

Explore Oracle Advertising Content Affinity Targeting



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 these content affinity segments

Lifestyle

- Affluent Baby Boomers
- Auto Enthusiast
- Big city moms
- Business Travelers
- Career Focused Millennials
- Corporate moms
- Coupon Users
- DIYers
- Eco-Friendly, Clean and Natural Buyers
- Fashionistas
- Fit moms
- Foodies
- Furniture and Interiors Buyers
- Gadget Geeks
- Gamers
- Green Consumers
- Green Living
- Green moms
- Healthy and Fit
- High Spenders
- Homeowners
- Households with Trendy Moms
- Indulgent Dog Owners
- Leisure Travelers
- Luxury Buyers
- Luxury Sports
- Moms of grade school kids
- Moms of high school kids
- Moms of preschool kids
- New Parents OR New Moms
- New Pet Owners
- Online Buyers
- Outdoor Enthusiasts
- Renters
- Shopping Enthusiasts
- Soccer moms
- Spoiled Cat Owners
- Sports Fans
- Stay-at-home moms
- Trendy Homemakers
- Working Class Moms/Parents
- Young and Hip

Retail

- Amazon Buyers
- Appliance Buyers
- Casual Wear and Work From Home (WFH) Clothing Buyers
- Consumer Electronics Buyers
- Cosmetics Buyers
- Cycling Enthusiasts
- Fall Fashionistas
- Fathers Day Shoppers
- Fine Jewelry Buyers
- Fishing Equipment Buyers
- Fitness Buyers
- Footwear Buyers
- Gift and Flower Buyers
- Golf Lovers
- Greeting Card Buyers
- Health & Wellness Buyers
- High Fashion and Luxury Brand Buyers
- Hiking & Camping Equipment Buyers
- Home Organization Buyers
- Home Renovation Buyers
- Hunting Enthusiasts
- Luxury Fragrance Buyers
- Mothers Day Shoppers
- Natural and Clean Beauty Buyers
- Natural Wellness Buyers
- Office Supplies Buyers
- Outdoor Sports Buyers
- Plus Size Apparel Buyers
- Road-Trip Families
- Running Wear buyers
- Spring Apparel Buyers
- Spring Gardening Buyers
- Summer Home Improvements
- Teen Buyers
- Tool Buyers
- Weight Loss and Supplement Buyers
- Winter Sports Enthusiasts
- Women's Apparel Buyers
- Women's Fashion Buyers
- Women's Shoe Buyers

Demographic

- Females 18-24
- Males 18-24
- Females 25-34
- Males 25-34
- Females 25-44
- Males 25-44
- Females 25-49
- Males 25-49
- Females 25-54
- Males 25-54
- Females 35-44
- Males 35-44
- Females 45-54
- Males 45-54
- Females 35-54
- Males 35-54
- Females 55-64
- Males 55-64
- Females Over 65
- Males Over 65
- Ages 55-60
- Ages Over 60
- Parents of Pre-Schoolers (3-5)
- Parents of Children (6-10)
- Parents of Tweens/Teenagers (11-17)
- Parents of Young Kids (1-10)
- Two Earner Household
- Graduate Degree
- High School Diploma
- Undergraduate Degree
- HHI: \$50,000 - \$149,999
- HHI: \$150,000 - \$249,999
- HHI: \$250,000 - \$499,999
- HHI: \$500,000+
- HHI More than \$100,000



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*Content Affinity Targeting segment availability varies by platform