



## Oracle Marketing Cloud Data Management Platform Service Descriptions



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## METRICS AND GLOSSARY

**Activation Vendor:** is defined as a third party vendor to which Oracle passes data campaigns for media execution within the vendor's platform.

**Audience Analytics:** is defined as a series of reports that enables You to gain insight across all of Your audiences.

**Category:** is defined as the smallest targetable unit of data available within the Oracle Data Cloud Marketplace. Categories may include Oracle unbranded and branded data and third party and first party data.

**Channel:** is defined as a set of integrations in a particular vertical that encompass data endpoints for activation in attribution, display, email, mobile, search, site optimization, social or standalone video.

**Domain:** is defined as a unique name that identifies a single website. A domain can be a parent site (e.g., for display: www.example.com; and for mobile: www.example.mobi), a subdomain site (e.g., west.example.com); a country specific domain (e.g., for Canada: www.example.ca); and each of these examples would be considered one domain.

**File Format:** is defined as the pattern and convention by which a computer program stores information in a file.

**Instance:** is defined as a single deployment of an Oracle Cloud Service ordered by You.

**Look-alike Modeling:** is defined as Using 1<sup>st</sup>, 2<sup>nd</sup>, and/or 3<sup>rd</sup> party data, to train a multivariate model to find a prospecting audience that is similar to Your customers and converters.

**Marketing Channel:** is defined as a set of integrations which allow You to send data end points for activation to vendors within media targeting (which includes display, mobile, search, social and video), site optimization, attribution, and email networks.

**Match, Matching or Matched:** is defined as a process that enables You to port Your off-line data into an Oracle Marketing Cloud Service in order to achieve greater reach and scale when targeting anonymous user audiences.

**Model:** is defined as a single model request submitted to the Look-alike model activation vendor.

A **Server Call** is generated each time data is sent to Oracle servers to process. Typically, all pages on a digital property are tagged and that tag will gather information from the browser and fire a server call, sending all data for the page on a single Server Call. However, many clients have other page interactions tagged, which can generate additional Server Calls from within a single page. Examples that will generate additional server calls include but are not limited to: link tracking, file downloads, hover events, partial form fills, and video completion %, among others.

**Tag Management:** is defined as an Oracle Marketing Cloud Service feature which You use to manage tags.

**Taxonomy:** is defined as the way in which data is classified within the Your Oracle Cloud Service.

**1,000 Impressions:** is defined as 1,000 Impressions per Month, where one Impression means as a single measure of the number of times an ad is displayed. Whether or not an ad is clicked on is not relevant for counting number of Impressions. Each time an ad displays it is counted as one Impression.

**1000 Profiles:** is defined as 1,000 total unique devices that the service tracks over time. These devices include, but are not limited to, 3<sup>rd</sup> party cookie, mobile advertising IDs, OTT IDs, Customer IDs, Email Hash IDs, and 1<sup>st</sup> party cookie IDs

**1,000 Page Views:** is defined as 1,000 Page Views per Month, where one Page View means one visit by a unique internet user to a particular page on a website.

**OHash ID:** means a non-personally identifiable unique identifier derived from a piece of personal information (such as an email address or telephone number) using Oracle's proprietary OHash or other hashing techniques.

**OHash Linkage Data:** means a mapping between two or more non-personally identifiable unique identifiers, consisting of at least one OHash ID and at least one Unique User ID.

**Participants:** means You and other third parties participating in the Oracle Match Multiplier program.

**Unique User:** means a user of a website or mobile application or a recipient of an email.

**Unique User ID:** means a non-personally identifiable identifier (usually captured in alpha-numeric symbols) assigned to a Unique User.

## SERVICE DESCRIPTIONS

### Oracle Marketer Starter Audience Data Management Cloud Service-Instance

Part #: B79171

Users of the Oracle Marketer Starter Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Marketer Starter Audience Data Management Cloud Service
- Tag Management
- Audience Analytics reports
- Channel standard integrations included in each Marketing Channel
- Unlimited data activation per Marketing Channel
- Offline Onboarding – Site Match
- Offline Onboarding – Third Party Match
- Server Data Transfer Batch Delivery Service for First Party Data

**Usage Limits:** The Oracle Marketer Starter Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- 1 Marketing Channel allowed<sup>1</sup>
- Maximum of 500 categories in Your Taxonomy (includes self-classification)
- Maximum of 100 Million Monthly Page Views

#### Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### Oracle Marketer Basic Audience Data Management Cloud Service-Instance

