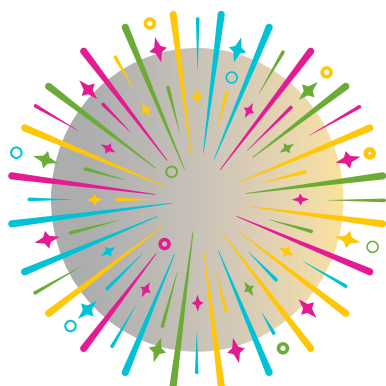


LOTAME DATA EXCHANGE

The World's Largest 2nd- and 3rd-Party Data Marketplace

BOXING DAY & NEW YEAR'S DAY AUDIENCE SEGMENTS (EMEA)



Long lines on major shopping days may be history but consumer appetite for a deal is always in fashion. Learn more about in-market consumer passions and habits before Boxing Day and New Year's Day so you can personalize your messaging and targeting. With less foot traffic and showrooming, brands need to capitalize on digital attention and get in front of the right consumers at the right time with the right message.



Gift Purchasers



Entertaining at Home



Dining-dine in/take out/gift cards



Food & Beverages



Discount Shopping

The Lotame Data Exchange (LDX) provides instant access to billions of global users across traditional web and mobile devices. Granular data is captured against these users and packaged into thousands of curated, targetable audience segments, giving every marketer, agency, publisher and platform the ability to harness the power of Lotame's third-party data.

Interested in Lotame's New Years/Boxing Day segments? Contact us at EMEADataRFP@lotame.com