

ORACLE DATA CLOUD OVERVIEW

Who is Oracle Data Cloud?

Data experts who build audiences that connect dealers with the right households to drive results for their sales and service campaigns



Real people

115MM households



In-market

Shoppers signaling a readiness
to purchase



Local

Reach the best prospects
in your market

High performance campaign

Online site actions | Vehicle sales | Service-lane traffic

Trusted by the leading automotive digital marketers & data providers

We provide audiences for every major OEM:



We work with the leading digital marketers in Tier 3:



...over 75% of the top 50 dealer groups!



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THE ORACLE MARKETPLACE: TAKE ADVANTAGE OF THE BEST IDENTITY BASED SIGNALS

Oracle Data Cloud operates the world's largest data marketplace

- 90+ branded data providers
- Over 70K syndicated categories
- Custom Audiences upon request

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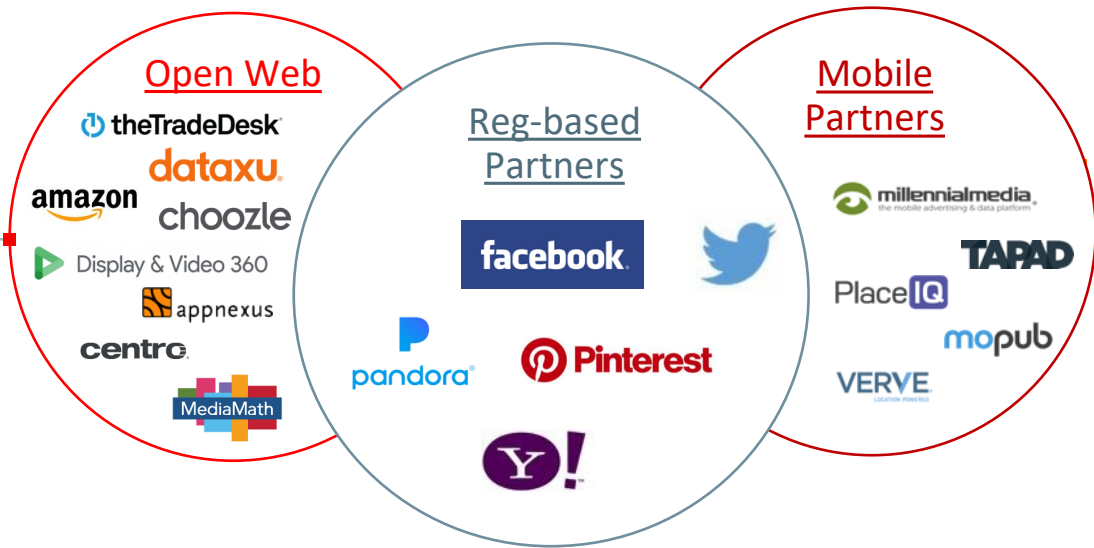
Auto, B2B, Consumer Tech, FinServ, Health, Affinity, Life Stages, Lifestyles, M&E, Restaurants, Real Estate, Retail, Seasonal, Travel, Telco



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MORE CONNECTIONS: ORACLE'S ID GRAPH SUPPORTS OVER 400 INTEGRATIONS

REACH CONSUMERS ON THE DIGITAL PLATFORMS THAT MATTER MOST TO DEALERS



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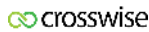
First DMP



Offline Purchase Data



Global Reach



Mobile Identity



Advanced Analytics



Context + Brand Safety

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ACTIVATION TEAM: HOW WE CAN HELP

As the automotive data experts, we'll create & share custom audience and contextual recommendations for your brand based on your specified targets including:

- Desired Personas & Behaviors
- Intent Signals
- Conquest Competitors
- Activation Platforms
- Audience Sizing & Data Cost Parameters



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AUDIENCE

ACCESS ODC + PARTNER AUDIENCES THAT DRIVE REAL-WORLD BUSINESS IMPACT



VEHICLE OWNERS &
VEHICLE IN MARKET

- Make, Model, & Body Style
- Vehicle Age
- New or Used
- Leasing Status
- Loyalty (or lack thereof) to Make & Body Style



PARTS, SERVICE, &
REPAIRS

- Dealer Service Spenders
- Auto Service & Repair Shop Spenders
- Auto Parts & Accessories Spenders



AUTO LOANS &
INSURANCE

- Auto Loan In Market
- Auto Refinance
- Insurance In Market & Claims



LIFESTYLE &
VALIDATED DEMOS

- Kids in Household
- Soccer Moms
- First-Time Car Buyers
- TV Network Viewers
- Household Income
- OTT/CTV

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VEHICLE OWNERS & VEHICLE IN MARKET

SELL MORE CARS BY TARGETING VEHICLE OWNERS AND CONSUMERS WHO ARE ACTIVELY IN MARKET



VEHICLE OWNERS &
VEHICLE IN MARKET

- Make, Model, & Body Style
- Vehicle Age
- New or Used
- Leasing Status
- Loyalty (or lack thereof) to Make & Body Style

Polk Audience Solutions



Polk Auto > New Vehicle Shoppers (In Market) > Toyota 4Runner



Edmunds powered by Oracle > Makes & Models > Toyota > 4Runner



Audiences by Oracle > Auto, Cars and Truck > In-Market > Makes & Models > Toyota > Toyota 4Runner



V12 > Auto > Makes > Toyota > 4 Runner

*Audiences not available on Facebook

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VEHICLE OWNERS & VEHICLE IN MARKET (CONT.)

