ORACLE
Advertising

Oracle Advertising Content Affinity Targeting - Automotive

Content Affinity Targeting represents Oracle's newest, privacy-friendly targeting segments based on the content consumption patterns of a people-based cohort. Our best-in-class Contextual Intelligence engine analyzes what a given audience views online to build a profile of the content types they're most likely to engage with. The result is a powerful combination, leveraging cohort insights with audience data to find your target customer wherever they are online.

Utilizing sophisticated deep learning algorithms and statistical natural language processing, our targeting segments get your ads in front of buyers without PII.

Drive incremental reach with audience-backed privacy-centric targeting

Target intended audiences anonymously
Test into a new targeting strategy that can reach known audiences without PII, cookies, or any other individual identifiers.

Increase reach and scale
Establish a variety of targeting tactics to provide your team with greater flexibility and increased reach in cookie-less environments to improve campaign efficiency and ROI.

Align content towards buyers
Place your ads in content that highly indexes with actual buyers of the products and services you are marketing.

Save time in campaign planning by reaching out to your Account Manager at platformsupport_ww@oracle.com for insight-driven strategy recommendations.

**Reach known audiences
with Oracle Advertising's Automotive
Content Affinity segments**

Our Content Affinity Automotive taxonomy targets content likely to be visited by people whose behavior implies they are in the market for the following vehicle brands and types:

Auto Brands

- Acura
- Alfa Romeo
- Aston Martin
- Audi
- BMW
- Buick
- Cadillac
- Chevrolet
- Dodge
- Ferrari
- Fiat
- Ford
- Genesis
- GM
- Honda
- Hyundai
- Jaguar
- Jeep
- Kia
- Land Rover
- Lexus

- Lotus
- Maserati
- Mazda
- Mercedes Benz
- Mini
- Nissan
- Porsche
- Subaru
- Tesla
- Toyota
- Volkswagon
- Volvo

Auto Types

- Budget Cars
- Commercial Trucks
- Crossovers
- Green Vehicles
- Luxury Cars
- Minivans
- Motorbikes
- New
- Performance Cars
- Pickup Trucks
- Sedans
- Station Wagons
- SUVs
- Vans

Save time in campaign planning by reaching out to your Account Manager at platformsupport_ww@oracle.com for insight-driven strategy recommendations.

*Content Affinity Targeting segment availability varies by platform