

ORACLE®
DATA CLOUD

**The new driving force of
data-driven marketing**



Oracle Data Cloud:

Powering connections to consumers

Oracle Data Cloud enables you to use data to inform and measure business decisions. We do it by providing Data as a Service, or DaaS, to help you create unprecedented levels of connection to customers across channels and devices.

Work with us and win with the largest array of data-driven solutions for marketers. Utilize our deep expertise in industry verticals and measure the business impact.

We work with many of the Fortune 500 global advertisers in virtually every industry

26

of the top CPG brands

13

of the top
retail brands

8

of the top auto
manufacturers

3



- of the top U.S. banks
- of the top tech providers
- of the top travel brands
- of the top wireless telcos

Oracle ID Graph™: For a unified view of your customer

How well do you know your customer?

They're on more devices than ever before, across more channels, online and offline. And these interactions are often siloed, preventing a unified view of consumer behavior.

Oracle ID Graph solves the fragmentation challenge

Oracle ID Graph offers you the confidence you're reaching the right individual accurately across all of their touchpoints by connecting +90% of U.S. online consumers through active cookies, mobile IDs, emails, registrations and social IDs.

Oracle ID Graph technology powers Oracle Data Cloud solutions

Allowing data to be activated seamlessly across devices (desktop, mobile, TV) and channels (offline and online).

Take targeting to a whole new level

Oracle ID Graph lets you target with efficiency by limiting dollars to the right consumers, helps to ensure the message they see resonates with their needs and enables you to effectively measure the results of the engagements.



**Smart data delivers the
understanding to make
marketing work**



Oracle Data Cloud offers the largest global Data-as-a-Service (DaaS) solution. Powered by the Oracle ID Graph, DaaS enables cross-channel consumer understanding. Oracle Data Cloud aggregates, analyzes and activates consumer data to give marketers a better understanding of what their customers do, buy and where they go.

Aggregate

Bring together various data segments to better reveal who your audience is.

Add value

Combine modeling, proprietary data science and vertical expertise to provide insights for use by both marketers and now publishers.

Connect and activate

Quickly identify audiences connecting behavior across devices and platforms. Enable profile use for targeting and personalization.

Measure

Measure the impact of your marketing and engagement with your audience via transaction data.



DaaS is changing the game

DaaS enables efficiency, understanding and effectiveness in every go-to-market strategy. Access data through the BlueKai Marketplace and you will be connected with:

110MM+

U.S. HHs

\$3T

in consumer
transactions

1,500+

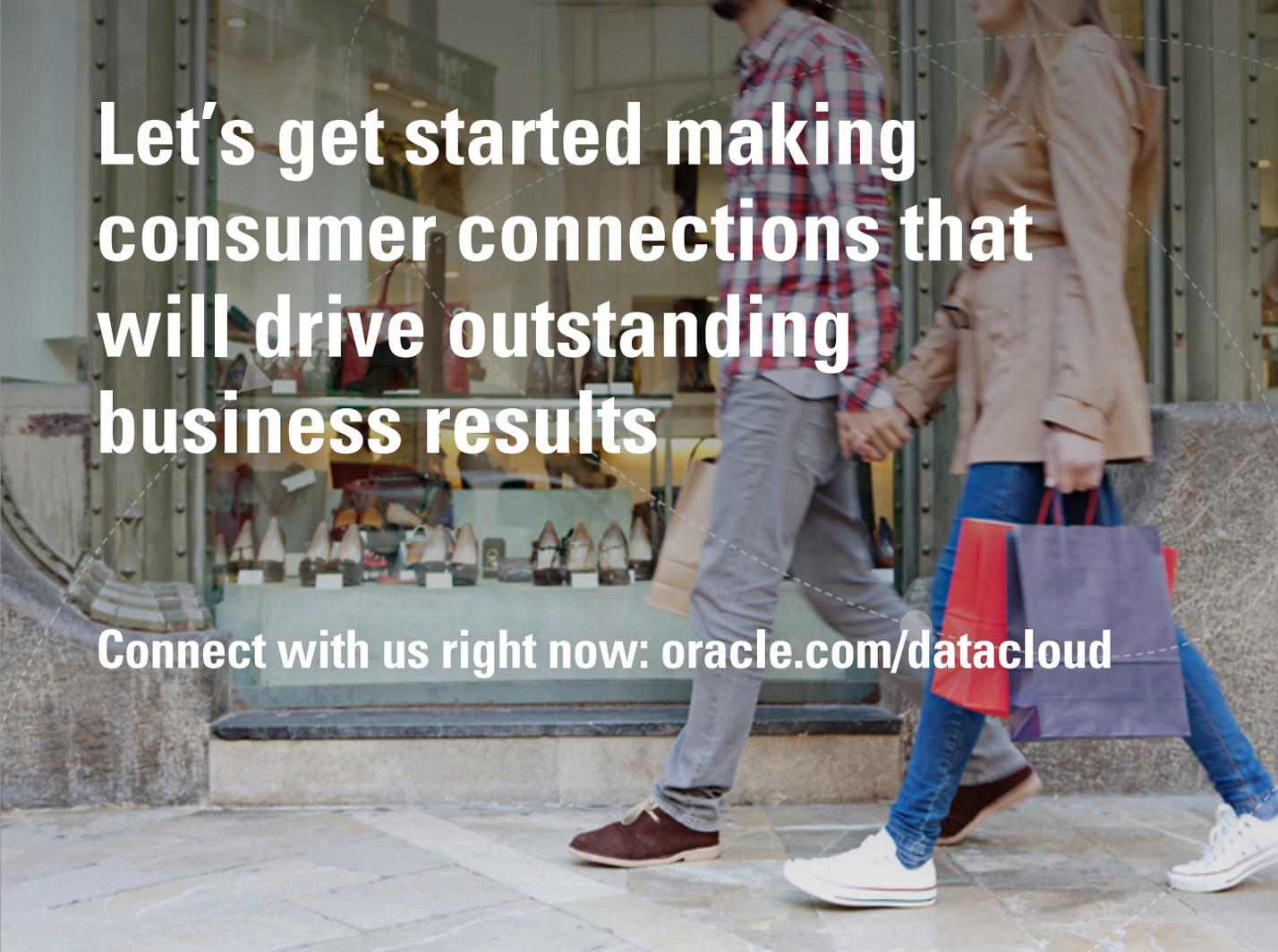
data
partners

Get access to more data than any other provider: AddThis, BlueKai, Datalogix and more than 50 branded third-party providers.

Connect across all channels and devices, identify high-value prospects and port that data to any end solution for activation.

Use our deep vertical expertise in CPG, Auto, Retail, Technology and Telecom businesses for quick wins.

Measure your success by sales impact and prove the effectiveness of your marketing initiatives.

A man in a red and white plaid shirt and grey pants walks hand-in-hand with a woman in a tan jacket and blue jeans. They are walking past a shoe store window filled with various styles of shoes. The woman is carrying two shopping bags, one red and one purple. The scene is set on a city sidewalk with stone steps leading up to the store.

**Let's get started making
consumer connections that
will drive outstanding
business results**

Connect with us right now: oracle.com/datacloud



Oracle Data Cloud | @OracleDataCloud

Oracle Data Cloud delivers the richest understanding of consumers across both digital and traditional channels based on what they do, what they say and what they buy enabling leading brands to personalize and measure every customer interaction and maximize the value of their digital marketing.

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