KEEP CONSUMERS LOYAL AND CONQUEST COMPETITORS WITH POLK'S "LOYALTY" AUDIENCES



VEHICLE OWNERS &
VEHICLE IN MARKET

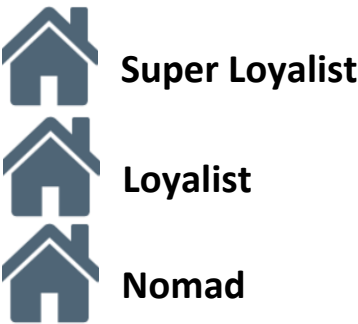
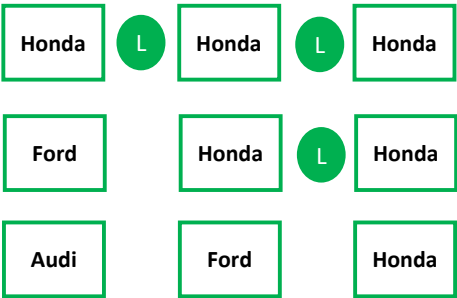
Make, Model, & Body Style

Vehicle Age

New or Used

Leasing Status

Loyalty (or lack thereof) to
Make & Body Style



Polk Audience Solutions



IN A FLAT AUTO MARKET, CONQUEST AND RETENTION RULE THE DAY

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PARTS, SERVICE, & REPAIRS

SELL MORE AFTERMARKET PARTS AND BOOK MORE SERVICE & REPAIR APPOINTMENTS



PARTS, SERVICE, & REPAIRS

- Dealer Service Spenders
- Auto Service & Repair Shop Spenders
- Auto Parts & Accessories Spenders



Visa Audiences powered by Oracle > US > Automotive > Auto Service & Repair Shops > Frequent Spenders



Mastercard US > High Spenders > Automotive & Cars > Automotive Parts & Accessories

Polk Audience Solutions



Polk Auto > Owners Aftermarket > Auto Service Buyer

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AUTO LOANS & INSURANCE

DON'T MISS OUT ON OTHER ACTIVE SHOPPER BEHAVIORS



TransUnion > In Market > Most Likely to Apply for an Auto Loan



Audiences by Oracle > Financial Services > Insurance > In-Market > Auto Insurance

AUTO LOANS & INSURANCE

Auto Loan In Market

Auto Refinance

Insurance In Market & Claims

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LIFESTYLE & VALIDATED DEMOS

HONE IN ON THE RIGHT PEOPLE TO FUEL ONLINE KPIs AND RETARGETING POOL



Audiences by Oracle > Lifestyles > Parents and Family > Parents with Younger Kids (5-10)



Comscore > TV > Ad Occurrence > Ford



V12 > Personality Insights > Suburban Boomer Couples



LIFESTYLE & VALIDATED DEMOS

Kids in Household

Soccer Moms

First-Time Car Buyers

TV Network Viewers

Household Income

OTT/CTV

*Audiences not available on Facebook

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AUDIENCE KPI'S: ONLINE VS. OFFLINE

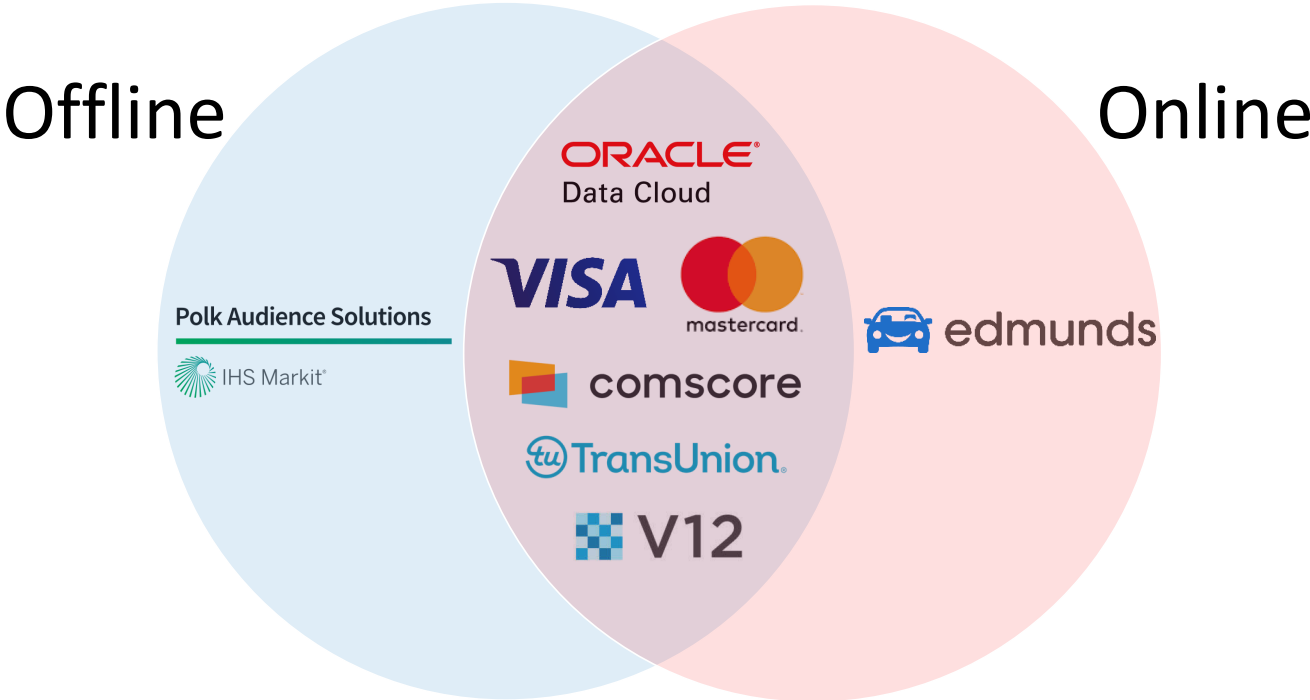
Ongoing Oracle Data Cloud analysis shows:



for many brands, **less than 20%** of their vehicle purchasers visit their brand properties online ~90 days before purchasing

AUDIENCE KPI'S: ONLINE VS. OFFLINE (CONT.)

