

# THE CONNECTED FUTURE EXECUTIVE SUMMARY REPORT



People-based

Privacy-first

Open-to-all

## LOTAME'S THE CONNECTED FUTURE 2020 VIRTUAL EVENT HIGHLIGHTS & VIDEO REPLAYS

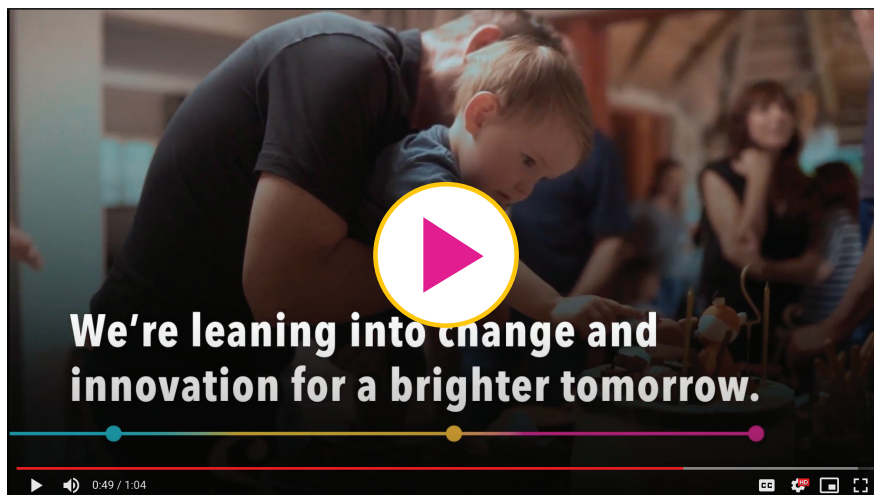
On Tuesday, October 27 and Wednesday, October 28, Lotame hosted its inaugural The Connected Future virtual event. It brought together over **400** senior executives from Lotame's global marketer, publisher, and agency client base, as well as prospective clients and industry peers.

Both days included 90 minutes of timely content centered around this year's theme, People-based, Privacy-first, Open-to-all. The Connected Future tackled topics like identity, data enrichment and privacy, and announced the launch of our brand new cookieless ID solution, **Lotame Panorama ID!**

### Recorded Sessions

If you missed the chance to hear from Lotame clients and executive guests on key challenges and solutions facing the digital advertising industry, or simply want to revisit your virtual experience, we've compiled the video recordings in this Executive Summary Report.

### Watch The Connected Future Welcome Video



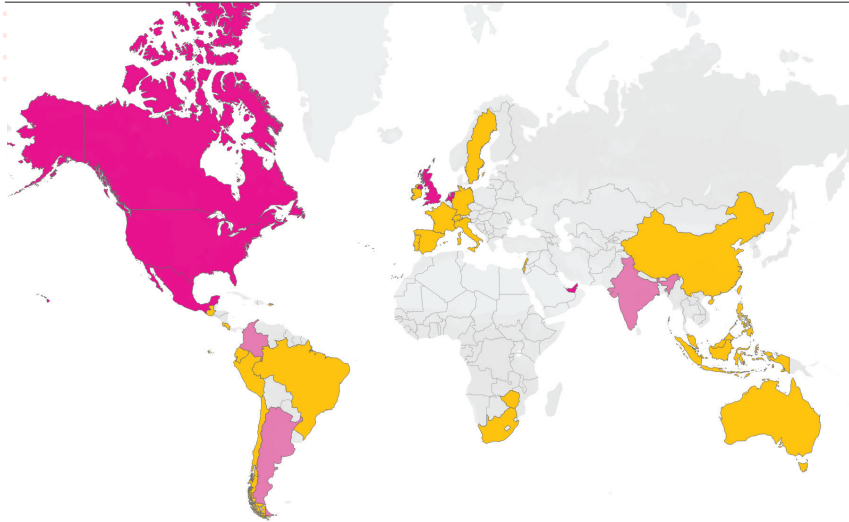
#LotameEvents | [events@lotame.com](mailto:events@lotame.com)





# THE CONNECTED FUTURE STATS

## 400+ ATTENDEES



- 35 countries represented
- 23 speakers
- 11 sessions
- 5 networking roundtables by topic:
  - Cookieless Future
  - Identity & Privacy
  - Audience Insights
  - Data Buying
  - Data Science
- 4 tracks
- 2 days



OPEN SOLUTIONS  
 OPEN-WEB  
 IDENTITY  
 CONNECTED  
 DATA  
 PRIVACY  
 VIDEO COOKIES  
 CONSENT  
 ID's  
 PARTY  
 LIGHTNING  
 SSPs  
 TAG  
 UNIFIED  
 WELCOME  
 AUDIENCES  
 DEVICES  
 ENRICHMENT  
 PEOPLE

# GENERAL SESSIONS

## Opening Keynote: The Connected Future

Lotame CEO Andy Monfried shared his vision of digital advertising's bright future. Attendees heard how we'll level the playing field and lift all players in the ecosystem through a people-based, privacy-first, and open-to-all approach.



