ORACLE
Data Cloud

+

Disneyland
PARIS

Deliver Stronger ROI with Contextual Solutions

—

2.5x
reduction in CPA across display ads

200%
increase in conversions

Increased
message relevancy by aligning with travel and family content

"
Oracle Data Cloud's contextual products are definitely a must-have. They've let our team truly understand the potential of our campaigns. We can't wait to test the new segments!"

Sebastien Mayer

Europe Programmatic Audience Management Lead, Disneyland Paris

ORACLE
Data Cloud + VICE

Moving beyond the blocklist to unlock valuable inventory

A major tech company implemented a keyword-blocking strategy on VICE, incorrectly flagging thousands of URLs due to brand-safety concerns.
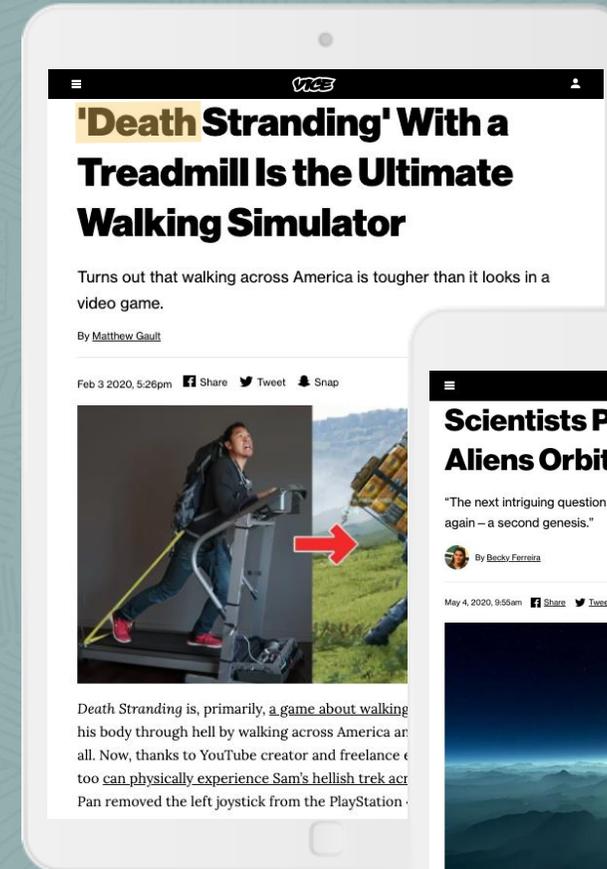
Through an analysis of the blocked URLs, VICE quantified how the keyword-blocking approach failed to accurately categorize their inventory, resulting in significant over-blocking of premium inventory.

93%

of URLs classified unsafe using blocklist were deemed safe by Oracle's contextual solution

Hundreds

of the flagged URLs were premium technology stories related to their campaign

'Death Stranding' With a Treadmill Is the Ultimate Walking Simulator

Turns out that walking across America is tougher than it looks in a video game.

By Matthew Gault

Feb 3 2020, 5:26pm   Share   Tweet   Snap

Death Stranding is, primarily, a game about walking his body through hell by walking across America an all. Now, thanks to YouTube creator and freelance too can physically experience Sam's hellish trek acr Pan removed the left joystick from the PlayStation

Scientists Prepare to Search for Aliens Orbiting Dead Stars

"The next intriguing question would be whether life survived the star's death or started all over again – a second genesis."

By Becky Ferreira

May 4, 2020, 9:55am   Share   Tweet   Snap

CONCEPT ART OF A PLANET ORBITING A WHITE DWARF. IMAGE: JACK MADDEN/CORNELL UNIVERSITY

The Sun is the center of our solar system and the nourisher of life on Earth, but it is not an immortal entity. Some five billion years from now, our star will expand into a red giant, shed its outer layers, and settle into an afterlife as a type of dead star called a white dwarf.

But just because stars die does not necessarily mean that life in white dwarf systems will be permanently snuffed out with them. In fact, any hypothetical planets orbiting these dead stars might "have relatively stable environments for billions of years" making them "intriguing targets" to look for signs of life, according to a study published on Thursday in The Astrophysical Journal Letters.

Safe articles blocked, despite not pertaining to Death/Dead