KNOW WHICH AUDIENCES DRIVE PRIMARILY ONLINE KPI'S AND WHICH DRIVE PRIMARILY OFFLINE KPI'S



FACEBOOK + OPEN WEB = BETTER TOGETHER

CONSUMERS SPEND ONLY A FRACTION OF TIME ON SOCIAL MEDIA COMPARED TO ALL DIGITAL MEDIA

6 hours **35** minutes *

Average time US adults spend consuming digital media every day across all devices.

33 minutes *

Average time US adults spend on Facebook + Instagram every day.

That's **6 hours a day** that US adults are consuming digital media somewhere other than Facebook or Instagram!

*Source: eMarketer, April 2019

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FACEBOOK + OPEN WEB = BETTER TOGETHER (CONT.)

EXTEND REACH, HAVE MORE TARGETING OPTIONS, SPEND DIGITAL MEDIA \$\$\$ MORE EFFICIENTLY

	Facebook + Reg-based Platforms	Open Web
Data Availability	No Edmunds or V12	All data providers are available
Contextual Intelligence	X	✓
Cross Device Targeting (Crosswise)	X	✓
Oracle Audience Planner (OAP)	X	✓

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CONTEXT

THREE CRUCIAL ISSUES

BRAND SAFETY

52%

of brands have dealt with
brand safety issues
multiple times

Source: *The New Brand Safety Crisis*
GumGum, Jan. 23, 2018

VIEWABILITY

43.7%

of paid impressions
don't meet MRC standard
(50% of ad for 1 second)

Source: Moat Q2 2018 Industry Benchmarks

FRAUD

\$6.5B

in estimated ad spend
losses to bot fraud
in 2017

Source: *The Bot Baseline Report*
ANA, May, 2017

48%

of consumers **may boycott or**
rethink purchasing because of
ads in the wrong context

Source: *How Brands Annoy Fans*
The CMO Council, June 2017

34.6%

of paid impressions
never appear onscreen
for any time at all

Source: Moat Q2 2018 Industry Benchmarks

9%

of desktop display budgets
was fraudulently spent
in 2017

Source: *The Bot Baseline Report*
ANA, May, 2017

DRIVE BETTER OUTCOMES WITH ODC'S CONTEXTUAL INTELLIGENCE & PRE-BID BY MOAT

MITIGATE
WASTED
INVESTMENT

DRIVE
COST
EFFICIENCIES

EXPAND SCALE
AND
INVENTORY

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REACH THE RIGHT CONSUMERS WHILE IN AN OPTIMAL MINDSET

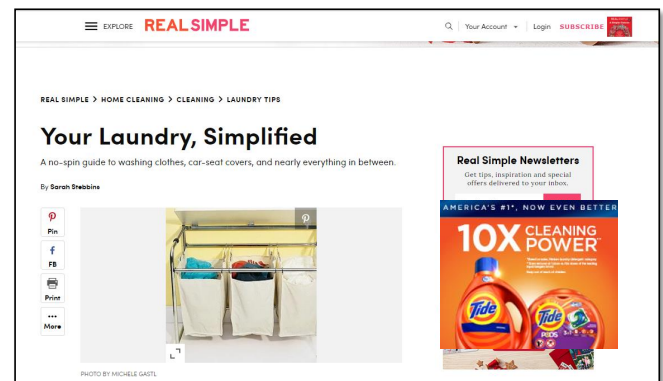


Audience – “Who”

Reach the right person, anywhere.

Target Audience:

W35+ who have children and have purchased laundry supplies



Context – “Where”

The right place at the right time.

Contextual Target:

Pages related to laundry tips, stain-removal, product reviews, etc.

Oracle Data Cloud | Confidential
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REACH THE RIGHT CONSUMERS WHILE IN AN OPTIMAL MINDSET (CONT.)

STANDARD CONTEXTUAL SEGMENTS

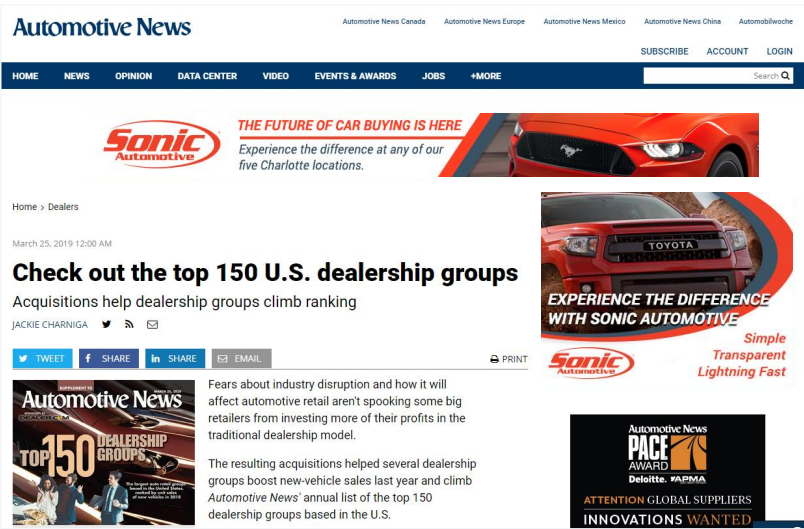
Pre-built segments created with keywords broad enough to encapsulate the entire category.

