# PLANNING A CAMPAIGN AROUND *Valentine's Day?*

From chocolates and cards to perfumes and fine dining, Lotame has the pre-packaged audiences you need to successfully reach your targets with the right message this Valentine's Day. Whether you're looking for instant access to thousands of the highest quality third-party audience segments in the world, or more of a private, transparent second-party data buying and selling relationship, the possibilities are endless through the **Lotame Data Exchange.**
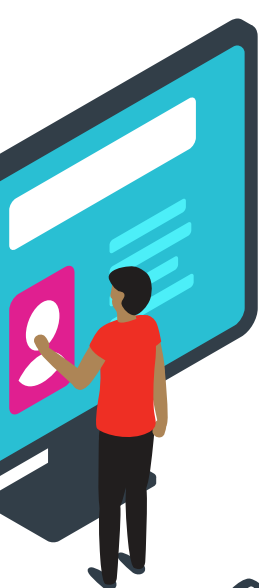
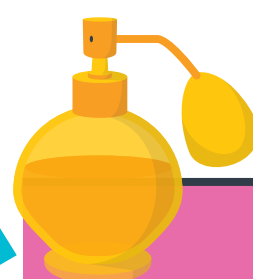## *Sample Audience Segments to Love this Valentine's Day*

Male:
Gift givers / buyers

Female:
Gift givers / buyers

Married couples:
Gift givers / buyers

Couples in a relationship:
Gift givers / buyers

Single:
Gift givers / buyers

Interest in perfumes

Perfume shoppers

Fine diners & restaurant goers

Floral & greeting card buyers

Luxury shoppers (accessories, watches, jewellery)

14 FEB

Valentine's Day shoppers

Luxury cosmetic shoppers

Luxury skincare products shoppers

Chocolate buyers

To learn more about Lotame Valentine's Day segments, or custom requests, reach out to your local Lotame team of data experts who are here to help: **ApacDataRFP@lotame.com**

lotame.com/ldx

About Lotame
Lotame is the leading unstacked data solutions company that reaches over 1.13B unique profiles in APAC. Through the use of our quality 100% declared and demonstrated data, we help publishers, marketers and agencies find new customers, increase engagement, and grow revenue. Our real-time data management technologies, global data marketplaces, and award-winning customer service make it the clear choice for clientslooking for a flexible, scalable and cost-effective alternative to the walled-off offerings from large MarTech stack companies.

LOTAME®
Unstacked Data Solutions