wild 'n Out (Comedy)
Branded Data > AmeriLINK
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender > Female
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Demographics > Gender > Male
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Apparel
Branded Data > AmeriLINK > AmeriLINK Consumer Buying Behavior > Purchase Categories > United States > Home Furnishings

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 > Dual Income Index

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Dual Income Index > Least Likely

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Dwelling Type > Single Family

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Discretionary Income Percent

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

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Estimated Household Investable Assets > $100,000 - $249,999

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

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

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

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

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

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

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

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

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

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Net Worth > $500K - $749.9K

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 > 1

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Children in Household

Branded Data > AmeriLINK > AmeriLINK Consumer Database > Demographics & Segmentation > Number of Children in Household > 0

Branded Data > AmeriLINK > AmeriLINK Health

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors

Branded Data > AmeriLINK > AmeriLINK Health > Behaviors > 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 Same Location

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

Segment Detail View

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

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 > Text

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 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 > Accounting & Auditing > Bookkeeping

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

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Air Travel > Airport Parking & Transportation

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Banking > 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 > Banking > Savings Accounts

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Beauty & Fitness

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Beauty Pageants

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Body Art

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Bus & Rail

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Car Rental & Taxi Services

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Carpooling & Vehicle Sharing

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

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

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

Segment Detail View

Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending > Credit Cards
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Credit & Lending > Loans
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Cruises & Charters
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > 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 25-34
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 > Age > Age 45-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 55-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Age > Age 65+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender > Female
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 > Females 18-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 18-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25+
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-54
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 25-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 35-44
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 55-64
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Gender and Age > Females 65+
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

Segment Detail View

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
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 > Demographics > Language
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Demographics > Language > Italian
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 > Film Festivals
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Live Sporting Events
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Events & Listings > Movie Listings & Theater Showtimes
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Hygiene & Toiletries
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Make-Up & Cosmetics
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Perfumes & Fragrances
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Skin & Nail Care
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Face & Body Care > Unwanted Body & Facial Hair Removal
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fashion & Style
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fashion & Style > Fashion Designers & Collections
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Financial Planning & Management
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Financial Planning & Management > Asset & Portfolio Management
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Financial Planning & Management > Inheritance & Estate Planning
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Fitness > Bodybuilding

Segment Detail View

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 > Grants Scholarships & Financial Aid > Study Grants & Scholarships

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

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 > Agritourism

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

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

Segment Detail View

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 > Mountain & Ski Resorts
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
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel Agencies & Services > Tourist Boards & Visitor Centers
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Travel Guides & Travelogues
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 > Water Sports > Swimming
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Weight Loss
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports > Ice Skating
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > Winter Sports > Skiing & Snowboarding
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > World Sports Competitions
Branded Data > AmeriLINK > AmeriLINK Online Behavioral Data > World Sports Competitions > Olympics
Branded Data > Audiences by Ziff Davis
Branded Data > Audiences by Ziff Davis > IGN
Branded Data > Audiences by Ziff Davis > IGN > Interests
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Anthem
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Assassins Creed
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Batman
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Battlefield

Segment Detail View

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > BioShock
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Call of Duty
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Dead Redemption
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Destiny
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Diablo
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Doom
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Dying Light
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > FIFA
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Fallout
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Forza
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > God of War
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Halo
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Kingdom Hearts
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Madden
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Minecraft
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Monster Hunter
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Persona
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Pokemon
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Portal
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Saints Row
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Sonic the Hedgehog
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Splinter Cell
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Starwars
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > The Legend of Zelda
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Tom Clancy's Division
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Tom Clancy's Rainbow Six
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Total War
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Uncharted
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > Wolfenstein
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Franchises > World of Warcraft
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Genres
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Genres > Open World Games
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles

