

# THE CONNECTED FUTURE

Agencies & Addressability

## EXECUTIVE SUMMARY REPORT



### THE CONNECTED FUTURE AMERICAS: AGENCIES & ADDRESSABILITY 2021

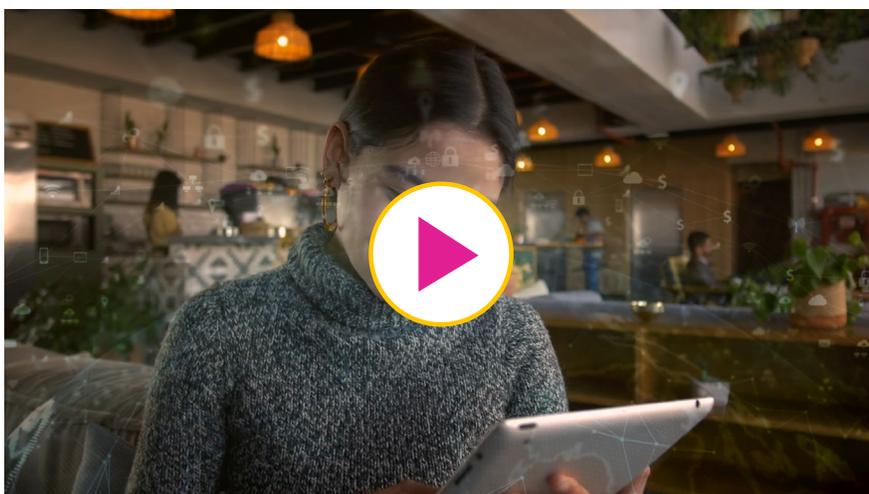
#### Virtual Event Highlights & Video Replays

On Thursday, June 10, Lotame hosted The Connected Future: Agencies & Addressability, a women-led, open to all virtual event created for agencies of all sizes in the Americas region. It brought together nearly 200 senior executives from Lotame's agency and marketer client base, as well as prospective clients and industry peers. The afternoon was action-packed with 120 minutes of timely content. The Connected Future tackled topics like addressability beyond the cookie, identity, data enrichment, and how to test identity solutions.

#### Recorded Sessions

If you missed the live session or simply want to revisit your virtual experience, we've compiled the video recordings below.

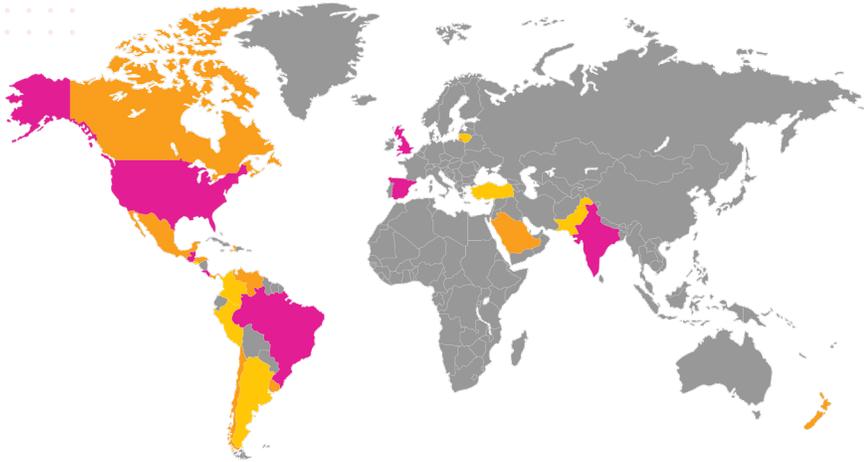
#### [Watch The Connected Future Welcome Video](#)





# THE CONNECTED FUTURE STATS

# 185 ATTENDEES



24 Countries represented  
11 Female speakers  
3 Sessions



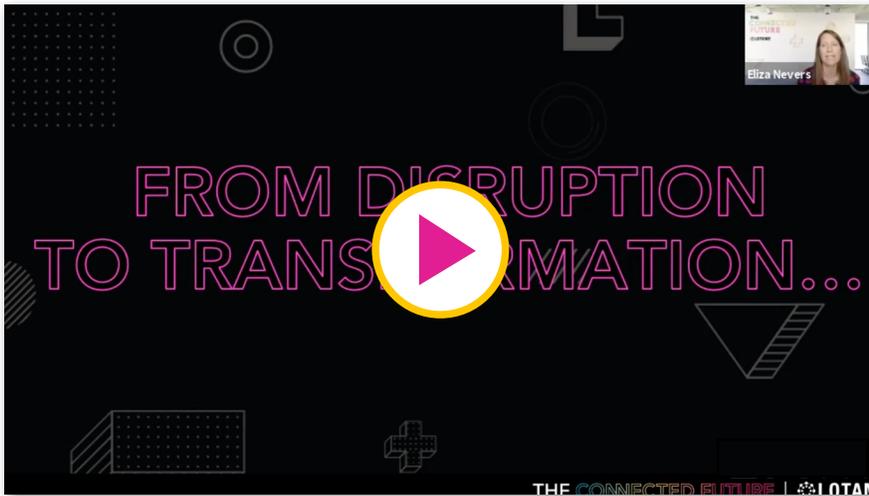
**TARGETING**  
**COCKIELESS WEB**  
**OPEN WEB SOLUTIONS**  
**PERFORMANCE**  
**IDENTITY**  
**CONNECTED**  
**IDENTIFIERS**  
**DATA**  
**PRIVACY**  
**LOTAME**  
**FUTURE**  
**THIRD-PARTY IDs**  
**AUDIENCES**  
**DEVICES**  
**DIGITAL UNIFIED**  
**TAG**  
**ADDRESSABILITY**  
**CUSTOM PEOPLE**



# GENERAL SESSIONS

## Addressability Beyond the Cookie

From FLoC to contextual, deterministic to probabilistic, confused yet on which solution is which? Our resilient industry has worked hard to provide several alternatives to the third-party cookie. But it's confusing as hell. As an agency, the brands you support are looking to you for answers. Make sure you have them! In this session, Eliza Nevers, Lotame's SVP of Product, breaks down available offerings into easy-to-understand terms, and highlights potential pros and cons. She was joined by The Trade Desk's SVP of Data Partnerships, Brenda Tuohig, for a deeper dive into alternative identity solutions, the future of addressability and the power of collaboration for the open web.