CUSTOM CONTEXTUAL SEGMENTS

Bespoke segments designed in collaboration to meet specific, granular needs.

PREDICTS SEGMENTS

Automated add-on within the tech that adds and removes trending keywords on a daily basis to ensure relevancy for rapidly changing topics.

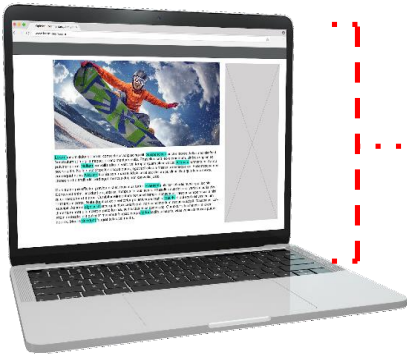


grapeshot

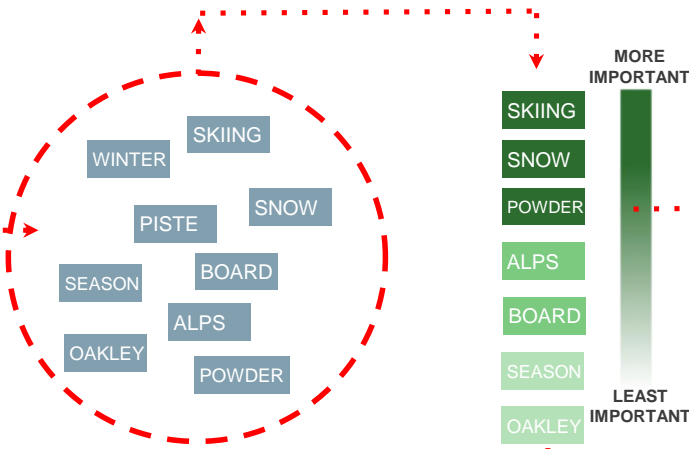
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HOW OUR TECHNOLOGY WORKS

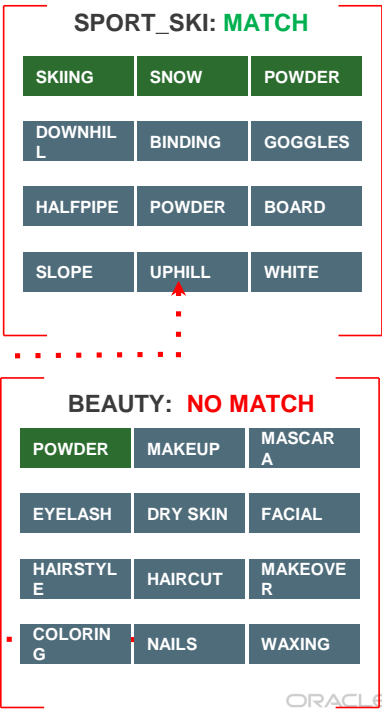
1. CRAWL PAGE



2. RANK & SCORE WORDS



3. MATCH TO RELEVANT SEGMENTS



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ORACLE DATA CLOUD'S PAGE LEVEL APPROACH

EXTRACTED KEYWORDS ON PAGE

Licari Ambush magician Makeover survivor McCollum Bulatkina Gisriel Sammie thrilled Cancer Marina Coral Spain revenue Martin Kayla hairstylist Earrings Red Dress flirty Boyd plucked is newlywed Amazon Beaded Courtney TODAY plaza Jill GMT experts dye her hair dye care complemented socks Dress items specialists Jeans March recommend job TODAY online recreate makeup Subscribe Louis retailers Cancer Makeover survivor celebrity knock hope deserving lucky magician Nordstrom Saks Heel Off the Shoulder Bar Black Market Cocktail commerce flirty hair Levi Olivia pants revenue beadwork celebrity chic closet cotton daughter Denim father health High Heels Hoops makeup married Michael Kors Mini neckline new look newlywed retailers romantic round Saint Laurent socks son wrinkle

! Cancer survivor is thrilled
Makeover

March 14, 2019, 8:14 AM EDT / Source: TODAY
By Kayla Boyd and Courtney Gisriel

All TODAY we take care to recommend items we hope you'll enjoy! Just so you know, TODAY may get a commission if you purchase an item.

READ MORE


This week, Ambush Makeover is back with two transformations that will knock your socks off!

Style expert Jill Martin and celebrity hairstylist Louis Licari plucked two lucky ladies from the TODAY plaza for a morning filled with hair and makeup and fresh new looks.

From a cancer survivor who spends her days taking care of others to a newlywed who just landed a new job, these two women couldn't be more deserving.

Read on for everything you need to recreate the looks at home!