Segment Detail View

Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Microsoft Xbox 360
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Microsoft Xbox One
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Mobile App Based Gaming
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Nintendo 3DS
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Nintendo Wii & Nintendo Wii U
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > PC Computers
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Sony PlayStation 3 (PS3)
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Sony PlayStation 4 (PS4)
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Platforms & Consoles > Sony PlayStation Vita
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Virutal Reality
Branded Data > Audiences by Ziff Davis > IGN > Interests > Gaming & Video Games > Virutal Reality > Oculus Quest
Branded Data > Audiences by Ziff Davis > Interests
Branded Data > Audiences by Ziff Davis > Interests > Automotive
Branded Data > Audiences by Ziff Davis > Interests > Automotive > Automotive Technology
Branded Data > Audiences by Ziff Davis > Interests > Automotive > Autonomous Driving & Autonomous Vehicles
Branded Data > Audiences by Ziff Davis > Interests > Automotive > Luxury Cars
Branded Data > Audiences by Ziff Davis > Interests > Entertainment
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Animation
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Horror
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Sci-Fi
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Superhero
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Genres > Thriller
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Streaming Media
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Streaming Media > Cord Cutters
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Streaming Media > Music Streaming
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > Streaming Media > Video on Demand (VOD)
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > TV & Television Shows
Branded Data > Audiences by Ziff Davis > Interests > Entertainment > TV & Television Shows > South Park
Branded Data > Audiences by Ziff Davis > Interests > Men's Lifestyle
Branded Data > Audiences by Ziff Davis > Interests > Men's Lifestyle > Fitness
Branded Data > Audiences by Ziff Davis > Interests > Technology
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands

Segment Detail View

Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > 23andMe
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Alienware
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Amazon
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Android
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Apple
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Best Buy
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Canon
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > CyberLink
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Dell
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Fitbit
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Google
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > HBO
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Hisense
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Hulu
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > IDrive
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Instagram
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Intel
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Marvel
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Microsoft
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Motorola
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Netflix
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Nintendo
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Qualcomm
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Showtime
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Sony
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > TP-Link
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > TunnelBear
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Twitter
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Walmart
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > Windows
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > iPad
Branded Data > Audiences by Ziff Davis > Interests > Technology > Brands > iPhone
Branded Data > Audiences by Ziff Davis > Interests > Technology > DNA Testing

Segment Detail View

Branded Data > Audiences by Ziff Davis > Mashable
Branded Data > Audiences by Ziff Davis > Mashable > Interests
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Home Decor
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Parenting
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Shopping
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Culture & Lifestyle > Web Culture
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres > Sci Fi
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Genres > Thriller
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Streaming
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Entertainment > Streaming > Video on Demand
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games > Platforms & Consoles
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Gaming & Video Games > Platforms & Consoles > Nintendo Switch
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Science
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Science > Climate & Environment
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE)
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Computers > Printers & Scanners
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech > Fitness Trackers
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Hardware > Wearables & Wearable Tech > Smartwatches
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Mobile Phones, Cell Phones & Smartphones > Mobile Apps
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Smart Home
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Software
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Software > Mobile Software
Branded Data > Audiences by Ziff Davis > Mashable > Interests > Technology - Consumer Electronics (CE) > Tech How To
Branded Data > Audiences by Ziff Davis > PCMag
Branded Data > Audiences by Ziff Davis > PCMag > Interests

Segment Detail View

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Segment Detail View

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

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

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

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

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

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

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > Tech - B2B

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

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

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

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

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

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

Branded Data > Audiences by Ziff Davis > Tech - B2B > Software Development

Branded Data > Audigent

Branded Data > Audigent > Fandom

Branded Data > Audigent > Fandom > Interest

Branded Data > Audigent > Fandom > Interest > Computers & Electronics

Branded Data > Audigent > Fandom > Interest > Jobs & Education

Branded Data > Bombora

Branded Data > Bombora > B2B

Branded Data > Bombora > B2B > Company Revenue

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

Branded Data > Bombora > B2B > Company Size

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

Branded Data > Bombora > B2B > Industry

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

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

Segment Detail View

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

Segment Detail View

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
Branded Data > Comscore
Branded Data > Comscore > Digital
Branded Data > Comscore > Digital > Demos (US)
Branded Data > Comscore > Digital > Demos (US) > Age & Gender
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 18+
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 18-44
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 18-49
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 18-54
Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 21+

Segment Detail View

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 25+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 25-44

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 25-49

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 25-54

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 35+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 35-54

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 45+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Males: 55+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 18+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 18-44

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 18-49

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 18-54

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 21+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 25+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 25-44

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 25-49

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 25-54

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 35+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 35-54

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 45+

Branded Data > Comscore > Digital > Demos (US) > Age & Gender > Persons: 55+

Custom Categories Internal - Private > Non-Mutex Logically Exclusive

Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle

Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Age Broad > 40-49

Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Age Narrow > 40-44

Custom Categories Internal - Private > Non-Mutex Logically Exclusive > Oracle > Gender > Male