Part #: B86988

Users of the Oracle Marketer Basic Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Marketer Basic Audience Data Management Cloud Service
- Tag Management
- Audience Analytics reports
- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel
- Offline Onboarding – Site Match
- Offline Onboarding – Third Party Match
- Server Data Transfer Batch Delivery Service for First Party Data

**Usage Limits:** The Oracle Marketer Basic Audience Data Management Cloud Service is subject to the following

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<sup>1</sup>1 Marketing Channel allowed. In the event You have also purchased an Oracle Eloqua Cloud Service, Oracle Responsys Cloud Service product or Oracle Maxymiser Cloud Service, the Email Marketing Channel is automatically included for free and not counted towards the 1 allowed Channel. Thus You may have access to 2 Marketing Channels. Note the Email Marketing Channel is limited and only allows for the passage of data from the Oracle Marketing Cloud Service into the Oracle Eloqua Cloud Service, Oracle Responsys Cloud Service or Oracle Maxymiser Cloud Service platforms.

**Usage Limits:**

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- 2 Marketing Channels allowed<sup>2</sup>
- Maximum of 2500 categories in Your Taxonomy (including self-classification)
- Maximum of 300 Million Monthly Page Views

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

**Oracle Marketer Professional Audience Data Management Cloud Service Instance**

Part #: B86989

Users of the Oracle Marketer Professional Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Marketer Professional Audience Data Management Cloud Service
- Tag Management
- Audience Analytics reports
- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel Offline Onboarding – Site Match
- Offline Onboarding – Third Party Match
- Server Data Transfer Batch Delivery Service for First Party Data

**Usage Limits:** The Oracle Marketer Professional Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- 8 Marketing Channels allowed
- Maximum of 2500 categories in Your Taxonomy (including self-classification)
- Maximum of 500 Million Monthly Page Views

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*,

which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

<sup>2</sup> 2 Marketing Channels allowed. In the event You have also purchased an Oracle Eloqua Cloud Service, Oracle Responsys Cloud Service product or Oracle Maxymiser Cloud Service, the Email Marketing Channel is automatically included and not counted towards the 2 allowed Channels. Thus You may have access to 3 Marketing Channels.

Note the email marketing channel is limited and only allows for the passage of data from the Oracle Marketing Cloud Service into the Oracle Eloqua Cloud Service, Oracle Responsys Cloud Service or Oracle Maxymiser Cloud Service platforms.

## **Oracle Marketer Global Audience Data Management Cloud Service-Instance**

### **Part #: B86990**

Users of the Oracle Marketer Global Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Marketer Global Audience Data Management Cloud Service
- Tag Management
- Audience Analytics reports
- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel
- Offline Onboarding – Site Match
- Offline Onboarding – Third Party Match
- Server Data Transfer Batch Delivery Service for First Party Data

**Usage Limits:** The Oracle Global Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- 8 Marketing Channels allowed
- Maximum of 5000 categories in Your Taxonomy (including self-classification)
- Maximum of 1 Billion Monthly Page Views

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## **Oracle Enterprise Audience Data Management Cloud Service-Instance**

### **Part #: B90624**

Users of the Oracle Enterprise Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Marketer Global Audience Data Management Cloud Service



- Tag Management
- Audience Analytics reports
- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel
- Offline Onboarding – Site Match
- Offline Onboarding – Third Party Match
- Server Data Transfer Batch Delivery Service for First Party Data

**Usage Limits:** The Oracle Enterprise Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- 8 Marketing Channels allowed

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

**Additional Marketing Channel Cloud Service-Channel**

Part # B79185

The Additional Marketing Channel Cloud Service provides use of one (1) additional Marketing Channel to one of the following Cloud Services ordered by You: Oracle Marketer, Oracle Publisher, or Oracle Audience Cloud Service.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Additional Page Views for Marketer Cloud Service-Bundle of 100M-Each**

Part #s B79195

The Additional Page Views for Marketer Cloud Service provides an additional 100M Page Views to those included in Your Oracle Marketer Cloud Service.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud-Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Additional Categories Cloud Service-Category

Part # B79188

The Additional Categories Cloud Service provides one (1) additional Category to one of the following Cloud Services ordered by You: Oracle Marketer, Oracle Publisher, Oracle Mobile, or Oracle Search Audience Data Management Cloud Service.

