



INFUSE THE RIGHT MIX OF DATA FOR SUCCESSFUL ALCOHOL CAMPAIGNS

THE ALCOHOLIC-BEVERAGE INDUSTRY SPENT \$421 M
ON ADVERTISING IN THE FIRST QUARTER OF 2016 -
UP 26% COMPARED TO THE SAME TIME IN 2015.*

ALCOHOL AUDIENCE DATA

- Offline Purchasers (wine, beer, spirits) alcoholic beverages
- Spirits by Type and by Brand (Rum, Vodka, Johnny Walker, Seagrams)

BEHAVIORAL PROFILES

- Alcoholic Beverages
- Health & Fitness
- Dieting and Weight loss
- Online Shoppers

AUDIENCE OPTIMIZER

- Audience Insights

SEASONAL SEGMENTS

Match Client Travel Promotions
with Year-Round Seasonal Segments

- Holidays & Special Events
- St. Patrick's Day
- Christmas
- Cinco de Mayo
- Sport Events

SMART TV VIEWERSHIP

- Smart TV Viewership
- All Major Networks (CBS, NBC, AMC, ESPN)
- Target TV to Digital and Mirror Clients TV Viewing Behaviors
- Custom TV Viewership Segments
- Sports Programming

DEMOGRAPHIC PROFILES

- Household Income Level
- Verified Age Demos:
Lotame_vCE Optimized_Age: 21+
Lotame_OCR Optimized_Age: 21+

BUSINESS TO BUSINESS

- Lotame Industry > Wholesalers

GEOGRAPHIC LAYERING

- Regional Geo-layering
- Country
- State



*Source: adnews

ALCOHOL PURCHASERS REACHED!

DID YOU KNOW LOTAME HAS OVER 1B UNIQUES
IN OUR GENERAL ALCOHOL SEGMENT?