Custom Categories Internal - Private > Providers for M360

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Age

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Age > 40-44

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Age > 40-44 > High Segment

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Age > 40-44 > Low Segment

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Gender

Segment Detail View

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Gender > Males

Custom Categories Internal - Private > Providers for M360 > comScore Probability Versions > Gender > Males > High Segment

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

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Age Broad > Ages 40-49

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Age Narrow > Ages 40-44

Custom Categories Internal - Private > Signal Data > Source Categories > Demographics > Gender > Males

Datalogix - Private > Adapt.tv

Datalogix - Private > Adapt.tv > Gender > Male

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

ODC Custom Demographic - Private

ODC Custom Demographic - Private > P&G

ODC Custom Demographic - Private > P&G > 18-49 Option 3

ODC Custom Demographic - Private > P&G > 18-49 RFI Test

ODC Custom Demographic - Private > P&G > A18+ RFI Test

ODC Custom Demographic - Private > P&G > A25+ RFI Test

ODC Custom Demographic - Private > P&G > A25-54 RFI Test

ODC Custom Demographic - Private > P&G > Male RFI Test

Oracle BlueKai

Oracle BlueKai > Business (B2B)

Segment Detail View

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 > Baseball Buyers
Oracle BlueKai > Custom Categories > NCAA March Madness
Oracle BlueKai > Custom Categories > The Academy Awards
Oracle BlueKai > In-Market
Oracle BlueKai > In-Market > Retail
Oracle BlueKai > Interest
Oracle BlueKai > Interest > Arts and Entertainment
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > Animation
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > Movies
Oracle BlueKai > Interest > Arts and Entertainment > Film and Television > TV
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 > Sports and Recreation
Oracle BlueKai > Interest > Sports and Recreation > Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Baseball
Oracle BlueKai > Interest > Sports and Recreation > Sports > Team Sports > Basketball
Oracle BlueKai > Interest > Technology and Computers
Oracle BlueKai > Interest > Technology and Computers > Brands > Amazon

Segment Detail View

Oracle BlueKai > Interest > Technology and Computers > Brands > Microsoft
Oracle BlueKai > Interest > Technology and Computers > Brands > Sony
Oracle BlueKai > Interest > Technology and Computers > Computers
Oracle BlueKai > Interest > Technology and Computers > Computers > Networking and Wireless
Oracle BlueKai > Interest > Technology and Computers > Smart Home
Oracle BlueKai > Interest > 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
Oracle BlueKai > Interest > Video Games
Oracle BlueKai > Interest > Video Games > Platforms > Sony
Oracle BlueKai > Interest > Video Games > Platforms > Sony > PlayStation
Oracle BlueKai > Television
Oracle BlueKai > Television > Viewership
Oracle BlueKai > Television > Viewership > Shows
Oracle BlueKai > Television > Viewership > Shows > ABC
Oracle BlueKai > Television > Viewership > Shows > CBS
Oracle BlueKai > Television > Viewership > Shows > Fox
Oracle BlueKai > Television > Viewership > Shows > Netflix
Oracle BlueKai > Television > Viewership > Shows > VH1
Oracle DLX (Datalogix)
Oracle DLX (Datalogix) > DLX Demographics
Oracle DLX (Datalogix) > DLX Demographics > Age > Ages 40-44
Oracle DLX (Datalogix) > DLX Demographics > Gender > Males
Oracle Modeling 360 - Private
Oracle Modeling 360 - Private > RhythmOne LLC DMP
Oracle Modeling 360 - Private > RhythmOne LLC DMP > unruly_cultural_insecure1P_US
Oracle Modeling 360 - Private > RhythmOne LLC DMP > unruly_cultural_insecure1P_US > 20-30%
User Counts > AdAdvisor > Targus GET - 2831
User Counts > Lotame > Lotame ID Swap Pixel - 5907
Ziff Davis - ODC Seat - Private
Ziff Davis - ODC Seat - Private > Best Buy

Segment Detail View

Ziff Davis - ODC Seat - Private > Best Buy > Home Appliances

Ziff Davis - ODC Seat - Private > Best Buy > Unlocked Phones

Ziff Davis - ODC Seat - Private > Connected Home

Ziff Davis - ODC Seat - Private > Connected Home > Home Heating and Cooling Controllers

Ziff Davis - ODC Seat - Private > Connected Home > Security Systems & Remote Monitoring Kits