The Additional Categories Cloud Service-Category is subject to usage limits based on the following:

- A maximum number of Categories as defined in your order

### Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Media Audience Analytics Cloud Service-1,000 Impressions

Part # B79181

Users of the Oracle Media Audience Analytics Cloud Service are authorized to access the following module:

- Oracle Media Audience Analytics Cloud Service

**Usage Limits:** The Oracle Media Audience Analytics Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service (additional Instances may be purchased
  - subject to additional fees), which supports display and mobile web media

### Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Publisher Starter Audience Data Management Cloud Service-Instance

Part #: B79175

Users of the Oracle Publisher Starter Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Publisher Starter Audience Data Management Cloud Service
- Audience Analytics Reports

- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel
- Offline Onboarding – Site Match
- Offline Onboarding – Third Party Match
- Server Data Transfer Batch Delivery Service for First Party Data

**Usage Limits:** The Oracle Publisher Starter Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service (additional Instances may be purchased subject to additional fees).
- 1 Marketing Channel allowed<sup>3</sup>
- Maximum of 100 categories Taxonomy (including self-classification)
- Maximum of 100 Million Monthly Page Views

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Publisher Basic Audience Data Management Cloud Service-Instance**

Part #: B79176

Users of the Oracle Publisher Basic Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Publisher Basic Audience Data Management Cloud Service
- Audience Analytics Reports
- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel
- Offline Onboarding – Site Match
- Offline Onboarding – Third Party Match
- Server Data Transfer Batch Delivery Service for First Party Data

**Usage Limits:** The Oracle Publisher Basic Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service (additional Instances may be purchased subject to additional fees).
- 3 Marketing Channels allowed<sup>4</sup>
- Maximum of 3000 categories of Taxonomy (including self-classification)
- Maximum of 750 Million Monthly Page Views

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*,

which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

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<sup>3</sup> 1 Marketing Channel allowed. In the event You have also purchased an Oracle Eloqua Cloud Service, Oracle Responsys Cloud Service or Oracle Maxymiser Cloud Service product, the Email Marketing Channel is automatically included and not counted towards the 1 allowed Channel. Thus You may have access to 2 Marketing Channels. Note the Email Marketing Channel is limited and only allows for the passage of data from the Oracle Marketing Cloud Service into the Oracle Eloqua Cloud Service, Oracle Responsys Cloud Service or Oracle Maxymiser Cloud Service platforms.

## **Publisher Professional Audience Data Management Cloud Service-Instance**

Part #: B86991

Users of the Oracle Publisher Pro Audience Data Management Cloud Service are authorized to access the following module and features:

- Oracle Publisher Pro Audience Data Management Cloud Service
- Tag Management
- Audience Analytics Reports
- Access to all channel integrations included in each Marketing Channel
- Unlimited data activation per channel
- Offline Onboarding – Site Match
- Offline Onboarding – Third Party Match
- Server Data Transfer Batch Delivery Service for First Party Data

**Usage Limits:** The Oracle Publisher Basic Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service (additional Instances may be purchased subject to additional fees).
- 8 Marketing Channels allowed
  - Maximum of 7500 categories in Your Taxonomy (including self-classification)
- Maximum of 1.5 Billion Monthly Page Views

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

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## **Additional Page Views for Publisher Starter Audience Data Management Cloud Service-1,000 Page Views**

Part #: B79192

The Additional Page Views for Publisher Starter Audience Data Management Cloud Service provides an additional 1,000 Page Views to those available via Your Oracle Publisher Cloud Service.

The Additional Page Views for Publisher Starter Audience Data Management Cloud Service, 1000 Page Views is subject to usage limits based on the following:

- A maximum of 1,000 Page Views as defined in your order

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

<sup>4</sup> 3 Marketing Channel allowed. In the event You have also purchased an Oracle Eloqua Cloud Service, Oracle Responsys Cloud Service or Oracle Maxymiser Cloud Service product, the Email Marketing Channel is automatically included and not counted towards the 3 allowed Channels. Thus You may have access to 4 Marketing Channels. Note the Email Marketing Channel is limited and only allows for the passage of data from the Oracle Marketing Cloud Service into the Oracle Eloqua Cloud Service, Oracle Responsys Cloud Service or Oracle Maxymiser Cloud Service platforms.

**Additional Page Views for Publisher Basic Audience Data Management Cloud Service-1,000 Page Views**

Part #: B79193

The Additional Page Views for Publisher Basic Audience Data Management Cloud Service provides an additional 1,000 Page Views to those available via Your Oracle Publisher Cloud Service.

