



# EXECUTIVE SUMMARY REPORT



## Lotame Spark Summit 2017 Highlights & Presentation Videos

Lotame hosted its annual Lotame Spark Client Summit at one of the most beautiful and historical buildings in New York City, Cipriani Wall Street. Spark brought together hundreds of publishers, agencies, and marketers on Tuesday, March 7th in Manhattan.

If you missed the chance to hear from Lotame clients and executives on key challenges and solutions facing the MarTech industry, or simply want to revisit your Spark experience, we've compiled recorded sessions from the summit along with highlights from an action-packed day of content!

"If there is one thing about the company that we have built at Lotame, it is that we want to help you differentiate."

Andy Monfriend  
CEO, Lotame

### Spark by Numbers



Nearly **300** attendees - publishers, agencies and marketers



**18** guest speakers and **5** Lotame speakers



**5** Lotame Spark Customer Award winners



**10** sessions, including **3** afternoon breakouts



**7** sponsors

## Sessions

### Unlocking Your Data Potential

Amir Malik, Director of Programmatic and Digital, Trinity Mirror

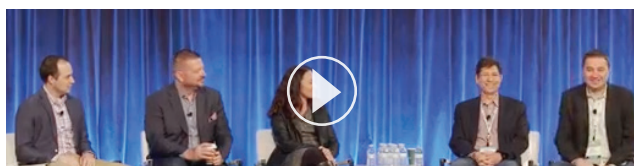


The reason I use Lotame is not just because it is an independent platform, it is because I actually believe it is the best DMP in the market.

Amir Malik

### Data Quality and Fraud

Patrick Dolan, EVP And Chief Operating Officer, IAB  
Tyler Paxton, Founder, Are You A Human  
Kim Riedell, SVP Of Partnerships & Business Development, Advantage Media Solutions  
Grant Whitmore, EVP, Digital, New York Daily News  
Moderated by Jason Downie, SVP & General Manager, Data Solutions, Lotame



Up until a few years ago, data was scarce. How do you make sure that data is trustworthy, and at scale? With accuracy and quality, from a marketers perspective, sometimes you need to give some things up for that scale. Is it accurate? Is it recent? Is it scalable? This can be a challenge.

Kim Riedell

### Breakout for Publishers: What's Next for Publishers in Today's Marketplace?

Annette Dielmann, CPO, Goldbach Digital Services  
Rich Sutton, CRO, Trusted Media Brands  
Moderated By Mike Woosley, COO, Lotame

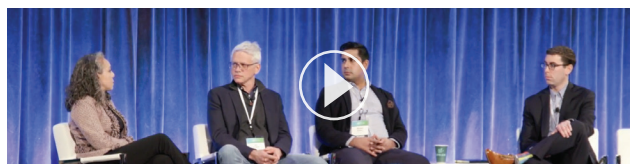


It's not only about what's now, it's also about how the consumer will act in the future, and also what is relevant from the context he is moving in.

Annette Dielman

### Power Your Business with Location Data

Raman Sidhul, VP, Business Development, Beemray  
Ed Kozek, SVP of Product & Engineering, The Weather Company, GM, IBM Company  
Nadya Kohl, EVP of Business Development, PlacelQ  
Moderated by Brian O'Connor, VP, Product & Customer Solutions, Lotame



Looking forward, because data is everywhere, it is going to be "what you do with that data" that differentiates you.

Ed Kozek

### What's Next? Lotame Product Innovations

Pierre Diennet, Director Of Product Innovation, Lotame



Artificial intelligence is disrupting every industry. Ours is no exception.

Pierre Diennet

### Breakout for Agencies and Marketers: How Data Influences Media Buying Decisions & Activation

*This session was not recorded*

Feliks Malts, VP, Decision Sciences, 3Q Digital, A Harte Hanks Company  
Kelsey Woo, Marketing and Data Solutions Manager, Hearst Core Audience  
Lead by Miles Pritchard, Head of Marketer & Agency Solutions, Lotame

With a focus on data talent, agencies can help create differentiating value for their clients, while implementing analytical storytelling in a meaningful way. Data management platforms are tools that create great value, provided the investment and strategy is there.

Miles Pritchard

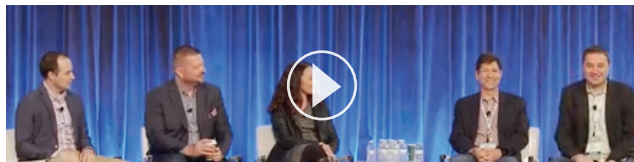
## Next Gen DMP: Master the Future Now with Audience-based TV Campaigns

Michael Rosellini, Vice President, Digital Operations, Hearst Television Inc

Denise Colella, Senior Vice President, Advanced Advertising Products and Strategy, NBCUniversal Inc.