**Andy Monfried**  
Founder and CEO, Lotame

"At the end of the day, everything tracks back to how to reach consumers in a privacy compliant, open way that allows for knowledge, analytics and a result. That's what the connected future is about."

— Andy Monfried,  
Founder and CEO,  
Lotame

## Panel: Partnership for Responsible Addressable Media

Hello and welcome to the newest cross-industry initiative: the Partnership for Responsible Addressable Media. Comprised of global enterprise marketers, leading agencies and adtech innovators, partnership members discussed its goals and how it's moving the industry toward a fairer, more responsible advertising ecosystem.



"The mission and vision of the partnership is to ensure addressable media for consumers and brands."

— Bill Tucker, Group Executive Vice President, ANA; Executive Director Partnership for Responsible Addressable Media

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**Lana Warner - Moderator**  
Senior Manager Client Strategy & Engagement, Lotame



**Jordan Mitchell**  
Senior Vice President - Identity, Data and Privacy Initiatives, IAB Tech Lab



**Mike Signorelli**  
Partner, Venable LLP



**Bill Tucker**  
Group Executive Vice President, ANA; Executive Director, Partnership for Responsible Addressable Media



## Identity: Digital Advertising's Love Language

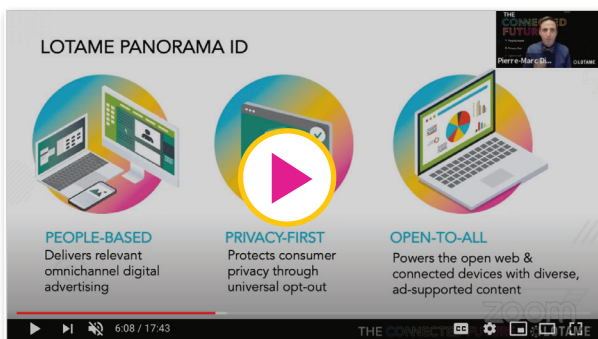
The identity opportunity is upon us. Marketers, agencies, publishers, SSPs, DSPs, and data providers need a new language to understand consumers and collaborate successfully. Attendees were among the FIRST to hear about a brand-new solution to repair our relationships and build responsible, relevant, and resilient connections. Lotame unveiled **Panorama ID**, the first global cookieless identity solution for the anonymous web.



**Pierre Diennet**  
Vice President, Product Management, Lotame

**“Our focus will be to help our clients on both the buy and sell side, and responsibly address the rest of the anonymous web.”**

— Pierre Diennet, Vice President, Product Management, Lotame



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## LOTAME PANORAMA™ ID

A global people-based, privacy-compliant identity solution for the anonymous web. Built from multiple inputs (web data, customer IDs, and hashed email), Lotame Panorama ID is freely accessible to and interoperable across the cookie-challenged web, all domains, devices, and platforms globally.

[Learn more here.](#)

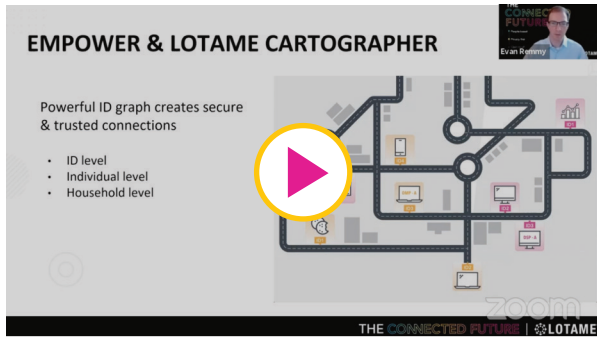


## Case Study: How Retail Marketers Increased First-Party Audience Addressability

Attendees heard how creative media agency Empower used Lotame's **Cartographer ID graph** to increase freshness, relevancy, and addressability of its retail clients' first-party audiences.