The Additional Page Views for Publisher Basic Audience Data Management Cloud Service - 1,000 Page Views is subject to usage limits based on the following:

- A maximum of 1,000 Page Views as defined in your order

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Additional Page Views for Publisher Professional Audience Data Management Cloud Service-1,000 Page Views**

Part #: B79194

The Additional Page Views for Publisher Professional Audience Data Management Cloud Service provides an additional 1,000 Page Views to those available via Your Oracle Publisher Cloud Service.

The Additional Page Views for Publisher Professional Audience Data Management Cloud Service - 1,000 Page Views is subject to usage limits based on the following:

- A maximum of 1,000 Page Views as defined in your order

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Oracle Match Multiplier Cloud Service**

Part #: B79671

Users of the Oracle Match Multiplier Cloud Service are authorized to access the following module in the platform:

- Oracle Match Multiplier Cloud Service

**Usage Limits:** The Oracle Match Multiplier Cloud Service is subject to the following usage limits:

- Oracle will enable and configure the Oracle Match Multiplier Cloud Service as part of the Oracle Marketing Cloud Services
- Use of the Oracle Match Multiplier Cloud Service requires a subscription to the Oracle Marketing Cloud Services

The features of Oracle Match Multiplier Cloud Service enable You to:

- Generate oHashes
- Make Your oHash data available in the Match Multiplier oHash Pool
- Access oHash linkage Data in the Match Multiplier oHash Pool
- Link Anonymous user IDs with Unique User IDs for marketing purposes, including transferring Unique User IDs to external platforms or between Oracle Cloud Services, cross-device targeting, and matching offline or hashed PI data to online IDs

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

### **Oracle Adtech Standard Cloud Service – 1,000 Profiles**

Part #: B92998

Oracle Adtech Standard Cloud Service provides data integration & activation per marketing and advertising channel via 1st party identity match for Marketer as follows:

- Audience and segment activations
- Unlimited activations per channel

### **Usage Limits:**

- A maximum number of 1,000 Profiles as set forth in Your order.

**Requirements:**

Oracle Responsys and/or Eloqua base platform.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Oracle Adtech Pro Cloud Service**

Part #: B92999

Oracle Adtech Standard Cloud Service provides data integration & activation per marketing and advertising channel via 1st party identity match for Enterprise Marketer as follows:

- Audience and segment activations
- Unlimited activations per channel

**Usage Limits:**

- A maximum number of 1,000 Profiles as set forth in Your order.

**Requirements:**

Oracle Infinity IQ or Infinity Streams and/or Customer Experience Unity.

Access to 3rd party data does require an additional agreement for the 3rd party data marketplace

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## RETIRED PARTS

### Additional Domain for Marketer Cloud Service-Domain

Part #s B79186

The Additional Domain for Marketer Cloud Service allows You to add one (1) additional Domain to Your Oracle Marketer Cloud Service.

#### Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### Additional Domain for Publisher Cloud Service-Domain

Part #B79187

The Additional Domain for Publisher Cloud Service-Domain provides one (1) Domain in addition to what is included in Your Oracle Publisher Cloud Service.

#### Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### Search Audience Data Management Cloud Service-Instance

Part # B79179

Users of the Oracle Search Data Management Cloud Service-Instance are authorized to access the following module:

- Oracle Search Audience Data Management Cloud Service
- Audience Analytics reports
- Access to all channel integrations included in Search Marketing Channel
- Unlimited data activation in the Search Marketing channel

**Usage Limits:** The Oracle Search Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- Search Marketing Channel<sup>6</sup>
- Maximum of 100 categories in Your Taxonomy (includes self-classification)
- Maximum of 100 Million Monthly Page Views



<sup>6</sup> In the event You have also purchased an Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service product, the Email Marketing Channel is automatically included in addition to the Search Marketing Channel. Note the Email Marketing Channel is limited and only allows for the passage of data from the Oracle Marketing Cloud Service into the Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service platforms.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Search Channel Audience Data Management Cloud Service for Marin-Instance**

Part # B79180

Users of the Search Channel Audience Data Management Cloud Service for Marin-Instance are authorized to access the following module:

- Search Channel Audience Data Management Cloud Service for Marin

**Usage Limits:** The Search Channel Audience Data Management Cloud Service for Marin is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service.
- Search Marketing Channel
- Maximum of 100 categories in Your Taxonomy (Marin or Oracle-based; includes self-classification)
- Maximum of 150 Million Monthly Page Views□
- 2 vendors for activation (Facebook and Google Display Network)

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Tag Management Cloud Service-Instance**

Part #B79182

The Tag Management Cloud Service-Instance provides Marketers and Publishers use of Tag Management services.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Mobile Audience Data Management Cloud Service-Instance**