SAMMIE MCCOLLUM



MATCHING
CONTEXTUAL
SEGMENTS:

- gs_fashion_women
- gs_fashion_misc
- gs_fashion_men
- gs_shopping_misc

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ABLE TO DISCERN NUANCES BY ANALYZING THE PAGE CONTENT (AND NOT JUST THE URL)


domain.com/news/81300-fossil-latest-smartwatch-
almost-good-apple-watch.html

domain.com/your-home/organic-farming-
gardening/stories/cosmic-crisp-worlds-newest-apple

Fossil's latest smartwatch is almost as good as an Apple Watch

The fifth generation device will let iPhone users take calls

By Adrian Paterson, Today 7:27 AM



In brief: Fossil's past smartwatches have all been less than impressive for the price, so the company has taken a different direction and focused on the essential features that make for a great smartwatch experience. The latest generation doesn't have the most cutting edge hardware, but the software is optimized to extend battery life, and is meant to work better than most Wear OS watches when paired with an iPhone.

Google has yet to release a Wear OS smartwatch, despite acquiring technology from Fossil that includes an unreleased device. Today, the watchmaker announced a fifth generation device that's powered by Qualcomm's latest Snapdragon Wear 3100 platform and is able to last for days on a charge, depending on what functionality you're willing to give up in exchange.

- gs_tech_computing
- gs_tech_phones
- gs_science_misc
- gs_fashion_misc

There's a new apple in town

After 20 years in development, the Cosmic Crisp will soon hit stores.

MARY JO DILONARDO
August 6, 2019, 1:04 p.m.



It took 20 years of research to create the Cosmic Crisp apple. (Photo: Paramount Pictures)

When you head to the grocery store this December, look for a new shiny red apple in

- gs_home_gardening
- gs_food_misc
- gs_shopping_misc
- gs_science_environ

PROTECT YOUR AD SPEND: UTILIZE PRE-BID, EASY TO ACTIVATE PROTECTION



BRAND SAFETY

Activate Moat's pre-bid standard brand safety filter to **avoid unsafe content** & wasted media dollars.



VIEWABILITY

Activate Moat's pre-bid Viewability filter to ensure your ads are **properly viewed** on a webpage.



FRAUD PROTECTION

Activate Moat's pre-bid Fraud Protection to ensure your ads are being served to **actual humans, not bots**.

Turn on today with the click of a button in your DSP. Yes, it's really that easy.

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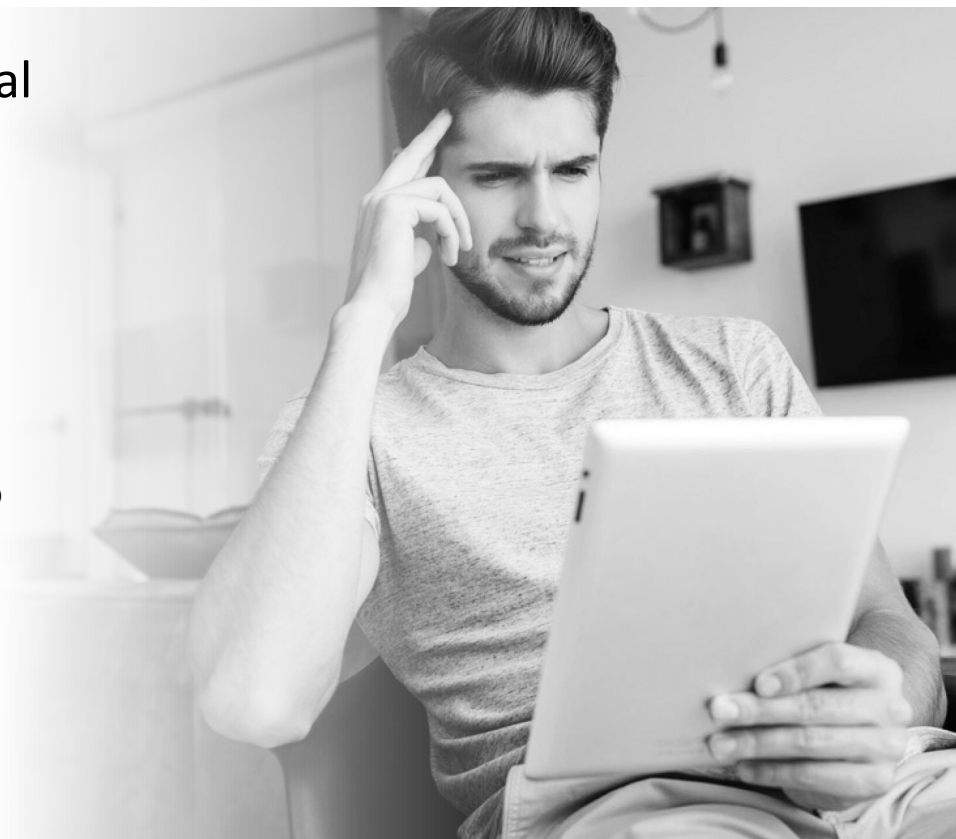
CROSSWISE (CROSS DEVICE)

Marketers know it's critical
to communicate with
people, not devices

71%

of consumers react negatively to
inconsistencies in brand
experience across devices

FORRESTER®



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But holistic communication
is hard when consumers use
multiple devices with different IDs

5.2

devices on average
owned by each
American

Gartner®

40%

of eCommerce
transactions involve
multiple devices

criteo.



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Disconnected identities lead to preventable problems...



Wasted media spend



Inaccurate results



A disjointed experience

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The Solution: What Is Cross Device?