**Evan Remmy**  
Senior Specialist Data Management, Empower



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## LOTAME CARTOGRAPHER

Lotame's master graph was launched in 2019 to power people-based marketing and privacy compliance for global brands and publishers. Cartographer helps brands and publishers "find your people" around the world and make meaningful, respectful connections that last. Cartographer delivers complete, consistent, and compliant data connections for greater scale and precision and powers Lotame Panorama ID.

[Learn more here.](#)

## Panel: Meeting of the Minds: Marketers and Publishers Debate Identity

What do marketers really want? What do publishers need? Attendees heard marketers and publishers fire off their burning identity questions to various providers/panelists.



**Sarah Wagner**  
**Co-Moderator**  
Programmatic Director,  
Tribune Publishing



**Kerel Cooper**  
SVP Global Marketing,  
LiveIntent



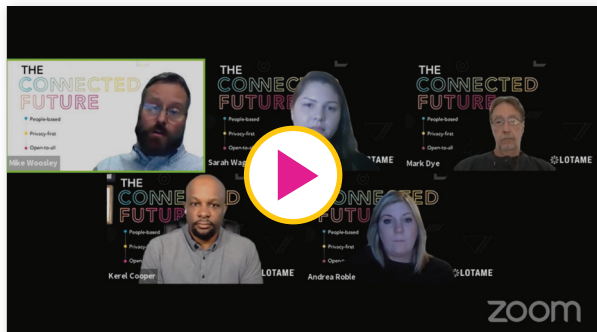
**Mike Woosley**  
Chief Operating Officer,  
Lotame



**Andrea Roble**  
**Co-Moderator**  
Director, Business  
Strategy & Development,  
Goodway Group



**Mark Dye**  
Chief Strategy Officer,  
Bombora



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## Case Study: Omnicom Drives Performance for Luxury Auto Launch with Lotame Panorama Buyer (Recording Not Available)

Attendees heard how Omnicom used Lotame's universe of high-quality data to enrich this luxury auto's personas and create addressable audiences that drove performance.



**Miles Pritchard**

Managing Partner - Data Management, Solutions, OMD EMEA

## Ask Us Anything (Client Access Only)

Client attendees had the chance to ask the Lotame executive team questions about identity, privacy, third-party tracking, and more.



**Andy Monfried**

Founder and CEO



**Pierre Diennet**

Vice President, Product Management



**Alex Theriault**

Chief Customer Officer



**Amy Yeung**

General Counsel & Chief Privacy Officer



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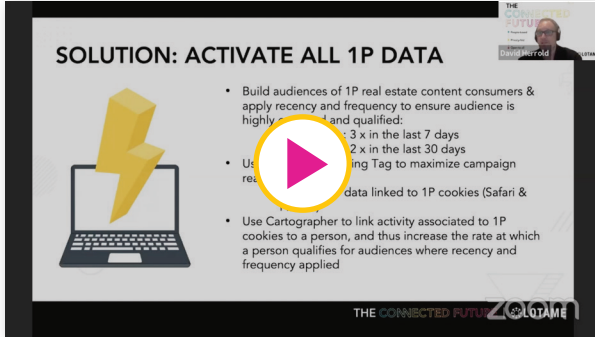
## Case Study: How Local Publishers Increase Campaign Scale without Jeopardizing Performance

Attendees heard how Advance Local saw a 20% increase in its first-party audience data and an increase in inventory with no dip in performance using **Lotame Lightning Tag** and **Cartographer**.



**David Herrold**

Director of Audience Targeting Strategy, Advance Local Media



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## TRACK SESSIONS

Attendees had four parallel track sessions to choose from on day two. Divide and conquer with your colleagues by watching the session(s) most relevant for your role.

### TRACK 1: DATA ENRICHMENT

#### What's New & Next in Data

Cancel culture has set its sights on third-party data. But marketers need data enrichment now more than ever as consumers undergo profound shifts in behaviors, habits, and interests. Although our data vernacular is due for an upgrade, the utility of an expanded view of consumers is undeniable. Lotame data experts discussed **Lotame Panorma's** vision and mission to preserve connectivity across the digital advertising ecosystem.



