# SKIMLINKS
*Powerful Purchase Intent Data to Supercharge Your Marketing Efforts*

**skimlinks**™

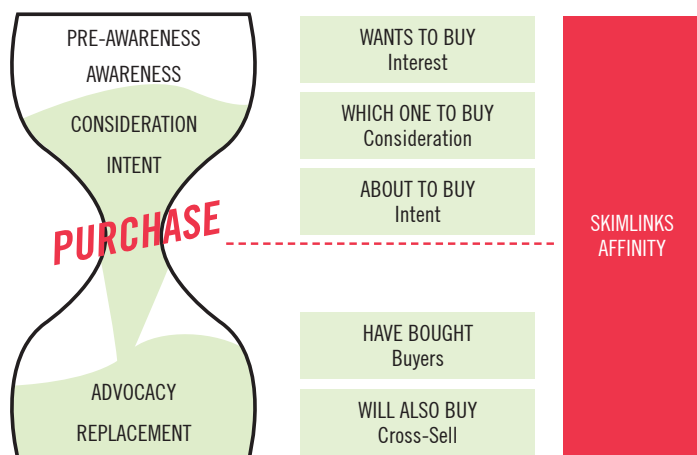## REACH PURCHASE INTENDERS TO INCREASE CAMPAIGN CONVERSIONS & ENGAGEMENT

Skimlinks, in partnership with Lotame, is bringing valuable purchase intent audience data directly into your DSP to deliver maximum performance for your digital campaigns. Skimlinks' Purchase Intenders, backed by billions of shopping intent signals across millions of premium publishers, have the highest-likelihood of converting and delivering the best-possible ROI for your advertising campaigns.

## HOW IT WORKS

1. Consumer views content on partner publisher site
2. Consumer clicks on an affiliate link that promotes a product/service
3. Skimlinks identifies and follows that consumer through the purchase cycle
4. Consumer is classified according to 20K attributes and is given a score of 0 - 1000 based on likelihood for having each attribute
5. Purchase-intent data is ingested into Lotame's DMP
6. Lotame distributes Skimlinks Purchase Intent audiences through DSP Partners for activation

## KEY BENEFITS

- **INCREASE CONVERSIONS AND ENGAGEMENT** by reaching purchase intender audiences
- **SCALE OF 15B SHOPPING INTENT signals and 100m product references and links**
- **NEAR REAL-TIME DATA for the most up-to-date audience segments**
- **SEAMLESS INTEGRATION WITH DSPS, exchanges, trading desks, and publishers**

## ABOUT LOTAME'S DATA EXCHANGE

Lotame's global data exchange provides you with instant access to over 1.5B cookies and 415MM mobile device IDs. We have captured granular data against these cookies and device IDs and packaged it into thousands of highly curated audience segments, giving every marketer, agency, publisher and platform the ability to harness the power of 3rd-party data.

## ABOUT SKIMLINKS

Skimlinks creates native monetization solutions for publishers by integrating with more than 20K merchants and processing 300MM clicks a month on over 1.5MM sites around the web. Their technology helps publishers earn revenue and gain insights from commerce-related content.

PRE-AWARENESS
AWARENESS
CONSIDERATION
INTENT
**PURCHASE**
ADVOCACY
REPLACEMENT

WANTS TO BUY
Interest

WHICH ONE TO BUY
Consideration

ABOUT TO BUY
Intent

SKIMLINKS
AFFINITY

HAVE BOUGHT
Buyers

WILL ALSO BUY
Cross-Sell

Let us help you increase conversions and engagement today. Get in touch! datasales@lotame.com  lotame.com/data-exchange

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