Human to Device Map

Cross Device Solutions are constantly updating maps of users to their technology

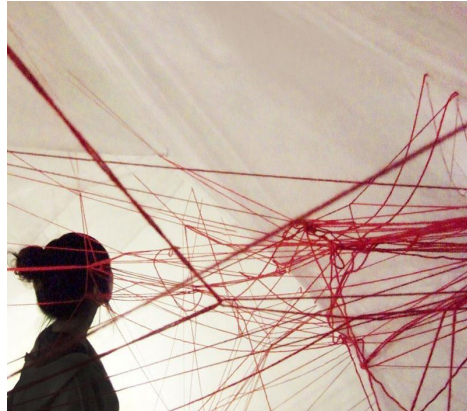
(laptops, ipads, phones, desktops and growing to include CTV and IP addresses in some cases.)

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Reasons Clients Need A Cross-Device Map



Boost Scale



Retargeting Attribution



Frequency Capping

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ORACLE AUDIENCE PLANNER (OAP)

AGENCIES NOW HAVE ACCESS TO ORACLE AUDIENCE PLANNER (OAP)

- ✓ 3rd party audience discoverability, building, & planning
- ✓ Insights for planning & audience validation
- ✓ Reach sizing for campaign planning
- ✓ Activation of audience strategy to media platforms
- ✓ NO CPM stacking – efficiency

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ORACLE AUDIENCE PLANNER

Discover and build 3rd party audiences

- Choose from thousands of Oracle Audiences combining the best offline purchase-based, online intent, and in-market datasets in the industry
- Access 90+ premium data partners
- Search and explore our data marketplace of 5B+ global consumer IDs representing \$5T+ in consumer spending

The screenshot displays the Oracle Audience Planner interface. On the left, a sidebar lists categories and ID sources, with 'Oracle DLX (DataLogix)' selected. The main area shows a 'New Movers_Test' audience with a total reach of 540.55K and a price of \$1.10. Below this, three segments are detailed:

Segment	Frequency	Reach
Segment 1	New Movers	251.95M
Segment 2	HH: \$50,000-\$59,999	9.2M
Segment 2	HH: \$60,000-\$74,999	13.92M
Segment 2	HH: \$75,000-\$99,999	26.09M
Segment 3	Target	11.32M

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ORACLE AUDIENCE PLANNER

Discover and build 3rd party audiences

ORACLE

New Audience +

Manage

Report

Analyze

Apps

?

ODM CTA Enabled Seat - Demo/Training - Fulfillment Enabled (4831) PH

My Audience

Total Reach 7.65M

Price (CPM) \$1.19

Settings

Cross Device

Save

Delivery Partners

CATEGORIES

ID SOURCES

Search categories...

>

Audiences by Oracle

>

Branded Data

>

Geographic

>

Oracle DLX (Datalogix)

>

Oracle AddThis

>

Device Data

>

Oracle BlueKai

>

ODM CTA Enabled Seat - Demo/Training - Fulfillment Enabled - Private

Segment 1 ~ Frequency (Last 30 days)

28.71M

Toyota 4Runner

780856 | Audiences by Oracle > Auto, Cars and Trucks > In-Market > Makes and Models > Toyota > Toyota 4Runner

\$1.10

28.71M

OR

Toyota 4Runner

622368 | Branded Data > Polk Audiences > In Market > Predicted Buyers > Makes and Models > Toyota > Toyota 4Runner

\$1.00

21.68M

AND

Segment 2 ~ Frequency (Last 30 days)

248.45M

Up and Coming Consumers (FLA / Fair Lending Friendly)

1683391 | Branded Data > TransUnion > Credit Cards > Credit Behavior > Up and Coming Consumers (FLA / Fair Lending Friendly)

\$1.19

248.45M

+ New Segment

Exclude ~ Frequency (Last 30 days)

0

You haven't excluded any categories.

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ORACLE AUDIENCE PLANNER

Generate insights against those audiences

- Robust insights reporting against various datasets within our marketplace gives you a full 360° view of your target audience
- Keyword-based custom audiences to target users based on actual online behaviors for relevance at scale

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New Audience +

Manage

Report

Analyze

Apps

?

ODM CTA Enabled Seat - Demo/Training - Fulfillment Enabled (4831) PH

Audience Insights

Back to Search Results

Demographics

Online Behavior

Domains

General Interests

Social Sharing

Time of Day

Device Usage

Mobile Platforms

Topics

Brands

Edmunds

Makes

Condition

Purchase Behavior

Interests

New Movers (840061)

Reach: 24M | Country: United States

Data being viewed as: Users

Choose Baseline Total US Users

Online Behavior Highlights

hilton.com

43 % HIGHER THAN PLATFORM AVERAGE

Facebook

70% OF SOCIAL ENGAGERS IN THIS AUDIENCE

Mon 1 PM EST

3% OF USERS ONLINE AT THIS TIME

Android

4% HIGHER THAN PLATFORM AVERAGE

Domain

Index

Reach

General Interests

Index

Reach

hilton.com

143

178

Sports > Professional > Football

178

icims.com

135

158

Automotive > By Class > Commercial

158

cbslocal.com

115

154

Sports > Professional

154

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ORACLE AUDIENCE PLANNER

Deliver your audiences for media targeting

- Once an audience is created it can be seamlessly delivered to virtually any media partner.
- Superior overlap means more data is delivered to achieve your forecasted reach across any ID space (cookies and mobile ad IDs)
- Significant cost savings when adding multiple audiences together and pushing into your preferred media platform (i.e. highest CPM vs. additive)

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New Audience

Manage

Report

Analyze

Apps

7

ODM CTA Enabled Seat - Demo/Training - Fulfillment Enabled (4831)

BM

Holiday Shoppers_Test

Total Reach

1,848

Price (CPM)

\$1.50

Go Back to Audiences

Save & Update

Edit Audience

Countries

All (ALL)

