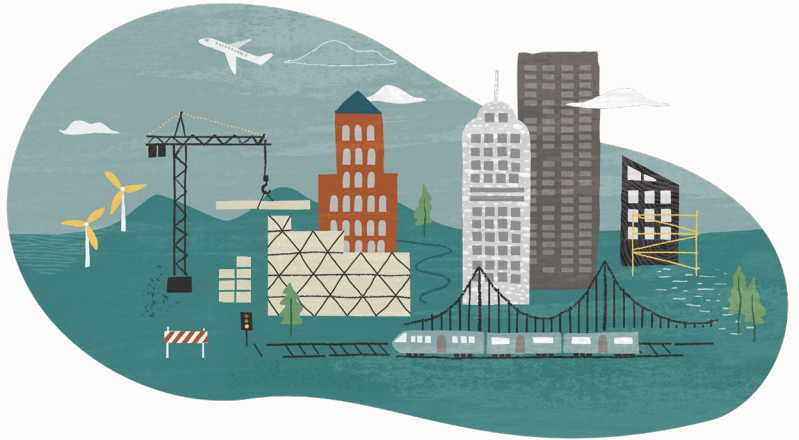


# Oracle Advertising Content Affinity Targeting – B2B



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.



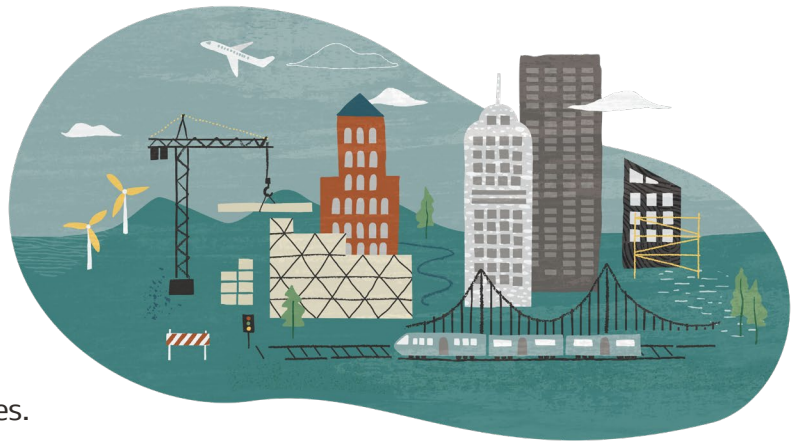
### Align content towards buyers

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](mailto:platformsupport_ww@oracle.com) for insight-driven strategy recommendations.

## Reach known audiences with Oracle Advertising's Business-to-Business Content Affinity segments

Our Content Affinity B2B taxonomy targets content likely to be visited by people who are key decision-makers in a wide variety of roles and industries.



### Decision Makers by Industry

- Accounting
- Cultural Services
- Banking
- Business Services
- Consumer Services
- Communications
- Computer Manufacturing
- Construction
- Data Processing Software
- Education
- K-12 Education
- Engineering and Architectural Services
- Finance
- Government
- Healthcare Services
- Higher Education
- Human Resources
- Insurance
- Information Technology
- Legal Advice or Legal Services
- Management Consulting
- Real Estate
- Residential Real Estate
- Retail Pharmaceuticals
- Social Services

- Technology Sales
- Transport
- Travel
- Waste Management & Recycling
- Wholesale Distribution
- Wholesale Distribution – Durable Goods
- Wholesale Distribution – Non-Durable Goods

### Decision Makers: Job Role

- Administrative
- CEO title
- C-Level Executive
- Consultant
- Education
- Engineering
- Financial Advisor
- Investment Banking/M&A
- Information Technology
- Legal Roles
- Marketing Roles
- Industrial & Mech Engineering
- Manager and Director
- Owner or Partner
- President
- Vice President

### Decision Makers: Business Type

- Home-Based Small Business Owners
- Nonprofit Organizations
- Publicly-traded companies

### Decision Makers: Functional Areas

- Account Management
- Administration
- Engineering
- Finance & Accounting
- Human Resources
- Information Technology
- Legal
- Marketing & Communications
- Marketing
- Medical/Health
- Research & Development
- Sales & Business Development

### Occupations

- Doctors or Surgeons
- Programmers, Analysts or IT managers
- Professors or Teachers
- K-12 Teachers

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\*Content Affinity Targeting segment availability varies by platform