



# LOTAME DATA EXCHANGE

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

## SINGLES DAY 2020 AUDIENCE SEGMENTS (APAC)



The world's biggest shopping event, Singles Day (November 11), is fast approaching and self-care is more important than ever. With consumers bent on finding the best deals, brands have a unique opportunity to get in front of in-market consumers ready to buy. Make sure your campaigns capitalize on this massive one-day digital event where consumers take care of number one.



**Apparel**



**Gaming**



**Cosmetics**



**Home Appliances**



**Luxury Cosmetics**



**Smart Phones**



**Electronics**



**Wearables/Gadgets**

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 Single's Day segments? Contact us at [APACDataRFP@lotame.com](mailto:APACDataRFP@lotame.com)