Jodie McAfee, Vice President, Business Development, Inscape

Moderated by Anne Schelle, Managing Director, Pearl TV



Our core remit is to generate the best possible data in the marketplace, but we are also quick to recognize that there is no such thing as perfect data.

Jodie McAfee

## Guest Keynote & Fireside Chat with James Altucher

James is an American hedge fund manager, entrepreneur, bestselling author, and podcaster and we had the privilege of hearing some of his stories, including successes, failures, and how to become the best version of yourself.

Check out his latest book, *Reinvent Yourself*, or follow his [podcast](#).

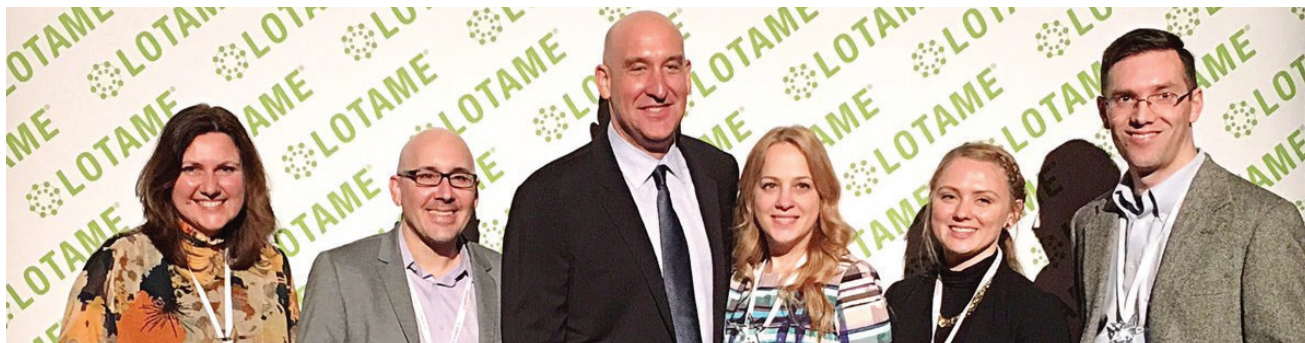


How to is the boring part. You have to ask WHY.

James Altucher

## Congratulations to the 2017 Lotame Spark Client Customer Award Winners

New in 2017, we debuted Spark Customer Awards to recognize clients that are making an impact. Winners received stage recognition and a beautiful trophy to display at their office.



Annette Dielmann of Goldbach Digital Services, Dan Ripes of Rise Interactive, Andy Monfried, Founder and CEO, Lotame, Roxanne Allen of About.com, Natalie Wood of Trinity Mirror, Gareth Roberts of Advance Digital.

### INNOVATION AWARD



### LOTA-LOVE SOCIAL INFLUENCE AWARD



### LOTAME DMP POWER USER AWARD

Natalie Wood of Trinity Mirror

Trinity Mirror plc

### LOTAME CHAMPION AWARD - 1ST PLACE

Annette Dielmann of Goldbach Digital Services



### LOTAME CHAMPION AWARD - 2ND PLACE

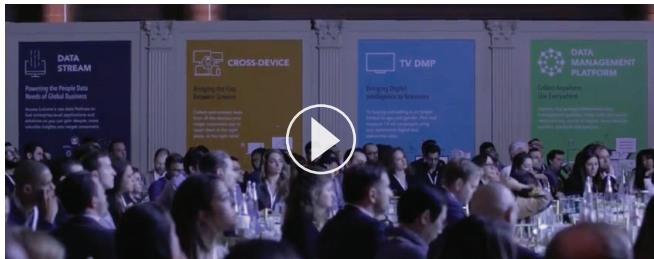
Gareth Roberts of Advance Digital



Congratulations to all of our 2017 Lotame Spark award winners! Read more about the Awards [here](#).

## Spark in Three Minutes!

Watch the Spark highlight reel for a quick 2017 recap.



Don't forget to check out the event photos on our [Facebook page](#).

## Thank you to our 2017 Sponsors!

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## SAVE THE DATE FOR 2018!

Bookmark [lotamespark.com](http://lotamespark.com) and check back in the coming months for Lotame Spark 2018 timing!

## Continue to Learn with Lotame DMP Playbooks!

Consider this your guide through the process of extracting the most value from a DMP.



Data Management Platform Playbook: MARKETERS



Data Management Platform Playbook: AGENCY



Data Management Platform Playbook: PUBLISHERS

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