

[ASX Announcement](#)

[29 November 2019](#)

Partnership with Oracle Data Cloud

Adslot Ltd (ASX:ADJ) is pleased to announce that it has signed an agreement with *Oracle Data Cloud* ("ODC"), the world's largest cloud-based data management platform for marketing.

The data sharing arrangement represents a significant step in Adslot's data partnership strategy, which will expand audience targeting capabilities for US advertisers and drive increased adoption of the *Adslot Media* platform.

The agreement allows advertiser customers of ODC to share their first party audiences such as customer segments with publishers featured on the *Adslot Media* marketplace. Advertisers will then be able to purchase targeted advertising from these publishers via *Adslot Media* under a forward guaranteed model.

Adslot CEO Ben Dixon said, "We are delighted to announce this partnership with Oracle Data Cloud. This relationship will create a new and unique way for clients of ODC to leverage their proprietary data to drive smarter and more effective advertising. These advertisers will be able to buy inventory from premium publishers targeted to their own customers or prospects, and most importantly, they will be able to do this with the price certainty that comes with purchasing media on a forward guaranteed basis."

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[About Oracle Data Cloud](#)

Oracle Data Cloud helps enterprises personalise online, offline, and mobile marketing campaigns with richer and more actionable information about targeted audiences. The platform is used by top retailers, consumer packaged goods and automotive industry including Volkswagen, Transunion, Visa, Lazy Boy and Lowes Foods and has moved its sizable infrastructure to Oracle Cloud Infrastructure.

[About Adslot](#)

Adslot's mission is to automate the trading of forward guaranteed display advertising, referred to as automated guaranteed. Our leading technology is a purpose built, global media trading platform. Adslot benefits a global community of media buyers and sellers, including media agencies, publishers and advertisers, by providing trading efficiencies and effectiveness made possible only via technology, and by doing so the basis on which the \$80B online display advertising industry will realise its full growth potential. Adslot is a global organisation with operations in North America, Europe and Asia Pacific and is headquartered in Australia.