

# INTEGRATIONS & PARTNERSHIPS



LOTAME DATA  
MANAGEMENT  
PLATFORM

Collect Anywhere. Use Everywhere.

A Data Management Platform is only as good as the integrations it offers. After all, your data is only limited by what you can do with it!

As the leading independent DMP, Lotame provides dozens of integrations with leading advertising and marketing technology platforms that give you the freedom to decide what, where, and how to use your data. Not all DMPs can claim this. In fact, many platforms claim DMP functionality as part of a larger suite, but require the use of their platform and technologies to analyze, activate, or otherwise use your own data. An independent and highly-integrated DMP, like Lotame, ensures we'll grow with you as your business evolves. Below you'll find a representative sample of the most popular integrations available today.

## SAMPLE INTEGRATION PARTNERS

### DSPS & AD SERVERS



### SSPS



### OPTIMIZATION & ANALYTICS



### OTHER



Don't see a vendor? We can't list them all here, so just ask!  
[info@lotame.com](mailto:info@lotame.com) [lotame.com/platform](http://lotame.com/platform)

