



# Oracle Data Services Service Descriptions Definitions

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## CONTENTS

### GLOSSARY

	<b>4</b>
1000 Analyzed Impressions	4
1,000 Impressions or Cost per Mille or CPM	4
1,000 Matched Records	4
1M Impressions	4
1M Input Records	4
1M Analyzed Impressions	4
Advertising Campaign	4
Analyzed Impressions	4
Appended Record	4
Audience Analytics Reporting	4
Audience Attributes	4
Automotive Transaction Data	4
Benchmark Population	4
BlueKai Marketplace	4
Branded Data	4
Buyer Score	5
Campaign	5
Category or Categories	5
Category ID	5
Circular	5
Content Optimization Destination Feature	5
Contextual Segments	5
Cookie ID	5
Cost of Media Spend	5
CPG Transaction Data	5
Creative	5
Curated Data	5
Customer ID File	5
Data Usage Fees	5
Destination	5
Device Category	5
Dynamic Contextual Segments	6
Elements	6
Execution Platform Provider	6
Exposure Data	6
First Party Transaction Data	6
Flag	6
Gross Names	6
Household	6
Impression	6
Input Record	6
Integration	6
IP Geographic Category	6
Matched Record	6
Measurement Category	6
Measurement Period	6
Media Attributes	6
Media Buy	7
Media Element	7
Mobile Advertiser ID	7
Net Names Mailed	7
Online Activity	7
Oracle ID	7
Outcome Data	7
Partner ID	7
Percent of Gross Advertising Spend	7
Personalized Circular	7

Pixel Integration	7
Pixel	7
Platform	7
Retail Transaction Dataset	7
Rich Media	7
Seed Data	7
Segment	8
Server Data Transfer Batch	8
Server Data Transfer Integration	8
Site Analytics Toolkit	8
Spend Alike Buyers	8
Subject Audience	8
Subscription Services Platform	8
Syndicated Audience Pack	8
Strategy	8
Tag	8
Target or Targeting	8
Targeted User	8
Targeting Accuracy	8
Taxonomy	8
Third-Party Retail Transaction Data	8
Transaction Dataset	8
Value Score	9
Video Media	9
Visit	9
Visit CPM	9

# GLOSSARY

**1000 Analyzed Impressions** means a pricing methodology in which You are charged for usage at a specified rate per each thousand (1,000) Analyzed Impressions measured by Oracle.

**1,000 Impressions or Cost per Mille or CPM** means a pricing methodology in which You are charged for usage at a specified rate per each thousand (1,000) impressions processed (e.g. Target; measured) during the applicable Service.

**1,000 Matched Records** means a pricing methodology in which You are charged for usage at a specified rate per each thousand (1,000) Matched Records provided by Oracle.

**1M Impressions** means a pricing methodology in which each quantity of the Service purchased by You is an increment of 1 million Impressions and the cumulative total of Impressions purchased reflects the maximum number of Impressions that the Service may be used (e.g., measured) by You.

**1M Input Records** means a pricing methodology in which You are charged for usage at a specified rate per each thousand (1,000) Input Records provided by Oracle

**1M Analyzed Impressions** means a pricing methodology in which each quantity of the Service purchased by You is an increment of 1 million Analyzed Impressions and the cumulative total of Analyzed Impressions purchased reflects the maximum number of Analyzed Impressions that the Service may be used (e.g., measured) by You for a given month.

**Advertising Campaign** means Impressions served to households between a start date and an end date described in an order.

**Analyzed Impressions** means each occurrence of a digital advertisement being displayed (regardless of on screen or off-screen) on a website, mobile device or connected devices (e.g., streaming television).

**Appended Record** means a unique user ID appended by Oracle Data.

**Audience Analytics Reporting** means a tool in the BlueKai Marketplace that enables You to search for Categories in order to find the most relevant Targeted Users for Your (or, if applicable, Your Client's) Advertising Campaign. This tool can search Company Data using the Site Analytics Toolkit, but Company Data itself cannot be used for Targeted advertising purposes.

**Audience Attributes** means components of a traceable audience included in a measurement study.

**Automotive Transaction Data** means a Transaction Dataset which consists of automotive industry data.

**Benchmark Population** means a population or audience jointly defined by You and by Oracle for comparison purposes.

**BlueKai Marketplace** means Oracle's Platform for Oracle Data and Branded Data accessible at [partner.bluekai.com](https://partner.bluekai.com) or such other location designated by Oracle.