Recency

ALL

Segment 1

Frequency

Min: 1 Max: No Limit

1,848

Holidays and Seasonal Events

31029 | Oracle BlueKai | Interest | Lifestyles | Holidays and Seasonal Events

\$1.19

835.34M

OR

Holiday Shoppers

60798 | Oracle BlueKai | Custom Categories | Holiday Shoppers

\$0.85

1.49B

OR

Price Conscious Holiday Shoppers

142023 | Oracle DLX | (Orange) | DLX Seasonal | Winter Seasonal | Holiday Shopping | Price Conscious Holiday Shoppers

\$1.10

89.19M

OR

Holidays & Special Events

149481 | Branded Data | Lifetime | Holidays & Special Events

\$1.25

764.59M

OR

Holiday Shoppers

244000 | Branded Data | DataLife | Buyers | Holiday Shoppers

\$0.75

112.59M

OR

Holidays

244000 | Branded Data | DataLife | Buyers | Holiday Shoppers

\$1.15

59.13M

Select Fulfillment Dates

1-Year (Default)

Fulfillment date

Oct 17, 2019 - Oct 17, 2020

Add Platform

0 Selected

☐ AppNexus second config

ID: 69545

☐ appnexus test maids

ID: 69842

☐ dv360test-xaxis us

ID: 75543

☐ My AppNexus Test delivery config

ID: 56851

☐ My demo Google delivery config

ID: 69530

☐ Test_Sony_PlayStation_PartnersID 1558258

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The background of the top section is a solid red color. It features a pattern of thin, light-red dashed lines forming overlapping circles. Small, solid red dots are placed at various points along these circles, some of which are connected by faint, curved lines, creating a network-like or orbital pattern.

APPENDIX

The Oracle Crosswise Solution

Oracle Crosswise™ shows the connections between cookies and mobile advertising IDs to enable more efficient, effective marketing



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Oracle Crosswise allows you to link online devices associated with a single person

- Reach your targeted audiences across PC, smartphone or tablet
- See a more holistic view of the customer journey
- Limit wasted impressions by optimizing across channel
- Accurately attribute conversions across multiple devices



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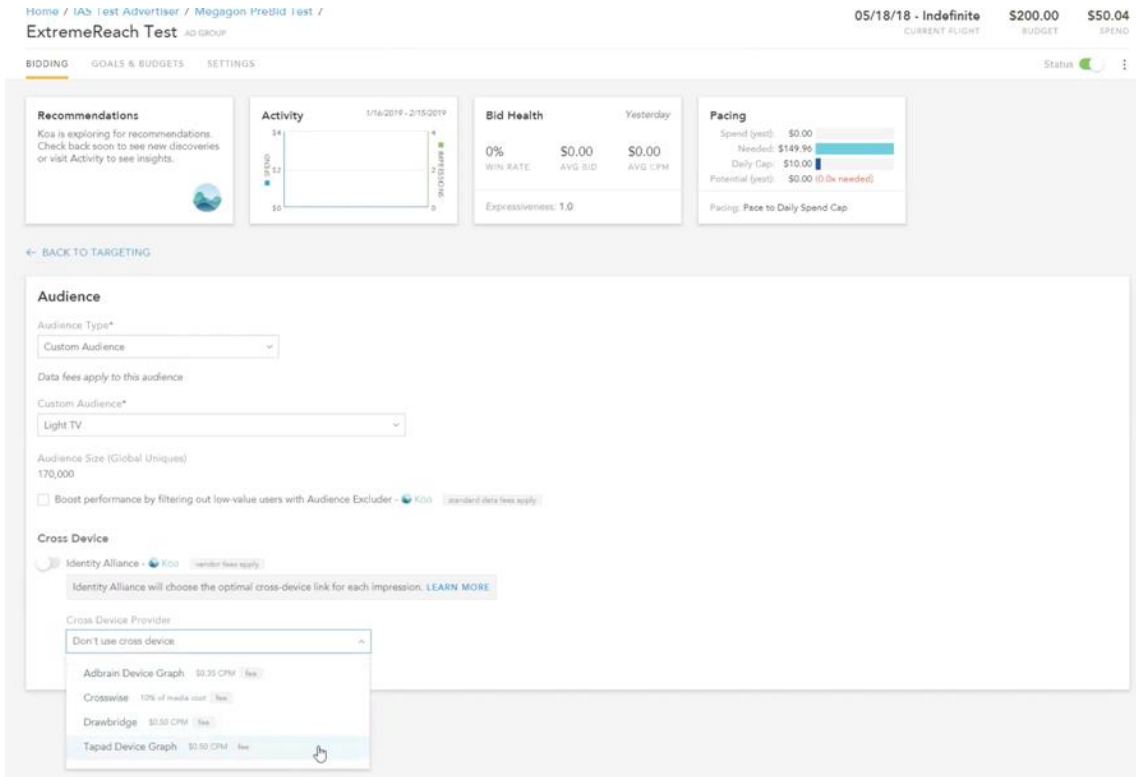


Why Oracle Crosswise?

- **Instant utility**; we don't need to ingest your data or require technical integration
- **Global availability**; cross-device mappings available
- Only provider of “pure” cross-device matching data, **without any media bias**
- World-class **machine learning and data science** ensures **high-quality matches at scale**
- Our machine learning model is verified **weekly by more than 100 million high-quality deterministic pairs**



Identity Alliance on TTD



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Where is Crosswise Available?

