

# Transition to Experian audiences



## Your guide after Oracle's exit

As Oracle exits the advertising space, we understand that this situation presents a challenge. Experian is here to support you with a seamless transition in your audience targeting. As one of Oracle's primary data providers that powered their audiences, we've mapped Oracle audiences to Experian audiences, helping you to switch audiences with no change to your advertising effectiveness or efficiency.



When you choose Experian as your replacement audience provider, you gain access to:



Syndicated audiences powered by marketing data ranked **#1** in accuracy by Truthset



Audiences available for activation on-the-shelf on **30+** platforms or distribute them to **200+** media platforms



Audiences spanning **15** data categories including demographics, auto, retail purchases, lifestyles and interests, financial, and travel



For a full list of Experian's syndicated audiences and activation destinations, [download our syndicated audiences guide.](#)



## Auto, Cars, Trucks

As the premier auto partner for Oracle auto segments, Experian provides highly accurate audiences for digital and TV advertising based on known and predictive auto shopping behaviors. Using insights from our North American Vehicle Database<sup>SM</sup> and other data attributes, Experian builds precise auto audiences, refreshed every 30 days to ensure superior data hygiene and accuracy. Unlike competitors, Experian owns all of our Vehicle, Consumer, and summarized Credit data, offering over 750 syndicated audiences segmented by factors like make, model, and fuel type.

### Audience by Oracle



### Experian Audience

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > SUVs and Crossovers

Autos, Cars and Trucks > In Market-Body Styles > SUV and CUV

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > Trucks > Mid-Size Pickup Trucks

Autos, Cars and Trucks > In Market-Body Styles > Mid-Size Truck

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > Trucks > Full-Size Pickup Trucks

Autos, Cars and Trucks > In Market-Body Styles > Full-Size Trucks

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > SUVs and Crossovers > SUVs > Small to Mid-Size SUV

Autos, Cars and Trucks > In Market-Body Styles > Small Mid-Size SUV

Audiences by Oracle > Auto, Cars and Trucks > In-Market > Body Styles > SUVs and Crossovers > SUVs

Autos, Cars and Trucks > In Market-Body Styles > SUV

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

Lifestyle and Interests (Affinity) > In-Market > Auto Insurance

Audiences by Oracle > Auto, Cars and Trucks > Merchant Category Audiences > Auto Insurance High Spenders

Retail Shoppers: Purchase Based > Automotive (Cars & Trucks) > Auto Insurance: High Spenders

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Condition > Used Cars > More than 5 years old

Autos, Cars and Trucks > In Market-New/Used > Used car 6+ years

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Condition > Used Cars > More than 5 years old

Autos, Cars and Trucks > In Market-New/Used > Used car 0-5 years

Oracle BlueKai > In-Market > Auto, Cars and Trucks > Classes > Cars > Compact and Sub-Compact Cars

Autos, Cars and Trucks > In Market-Body Styles > Compact or Subcompact Cars



## Auto, Cars, Trucks



### Experian Audience definitions

#### SUV and CUV

This segment contains consumers who are likely to own a sport utility vehicle (SUV) and/or crossover utility vehicle (CUV) (e.g. Toyota RAV4, Ford Explorer, BMW X5).

#### Mid-Size Truck

This segment contains consumers who are likely to own a mid-size truck (e.g. Toyota Tacoma, Chevrolet Colorado).

#### Full-Size Trucks

This segment contains consumers who are likely to own a full-size truck (e.g. Ford F-150, Chevrolet Silverado 1500, Ram 1500).

#### Small Mid-Size SUV

This segment contains consumers who are likely to own a small mid-size SUV (e.g. Subaru Forester, Hyundai Tuscon, Audi Q5).

#### SUV

This segment contains consumers who are likely to own a SUV. Includes all make/model SUVs (e.g. Ford Explorer, Jeep Grand Cherokee, Land Rover Range Rover).

#### Auto Insurance

This segment contains online intenders likely interested in auto insurance.

#### Auto Insurance: High Spenders

This segment contains consumers who are likely high spenders of auto insurance (e.g. Allstate, State Farm, Geico).

#### Used car 6+ years

This segment contains consumers who are likely to be in the market to buy a used vehicle 6+ years old in the next 180 days.

#### Used car 0-5 years

This segment contains consumers who are likely to be in the market to buy a used vehicle that is 0-5 years old in the next 180 days.

#### Compact or Subcompact Cars

This segment contains consumers who are likely to currently own a compact or subcompact car.





## Lifestyle and Interests

Experian's lifestyle and interests' data helps you reach and target consumers based on their predicted lifestyle and behavior characteristics with data sourced from consumer surveys, research panels, and online behaviors, enabling more personalized and impactful marketing strategies.

### Audience by Oracle



### Experian Audience

Audiences by Oracle > Hobbies and Interests (Affinity) > Pets > Dogs

Lifestyle and Interests (Affinity) > Pets > Dog Owners

Audiences by Oracle > Hobbies and Interests (Affinity) > Pets > Cats

Lifestyle and Interests (Affinity) > Pets > Cat Owners

Audiences by Oracle > Hobbies and Interests (Affinity) > Health and Fitness > Exercise

Lifestyle and Interests (Affinity) > Health & Fitness > Fitness Enthusiast

Oracle DLX (Datalogix) > DLX Finance > Investors

Lifestyle and Interests (Affinity) > Investors > Active Investor

Audiences by Oracle > Lifestyles > Merchant Category Audiences > Sports Lovers

Lifestyle and Interests (Affinity) > Sports and Recreation > Sports Enthusiast

Audiences by Oracle > Lifestyles > Parents and Family > Moms

Lifestyle and Interests (Affinity) > Moms, Parents, Families > Moms Age 25+



## Experian Audience definitions

### Dog Owners

This segment contains consumers who are likely to be dog owners.