**Branded Data** means a subset of Oracle Data that is attributed to a particular third party (e.g., using third party trademarks) and identified as Branded Data.

**Buyer Score** means a buyer index calculated by Oracle based on total dollar spend which ranks and segments each customer based on actual purchasing behavior across all spend.

**Campaign** means a pricing methodology in which You are charged for each Advertising Campaign during the applicable Service.

**Category or Categories** means a grouping of Oracle Data based on shared attributes or characteristics. It is the unit of data available within the BlueKai Marketplace.

**Category ID** means the Oracle identification indicator applied to each Category (that can be found on an Oracle pre-defined list) that is associated to an Oracle pre-built Segment available in the BlueKai Marketplace.

**Circular** means retailers communication of upcoming deals in their stores.

**Content Optimization Destination Feature** means the ability to send Oracle Data to a specified Destination for the sole purpose of internal testing and configuration of Your Site(s).

**Contextual Segments** means the non-personally identifiable contextual classification of the content of a URL, domain, text or media, as applicable.

**Cookie ID** means a text file that is set on a computer (including a mobile device) when the computer communicates with a server, which uses the cookie to retrieve information about that computer and the online behavior of its users.

**Cost of Media Spend** means a pricing methodology in which You are charged for using Oracle Data as a percentage of the total amount You spend on the Advertising Campaign(s) where Oracle Data is used.

**CPG Transaction Data** means a Transaction Dataset for consumer packaged goods (CPG) advertisers.

**Creative** means an object that contains all of the data for visually rendering an online advertisement.

**Curated Data** means audiences based on Oracle and third party partner data defined, built and marketed by Oracle.

**Customer ID File** means your data file containing a list of customer IDs with Personal Data elements (such as name, email, postal address) used to identify Oracle attributes available for appending to your file.

**Data Usage Fees** means fees charged to You for Your usage of Oracle Data from the BlueKai Marketplace for Targeting Targeted Users as measured and calculated by Oracle. Data Usage Fees are determined using Cost of Media Spend or CPM.

**Destination** means an endpoint or end execution platform to which Oracle Data is delivered or from which data or derivative data products are collected for the purposes of Targeting, optimization, analytics, measurement, maintenance, or media application use.

**Device Category** means any Curated Data Category available in the BlueKai Marketplace that identifies the type of device a Site User is using when accessing a site.

**Dynamic Contextual Segments** means Contextual Segments based on daily refreshes of keyword matches associated with subject matter selected by You.

**Elements** means components in an advertising audience.

**Execution Platform Provider** means a platform that provides You access to Oracle Data and the entity that controls that platform does not pay Oracle for Your use of Oracle Data. Upon Your request, a current list of Execution Platform Providers may be provided to You.

**Exposure Data** means information regarding members of audiences in Your Media Buy.

**First Party Transaction Data** means a type of Your Content which is included as part of a Transaction Dataset provided to Oracle by You or an authorized third party.

**Flag** means an indicator tag based on attributes or characteristics that is applied to an individual or household and associates the individual or household to a defined audience.

**Gross Names** means the names and postal addresses of households or individuals provided by Oracle.

**Household** means a postal address corresponding to a delivery point barcode.

**Impression** means an advertisement fetched from the advertiser or its agency's server.

**Input Record** means a unique database or file record provided to Oracle.

**Integration** means a direct connection to a specific Destination server(s) in order to enable transfer of data in an automated, optimized manner.

**IP Geographic Category** means any Curated Data Category available in the BlueKai Marketplace that links Site Users with a geographic area based on IP address.

**Matched Record** means a unique database or file record matched to an Oracle record.

**Measurement Category** means a grouping of unique users based on shared attributes or characteristics (e.g. demographics, Segments used for Targeting in the Advertising, Segments that were not used for Targeting in the Advertising Campaign).

**Measurement Period** means the period of time between the measurement start date and the measurement end date in which Oracle measures campaign Exposure Data provided to Oracle as further described in the order. The Measurement Period must be within the Services Period, must end at least thirty (30) days prior to the expiration of the Services Period, and will be determined by mutual agreement between You and Oracle.

**Media Attributes** means the different methods used to display an ad to a traceable audience.

**Media Buy** means amount of advertisement purchased by You.

**Media Element** means an ad format (e.g. static, cinematic, or video) used in an Advertising Campaign.

**Mobile Advertiser ID** means the identifier created by the mobile operating systems, such as Apple's IDFA or Google's Advertising ID, that is used to track and tailor Advertising Campaigns and is resettable by the user.