**Sebastian Yoffe**

Managing Director  
Latin America & U.S.  
Hispanics, Lotame



**Ruby Brenden**

Head of Data Products,  
Lotame



**Ryan Madigan**

Data Marketplace  
Supply Director, Lotame



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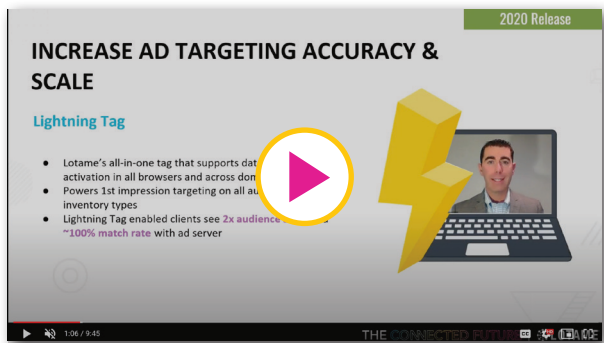
## TRACK 2: LOTAME PRODUCTS

### Features & Functionality Showcase (Client Access Only)

This product-focused session addressed how Lotame continues to offer best-in-class audience and data products that meet client business needs while respecting consumer choice, and how to future proof products for the years ahead. Client attendees received a 2020 recap of new Lotame product releases in Prebid, OTT and more, and got a sneak peek into the product roadmap.



**Brian O'Connor**  
Vice President, Product Operations, Lotame



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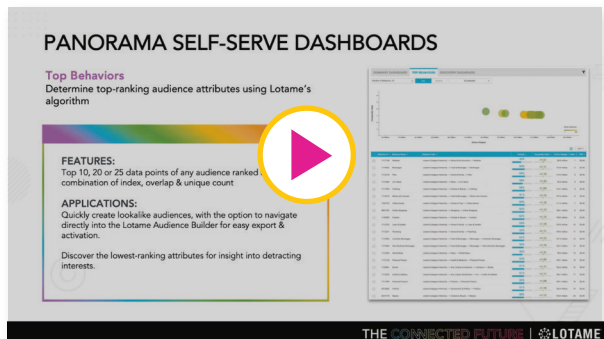
## TRACK 3: INSIGHTS & STORYTELLING

### Your Data Tells A Story But How Do You Share It With Your Customers?

Data comes to life when used to tell meaningful stories to your customers. Attendees heard real-world examples of how Lotame clients leverage data to craft relevant and engaging stories that resonate with customers. Lotame's Head of Insights & Client Strategy shared best practices to extract the most value from your data and how to transform those insights into powerful messaging to engage current customers and find new ones.



**Kristen Whitmore**  
Head of Insights & Client Strategy, Lotame



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## TRACK 4: PRIVACY

### Privacy Panel: This Way Forward

New and changing privacy regulations and industry upheaval have caused widespread concern throughout the digital advertising ecosystem. But innovative leaders are leaning into change and reshaping their businesses to move forward fast. Attendees heard from Lotame, IBM, and Oracle for this thought-provoking discussion of our future as an industry with particular focus on AI and data minimization techniques to increase quality and drive scale.



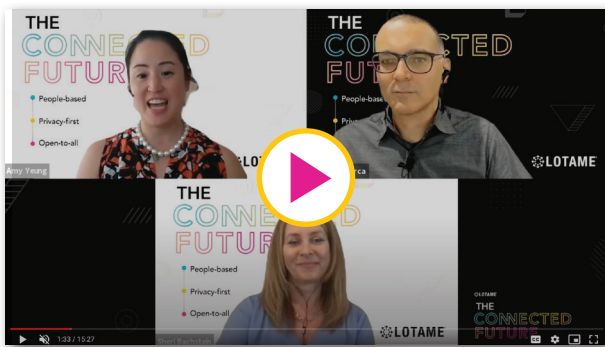
**Sheri Bachstein**  
Vice President, Global  
Head of Watson  
Advertising and  
Weather, IBM



**Rich LaBarca**  
VP Product, Identity  
& Integrations, Oracle  
Data Cloud



**Amy Yeung -  
Moderator**  
General Counsel &  
Chief Privacy Officer,  
Lotame



[WATCH THE REPLAY](#)

## FEEDBACK, QUESTIONS, STAY IN TOUCH!

### Top Questions From Attendees & Answers from Lotame

#### Stay Connected With Lotame



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#### Stay in touch!

Lotame clients, please contact your Client Success representative or [support@lotame.com](mailto:support@lotame.com)

For all other questions or event feedback email [events@lotame.com](mailto:events@lotame.com)

**“Great conference! Sorry we didn’t get to do it in person but in a way, it was actually more intimate. I probably would have never gotten the chance to talk to y’all in a traditional conference setting.”**

—Sok Verdery, Directory of Digital Strategy, Comporium