## Part # B79178

Users of the Oracle Mobile Audience Data Management Cloud Service-Instance are authorized to access the following module and features:

- Oracle Mobile Audience Data Management Cloud Service
- Tag Management
- Audience Analytics reports
- Access to all channel integrations included in Mobile Marketing Channel
- Unlimited data activation in the Mobile Marketing channel

**Usage Limits:** The Oracle Mobile Audience Data Management Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) Instance of this Oracle Cloud Service
- Mobile Marketing Channel<sup>5</sup>
- 1 Offline Data Source
- Maximum of 500 categories in Your Taxonomy (includes self-classification)
- Maximum of 300 Million Monthly Page Views

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<sup>5</sup> In the event You have also purchased an Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service product, the Email Marketing Channel is automatically included in addition to the Mobile Marketing Channel. Note the Email Marketing Channel is limited and only allows for the passage of data from the Oracle Marketing Cloud Service into the Oracle Eloqua Cloud Service or Oracle Responsys Cloud Service platforms.

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Additional Search Channel Search Category Cloud Service for Marin-Bundle of 25 Search Categories-Category**

### Part # B79189

The additional Search Channel Search Category Cloud Service for Marin provides an additional 25 Search Categories to those included in Your Oracle Marin Search Cloud Service.

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Search Channel Activation Vendors Cloud Service for Marin- Activation Vendor**

### Part # B79190

The additional Search Channel Activation Vendors Cloud Service for Marin provides support for 3 additional Vendors to those included in Your Oracle Marin Search Cloud Service.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Additional Page Views for Search Channels Cloud Service for Marin-Bundle of 200M Page Views-Each**

Part # B79191

The Additional Page Views for Search Channels Cloud Service for Marin provides for 200MM additional Page Views to those included in Your Oracle Marin Search Cloud Service.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Oracle Direct Ingest Cloud Service-File Format**

Part # B79969

This Oracle Direct Ingest Cloud Service-File Format add-on allows for the upload of one (1) offline file that includes Your mobile advertising IDs and associated mobile user attributes for use in conjunction with one of the following Cloud Services ordered by you: Oracle Marketer, Oracle Publisher, or Oracle Mobile Audience Cloud Service.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Oracle Look-Alike Model Cloud Service – Model**

Part #B82291

Users of the Oracle Look-Alike Model Cloud Service are authorized to access the following module and feature:

- Oracle Look-Alike Model Cloud Service
- Audience Analytics reports

**Usage Limits:** The Oracle Look-Alike Model Cloud Service is subject to the following usage limits:

- Oracle will provision one (1) instance of this Oracle Cloud Service
- 1 marketing channel allowed, i.e., Display channel only
- Data activation to 3 vendors within the Display channel
- Minimum of 5 Models allowed, maximum of 8
  - A Model counts towards the total number of allowed Models under Your order only when the model status is set to active.
  - A Model may not be deleted. Should You wish to de-activate a Model, the Model will no longer count towards Your total number of allowed Models.
  - Once a Model request is submitted to the Look-alike model vendor, the model input or signal audience cannot be changed. Should You wish to modify the input or signal audience, You will be required to create a new model request, which will be considered to be independent of, and will be counted separately from, Your previous model request.

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Oracle Look-Alike Model Management Cloud Service – Impressions**

Part # B82292

Users of the Oracle Look-Alike Model Management Cloud Service are authorized to access the following module:

- Oracle Look-Alike Model Management Cloud Service

**Usage Limits:** The Oracle Look-Alike Model Management Cloud Service is subject to the following usage limits:

- Minimum purchase of 36 million impressions for a one year contract term, or 9 million impressions for a 3 month contract term

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Oracle Additional Activation Vendors Cloud Service – Bundle of Three-Activation Vendor**

Part #B82293

The Oracle Additional Activation Vendors Cloud Service provides three (3) activation vendors in addition to those included in Your Oracle Look-Alike Model Cloud Service.

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Oracle Look-Alike Model Display Media Execution Cloud Service – Impressions**

Part # B82294

Users of the Oracle Look-Alike Model Display Media Execution Cloud Service are authorized to access the following module:

- Oracle Look-Alike Model Display Media Execution Cloud Service

**Usage Limits:** The Oracle Look-Alike Model Display Media Execution Cloud Service is subject to the following usage limits:

- Media execution within the AppNexus platform only

#### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Oracle Additional Un-Sampled Reports for Audience Data Management Cloud Service – Bundle of 25 – Reports**

Part # B82297

The Additional Un-Sampled Reports for Audience Data Management Cloud Service provides 25 un-sampled reports in addition to those included in one of the following Cloud Services ordered by You: Oracle Marketer, Oracle Publisher, Oracle Mobile, or Oracle Search Audience Data Management Cloud Service.

#### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Offline Onboarding Cloud Service-Site Match-File Format**

Part # B79183

The Offline Onboarding Cloud Service Site Match add-on allows for the upload of one (1) offline data source (*i.e.*, a non-web based data source such as a CRM file or email list) in addition to the offline data sources allowed via Your Oracle Marketer or Publisher Audience Data Management Cloud Service, to enable that data source to be Matched by the Oracle Cloud Service.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Offline Onboarding Cloud Service-Third Party Match-File Format**

Part # B79184

The Offline Onboarding Cloud Service Third Party Match add-on allows for the upload of one (1) additional offline data source (i.e., a non-web based data source such as a CRM file or email list) beyond the amount of offline data sources allowed via Your Oracle Marketer or Publisher Audience Data Management Cloud Service.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Oracle Server Data Transfer Batch Delivery Service for First Party Data Cloud Service - Secure FTP File**

Part # B82296

Users of the Oracle Server Data Transfer Batch Delivery Service for First Party Data Cloud Service are authorized to access the following module:

- Oracle Server Data Transfer Batch Delivery Service for First Party Data Cloud Service

**Usage Limits:** The Oracle Server Data Transfer Batch Delivery Service for First Party Data Cloud Service is subject to the following usage limits:

- One (1) instance for this Oracle Cloud Service
- For each license of this Oracle Cloud Service purchased, Oracle will establish one (1) secure FTP connection, for the purpose of delivering a file of Your first party data from Your BlueKai Audience Data Management instance to the requested Analytics Destination
- File will be refreshed at mutually agreed upon frequency (e.g., weekly or monthly)
- Each license of Oracle Server Data Transfer Batch Delivery Service for First Party Data purchased may only be sent to one (1) Analytics Destination each calendar month
- Analytics file and Oracle Data used in conjunction with analytics is for Your internal use only and may not be used for any other purpose including targeted advertising or campaign execution purposes

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Data Management Platform Analytics – 1,000 Server Calls

Part #: B90539

Users of the Oracle Data Management Platform Analytics Cloud Service are authorized to access the following module and features:

- Log-in credentials to the Oracle Infinity platform
- Pre-configured reports to trend categories over time
- Ability to create unlimited custom reports and reporting objects leveraging all the data collected
- Segment reports using incoming data
- Real-time troubleshooting of data stream
- Uncategorized data identification

**Pre-Requisites:** As a prerequisite to Your use of this service, You must also order an Oracle BlueKai Data Management Platform (DMP) that runs concurrently with this service.

### Usage Limits:

- Oracle will provision one (1) account of this Oracle Cloud Service which corresponds with one (1) Oracle BlueKai DMP.
- Oracle Data Management Platform Analytics is limited to data ingested by your Oracle Data Management Cloud Service only, this does not include any data collected through other means such as Oracle Infinity tags.
- This Oracle Cloud service is limited to the maximum number of Server Calls as defined in your order
- Oracle Data Management Platform Analytics data that is sent to Oracle Infinity is only stored for 13 months

**Oracle Cloud Policies:** Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Data Management Platform Analytics – 1,000 Server Calls

Part #: B90539

Users of the Oracle Data Management Platform Analytics Cloud Service are authorized to access the following module and features:

- Log-in credentials to the Oracle Infinity platform
- Pre-configured reports to trend categories over time
- Ability to create unlimited custom reports and reporting objects leveraging all the data collected
- Segment reports using incoming data
- Real-time troubleshooting of data stream
- Uncategorized data identification

**Pre-Requisites:** As a prerequisite to Your use of this service, You must also order an Oracle BlueKai Data Management Platform (DMP) that runs concurrently with this service.

### Usage Limits:

- Oracle will provision one (1) account of this Oracle Cloud Service which corresponds with one (1) Oracle BlueKai DMP.
- Oracle Data Management Platform Analytics is limited to data ingested by your Oracle Data Management Cloud Service only, this does not include any data collected through other means such as Oracle Infinity tags.
- This Oracle Cloud service is limited to the maximum number of Server Calls as defined in your order
- Oracle Data Management Platform Analytics data that is sent to Oracle Infinity is only stored for 13 months

**Oracle Cloud Policies:** Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).