

LOTAME DATA EXCHANGE

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

PANORAMA BUYER - CUSTOM AUDIENCE CREATION

Rely on a team of experienced data consultants to enhance your data strategy.

Lotame operates a global data exchange comprising billions of monthly unique users. Brands, agencies and publishers around the world leverage this network to deliver smarter display, video and mobile campaigns.

Our passion and singular focus on data has made us the industry's most trusted strategic and results oriented data consultants for marketers.

Build custom audiences with us today!

CUSTOM AUDIENCE BENEFITS



FAST

Lotame responds to your requests and questions immediately.



PERSONALIZED

Lotame tailors data solutions for your specific needs.



EXPERTISE

Lotame provides consultative advice based on our extensive experience and training.



COST

Lotame charges a flat data CPM. Pay as you use.



FLEXIBILITY

Lotame is connected with all major DSP's. Access our audiences in any platform.

EXAMPLE

A luxury perfume brand was looking to target young, wealthy professionals at scale for their newest product. Lotame worked to create the following custom segment:



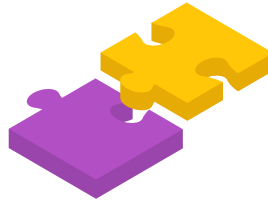
USERS WHO ARE:

- From the United States
- Within the Age Group 18 - 25
- Have a household income of \$100K+
- Have shown an interest in Perfume, Designer Brands, Gifts, and Beauty Products.

LOTAME'S VAST REACH EXTENDS AROUND THE GLOBE, ACROSS PLATFORMS



100% Declared and Demonstrated



125k+ Global Publisher Partners



4.5B Global Uniques Including 30+ Countries!

SHOPPING & RETAIL

- Past Purchase
- Purchase Intent
- CPG

DEMOGRAPHIC PROFILES

- Family With Kids
- Household Income Level
- Pet Owners
- Expecting Mothers

GEOGRAPHIC LAYERING

- State
- DMA
- Country

B2B

- Small Business Owner
- New Businesses
- Company Size
- Decision Makers
- Functional Areas
- Industry
- Job Titles

BEHAVIORAL PROFILES

- Green Living
- Golf
- Luxury Shoppers
- Action Sports Outdoor
- Sports Enthusiast
- Fashion Discount Shoppers
- Auto Insurance

SEASONAL SEGMENTS

- Match Client Promotions with Year-Round Seasonal Segments (Mother's Day, Father's Day, Christmas, Easter, Back to School, etc)

CUSTOM AUDIENCE WORKFLOW

1. Contact Lotame at 90sla@lotame.com with your brand, target audience and the market(s) for the campaign.
2. Lotame Consultants to work with your team to build out your custom segments by tapping into powerful demographic, behavioral, past purchase, purchase intent, B2B, location based, telecom carriers, Lotame PDX with 2nd party data bought directly from premium publishers
 - a. Complex audience segments are created using Boolean Logic "AND" or "OR" or "NOT" and by selecting the desired demographics, content consumption, interests, and actions made up of third-party data collected allowing for audiences to be built to a very specific set of definitions
3. Post approval, segments can be mapped to all major DSPs for activation.