### Cat Owners

This segment contains consumers who are likely to be cat owners.

### Fitness Enthusiast

This segment contains consumers who are likely to be fitness enthusiasts.

### Active Investor

This segment contains consumers who are likely to be active investors.

### Sports Enthusiast

This segment contains consumers who are likely to be sports enthusiasts.

### Moms Age 25+

This segment contains consumers likely to be moms 25+ years old.



## Demographics

Experian's demographic data allows marketers to tap into the accurate data from Experian Marketing Data. Our demographic audiences deliver insight into age, gender, income, and household attributes such as home ownership, presence of children in the household, and length of residence.

### Audience by Oracle



### Experian Audience

Audiences by Oracle > Demographics > Validated  
Demographics > Household Income > HHI: \$100,000+

Demographics > Household Income (HHI) > \$100,000+

Audiences by Oracle > Real Estate and Home Property  
Services > Real Estate Attributes > Ownership > Home Owners

Demographics > Household Income (HHI) > \$100,000+

Audiences by Oracle > Demographics > Age Groups >  
Adults 25-54

Demographics > Ages > 25-54

Audiences by Oracle > Demographics > Gender > Females

Demographics > Gender > Female

Audiences by Oracle > Demographics > Validated  
Demographics > Age Groups > Adults 25-54 > Females 25-54

Demographics > Ages > Female 25-54

Audiences by Oracle > Demographics > Age Broad > Ages 40-49

Demographics > Ages > 40-49

Audiences by Oracle > Demographics > Validated  
Demographics > Age Broad > Ages 65+

Demographics > Ages > 65+

## Experian Audience definitions

### Household Income: \$100,000+

This segment contains consumers who are likely to have an estimated household income of \$100,000+.

### Homeowner

This segment contains consumers who are likely to be homeowners.

### Ages: 25-54

This segment contains consumers likely to be aged 25-54.

### Female

This segment contains consumers that are female.

### Female: 25-54 years old

This segment contains consumers likely to be female and between the ages of 25-54.

### Ages: 40-49

This segment contains consumers within the age range of 40-49 years old.

### Ages: 65+

This segment contains consumers with households within a ZIP/ZIP+4 that index highly for ages 65+ against an overall population average.





## Quick service restaurants (QSR)

### Audience by Oracle

Audiences by Oracle > Restaurants > Merchant Category Audiences > In Store QSR Fast Food Frequent Spenders

Audiences by Oracle > Restaurants > Merchant Category Audiences > QSR Chicken Frequent Spenders

Audiences by Oracle > Restaurants > Merchant Category Audiences > QSR Burgers Frequent Spenders

Audiences by Oracle > Restaurants > Cuisine Type > Sandwiches

Audiences by Oracle > Restaurants > Dining Type > Casual Dining

Audiences by Oracle > Restaurants > Dining Type > Coffee Shops and Cafes



### Experian Audience

Retail Shoppers: Purchase Based > Food and Drink > Restaurants: Fast Food/QSR QSR Frequent Spenders

Retail Shoppers: Purchase Based > Food and Drink > Restaurants: Fast Food/QSR Chicken Frequent Spenders

Retail Shoppers: Purchase Based > Food and Drink > Restaurants: Fast Food/QSR Burger Frequent Spenders

Retail Shoppers: Purchase Based > Food and Drink > Restaurants: Fast Food/QSR Subs and Sandwich Frequent Spenders

Retail Shoppers: Purchase Based > Food and Drink > Restaurants: Casual Dining Frequent Spenders

Retail Shoppers: Purchase Based > Food and Drink > Restaurants: Coffee Frequent Spenders

## Experian Audience definitions

### Restaurants: Fast Food/QSR Frequent Spenders

This segment contains consumers who are likely frequent spenders at any fast-food restaurant.

### Restaurants: Fast Food/QSR Chicken Frequent Spenders

This segment contains consumers who are likely frequent spenders at chicken restaurants (e.g., Chick-Fil-A, KFC, Popeye's).

### Restaurants: Fast Food/QSR Burger Frequent Spenders

This segment contains consumers who are likely frequent spenders at burger restaurants (e.g., Burger King, McDonalds).

### Restaurants: Fast Food/QSR Subs and Sandwich Frequent Spender

This segment contains consumers who are likely frequent spenders at sub/sandwich restaurants (e.g., Jersey Mike's Subs, Jimmy Johns, Subway).

### Restaurants: Casual Dining Frequent Spenders

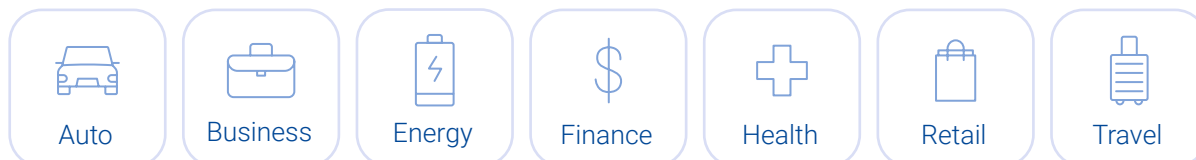
This segment contains consumers who are likely frequent spenders at casual dining restaurants (e.g., Cheesecake Factory, Outback, Olive Garden).

### Restaurants: Coffee Frequent Spenders

This segment contains consumers who are likely frequent spenders at coffee shops (e.g., Starbucks, Dunkin Donuts).

## Have a campaign in mind and would like to layer in vertical data?

We have syndicated audiences that span across multiple verticals and categories including:



Need a custom audience? We can help you build and activate an Experian audience on the platform of your choice.

[Connect with our audience team →](#)