

33Across Integrates New Audiences Into Oracle Data Cloud

Programmatic Pioneer Brings Data, Intent Signals and Audience Insight to the Oracle Audience Data Marketplace

NEW YORK CITY – April 12, 2016 – [33Across](#), a publisher monetization platform and programmatic advertising pioneer, today announced their collaboration with Oracle Data Cloud, building on the company’s prior relationship with BlueKai. The new relationship brings 33Across’ vast collection of data insight on more than 200 unique audience segments to the Oracle Audience Data Marketplace. The work between 33Across and Oracle Data Cloud can enable marketers to effectively reach targeted audiences with ads and content that aligns with their particular interests and needs.

33Across has a deep history in data, and over the last eight years it has played an integral role in shaping media campaigns for more than half of the Fortune 1000. The company’s platform reaches more than 1.4 billion users around the world, and its flagship data product, AudienceID, integrates more than 30 billion signals per month to create targeted audience segments. Oracle Data Cloud customers will now be able to tap into these signals, which include interest, intent, content consumption, keyword searches, and social sharing activity. Using these innovative data segments, AudienceID gives marketers a broader view into their audiences to help drive more effective campaigns.

“Oracle Data Cloud is pleased to integrate the 33Across unique audiences into our Audience Data Marketplace,” said Eric Roza, senior vice president, Oracle Data Cloud. “33Across’ valuable data and customized audience segments can provide our customers with additional insights on how to best drive awareness, engagement, and conversions.”

“Having established a strong relationship with BlueKai over the years, we are excited to extend our capabilities to the Oracle Data Cloud,” said Eric Wheeler, CEO and co-founder, 33Across. “This relationship enables 33Across to expand its global footprint through a data-rich marketing platform that maximizes the value of our customers’ digital advertising.”

About 33Across

33Across introduced the first publisher monetization platform to guarantee quality through ads that are 100 percent in-view and viewed by humans. Through our advanced technology, and insight into how people view, consume and share content across devices, we enable more than one million publishers to increase revenue and traffic. The 33Across traffic building, insights and monetization tools allow publishers to do what they do best—create great content.

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