Flat Fee	
Clients	Use Case
Criteo Corporation	Attribution
Bazaarvoice, Inc.	Analytics
Interactive / Undertone	Reach
KBM / Wunderman	Reach via BlueKai
Cuebiq Inc.	Reach via BlueKai
AdGear	Reach
Mediamath	Reach
Eyeview, Inc	TBC
Marin Software Incorporated	Reach
Nativo	Reach
Usage Based	
Clients	Use Case
The Trade Desk	Reach
Towerdata Inc	TBC
Sunday Sky INC	Attribution
Gravy Analytics	Reach via BlueKai

Solutions for Marketers

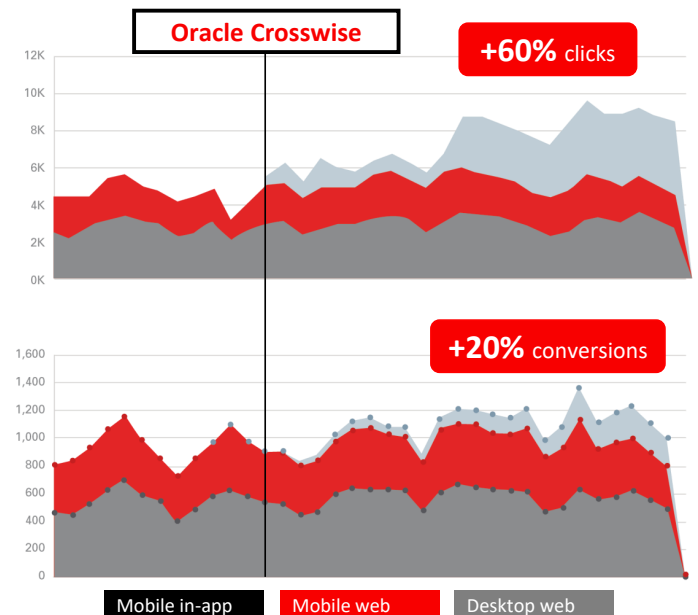
Case Study: Leading programmatic retargeter uses Oracle Crosswise Device Map to increase conversions and revenue

Challenge:

- Extend desktop and mobile web retargeting campaigns for a leading retailer to in-app advertising on mobile devices

Results:

- Retargeter **increased** the number of **ad clicks by 60%**, and the number of **post-click conversions by 20%**
- This drastic improvement, enabled by our device map, substantially **boosted the revenues and ROI** of the retailer's retargeting campaign.



Use Case:

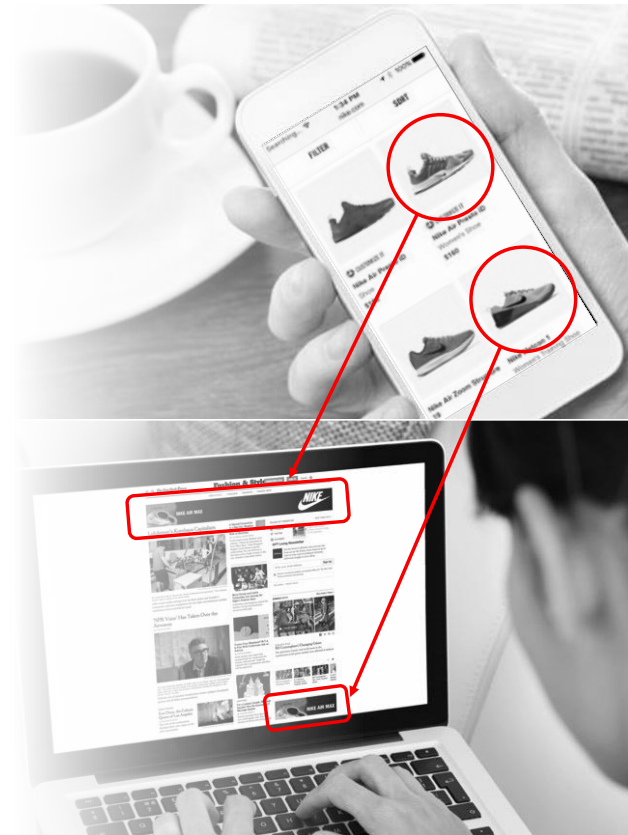
Re-targeting across multiple devices

Challenge:

- With consumers using multiple devices to research, shop and purchase, it's critical that retargeting efforts find the consumer regardless of their device

Solution:

- Enable the delivery of timely, relevant and engaging remarketing ads to consumers across multiple platforms
- Increase brand engagement and improve conversion rates by providing a consistent brand experience for the consumer



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Use Case: Audience extension for increased scale

Challenge:

- Extending audiences to include the additional devices used by individuals makes the segments larger and more valuable

Solution:

- Enable the delivery of relevant advertising across all of a consumer's devices, maximizing exposure, engagement, conversions and media buying ROI
- Deliver more effective advertising campaigns for advertisers, while increasing the value of the audiences that are sold to advertisers



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Use Case: On-site and in-app content personalization

Challenge:

- Drive increased purchases and enhanced user experiences by using data-driven content, personalization based on cross-device behaviors

Solution:

- Highlight products and deliver targeted on-site/in-app offers based on product interests for known users even on devices you've never encountered before
- Enable sequential messaging across devices



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Use Case: More accurate analytics and attribution

Challenge:

- Accurately gauge true unique reach and frequency by counting people, not devices

Solution:

- Understand user flows across sessions and devices, including where consumers research and where they buy
- Decipher the role of each activity on each device in the conversion process, allowing accurate conversion attribution



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