Ziff Davis - ODC Seat - Private > Connected Home > Smart Appliances

Ziff Davis - ODC Seat - Private > Connected Home > Smart Lighting

Ziff Davis - ODC Seat - Private > Connected Home > Smart TV

Ziff Davis - ODC Seat - Private > Custom Categories

Ziff Davis - ODC Seat - Private > Custom Categories > Gamers

Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Action/Adventure Switch Gamers have not played Breath of Wild

Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Breath of Wild Gamers +100 hrs

Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Breath of Wild Gamers +50 hrs

Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Breath of Wild Gamers have played Super Smash Bros

Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Musou Gamers have played Breath of Wild

Ziff Davis - ODC Seat - Private > Custom Categories > Gamers > Musou Gamers playing Hyrule Warriors DE, Fire Emblem Warriors, etc.

Ziff Davis - ODC Seat - Private > Gaming

Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms

Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Microsoft Xbox 360

Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Microsoft Xbox One

Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Mobile & App Based Gaming

Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Nintendo 3DS

Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Nintendo Wii & Wii-U

Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > PC Games

Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation 3 (PS3)

Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation 4 (PS4)

Ziff Davis - ODC Seat - Private > Gaming > Consoles & Platforms > Sony PlayStation Vita

Ziff Davis - ODC Seat - Private > Gaming > Franchise

Ziff Davis - ODC Seat - Private > Gaming > Franchise > Assassin's Creed

Ziff Davis - ODC Seat - Private > Gaming > Franchise > Batman

Ziff Davis - ODC Seat - Private > Gaming > Franchise > Battlefield

Ziff Davis - ODC Seat - Private > Gaming > Franchise > Call of Duty

Ziff Davis - ODC Seat - Private > Gaming > Franchise > Fallout

Segment Detail View

Ziff Davis - ODC Seat - Private > Gaming > Franchise > God of War

Ziff Davis - ODC Seat - Private > Gaming > Franchise > Halo

Ziff Davis - ODC Seat - Private > Gaming > Franchise > Pokemon

Ziff Davis - ODC Seat - Private > Gaming > Franchise > South Park

Ziff Davis - ODC Seat - Private > Gaming > Franchise > Starwars

Ziff Davis - ODC Seat - Private > Gaming > Franchise > The Legend of Zelda

Ziff Davis - ODC Seat - Private > Google

Ziff Davis - ODC Seat - Private > Google > Connected Home

Ziff Davis - ODC Seat - Private > In-Market

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

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

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

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

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

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

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

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

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

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

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

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

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

Ziff Davis - ODC Seat - Private > Interests

Ziff Davis - ODC Seat - Private > Interests > Technology

Ziff Davis - ODC Seat - Private > Interests > Technology > Casual Puzzle

Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK

Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK > 1 to 3 hours

Ziff Davis - ODC Seat - Private > Interests > Technology > Custom BK > 15 or more

Ziff Davis - ODC Seat - Private > Interests > Technology > Custom Pokemon Sword/Shield Purchase

Ziff Davis - ODC Seat - Private > Interests > Technology > Cute Animal

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Game Development

Segment Detail View

Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > IT Decision Makers
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Productivity Software
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > B2B > Web Hosting
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Franchises
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Franchises > Forza
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Computer (PC)
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Gaming PCs and Accessories
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Microsoft Xbox 360
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Microsoft Xbox One
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Mobile App Based Gaming
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo 3DS
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo Switch
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Nintendo Wii and Wii-U
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Sony PlayStation 3 (PS3)
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Sony PlayStation 4 (PS4)
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Platforms and Consoles > Sony PlayStation Vita
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Gaming > Virtual Reality (VR) Games and Hardware
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping > Holiday Shoppers
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Shopping > Luxury Shoppers and Intenders
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Connected Home Voice Devices
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Nest Intenders Custom
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Unlocked Phones custom
Ziff Davis - ODC Seat - Private > Self-Classification > Ziff Davis CORE > Technology > Wearable Tech
Ziff Davis - ODC Seat - Private > Sites
Ziff Davis - ODC Seat - Private > Sites > Tech - CE
Ziff Davis - ODC Seat - Private > Sites > Tech - CE > PCMag.com
Ziff Davis - ODC Seat - Private > Sites > Tech - CE > speedtest.net
Ziff Davis - ODC Seat - Private > Streaming Media
Ziff Davis - ODC Seat - Private > Streaming Media > Amazon Fire

Segment Detail View

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

Ziff Davis - ODC Seat - Private > Streaming Media > Cable Cutters

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

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

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

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

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

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

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