**Net Names Mailed** means the names and postal addresses of households or individuals provided and mailed by Oracle.

**Online Activity** means Visits, online search behavior, online browsing behavior, advertising exposure, and click-based actions.

**Oracle ID** means a unique identifier assigned to a unique user, by Oracle.

**Outcome Data** means non-transactional datasets containing information that identifies or estimates the real-world geographic location of an individual, household, or mobile device.

**Partner ID** means any Personal Data or non-personally identifying unique identifier owned by a third party.

**Percent of Gross Advertising Spend** means the fees payable (excluding any applicable taxes) owed to Oracle by You for the applicable Service. The fees are calculated as a percent (as stated in Your order) of the monthly invoice issued by the Destination to the advertiser for the digital advertising campaigns which used Oracle Data for Targeting (less related taxes). For orders where You are the Destination, the advertiser is Your Client. For orders where You are not the Destination, then You (or, if applicable, Your Client) are the advertiser.

**Personalized Circular** means Targeted offering for a retailer's weekly circular.

**Pixel Integration** means one (1) Integration into one (1) online advertisement display Destination via a Pixel, used in conjunction with Oracle Data from the BlueKai Marketplace or BlueKai Marketplace Subscription.

**Pixel** means an object embedded in a web page, email or other Destination that allows a server to track activity or save, read, or modify a cookie on a computer or device.

**Platform** means an end execution platform that allows data or derivative data products to be managed, analyzed, optimized, or applied to media.

**Retail Transaction Dataset** means a dataset that consists of retailer transaction data associated with the store location, the Product Hierarchy, and the customer loyalty card ID number.

**Rich Media** means interactive ads that may expand when users click or roll over and which allows for extensive possibilities for interactive content and information captured in a banner ad.

**Seed Data** means the resulting subset of Your customer list that is filtered by Your specified criteria (e.g., demographic-based, interest-based).

**Segment** means a classification of data on an individual or such individual's behavior, or, for contextual services, the content of a URL.

**Server Data Transfer Batch** means the standard method that is used to send Categories through an offline server-to-server process via a batch file to You or a Destination of Your choosing.

**Server Data Transfer Integration** means the standard method that is used to send Categories through an offline server-to-server process via a batch file to You or a Destination of Your choosing.

**Site Analytics Toolkit** means a configuration which allows You to transmit Your Content through a Pixel placed by You from one (1) of Your (or, if applicable, Your Client's) website domains to the BlueKai Marketplace for the purpose of determining the Categories of which visitors to or users of such website domain may be a member.

**Spend Alike Buyers** means those individuals determined by Oracle to likely be product group buyers based upon Oracles predictive algorithms.

**Subject Audience** means (i) a digital Segment created by Oracle that is either off-the-shelf or custom-made; (ii) a digital Segment comprised of Branded Data; or (iii) an audience provided by You in Your Content.

**Subscription Services Platform** means the technology and Services provided to You by Oracle which enables data collection, management, and analytics of Oracle Data and Your Content.

**Syndicated Audience Pack** means a grouping of pre-built Segments based on interests, demographics, purchase histories, or other data attributes.

**Strategy** means a grouping of Impressions based on Your defined objectives.

**Tag** means code embedded in a web page, object, email, or Destination that allows a server to identify the device, track activity, or save, read, or modify a cookie on a computer or device.

**Target or Targeting** means the display of a media impression, advertisement, web page or other content to Targeted User.

**Targeted User** means a unique user of a web browser or device (including mobile device) to whom You or Your Client Targets a media impression, advertisement, web page or other content.

**Targeting Accuracy** means the percentage of impressions served that tie to an ID contained in the original Targeted audience(s).

**Taxonomy** means the hierarchical structure of Categories provided to You by Oracle.

**Third-Party Retail Transaction Data** means a Transaction Dataset which consists of retail transactions collected from 3<sup>rd</sup> parties.

**Transaction Dataset** means a dataset which consists of transaction data for a particular advertiser.



**Value Score** means a ranking of Your customer based on Your defined criteria.

**Video Media** means display advertisement with video components.

**Visit** means each time a unique user accesses a website.

**Visit CPM** means each increment of 1,000 Visits during the Measurement Period.