[WATCH THE REPLAY](#)



**Eliza Nevers**  
Senior Vice President  
Product  
Lotame

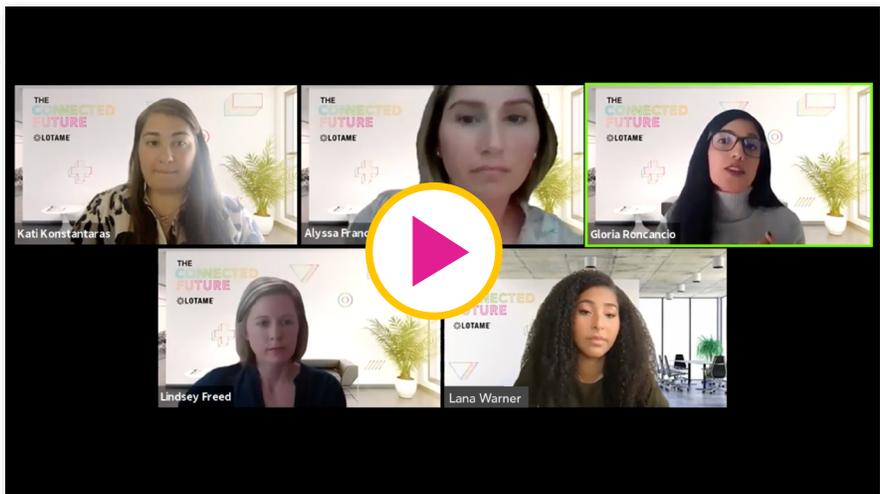


**Brenda Tuohig**  
Senior Vice President  
Data Partnerships  
The Trade Desk



## Panel: Data Enrichment Is Alive and Well

First-party data is all the rage. While certainly valuable, it only presents one flavor of a customer for a brand. That's where data enrichment comes in. Third-party data is alive and well — and available as ever, thanks to identity solutions. Hear from key agency and ad tech executives and Director, Partnerships and Client Strategy at Lotame, Lana Warner, as they discuss the importance of identity coupled with data enrichment to drive the business outcomes brands want.



[WATCH THE REPLAY](#)



**Lana Warner - Moderator**  
Director  
Partnerships and Client Strategy  
Lotame



**Lindsey Freed**  
Group Vice President  
Programmatic Solutions  
Centro



**Gloria Roncancio Suárez**  
Annalect Director  
Omnicom Media Group  
Mexico



**Alyssa Francis**  
Director  
Decision Sciences  
3Q Digital

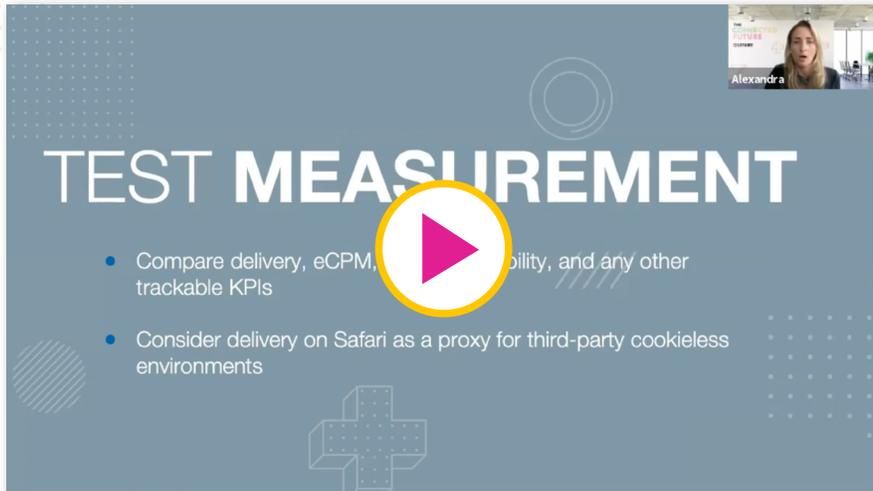


**Kati Konstantaras**  
Vice President  
Strategy and Product  
ENGINE Media Exchange (EMX)



## Case Study: How to Test Identity Solutions

Agencies and brands have no shortage of data connectivity options to deploy and test as preparation for the third-party cookieless future. And, it seems a new ID solution is introduced to the market every week. Digo Hispanic Media joined Lotame to share how they set up a test for their brand client, Dr. Martens. Together, they outlined learnings and metrics from a recent campaign that leveraged Lotame's Panorama ID solution. Watch this session to help define your testing strategy, and shape what success looks like for identity-powered audience addressability.



[WATCH THE REPLAY](#)



**Alexandra Theriault - Moderator**  
Chief Customer Officer  
Lotame



**Erika Clemens**  
Digital Marketing Manager  
Paid Media & SEM  
Dr. Martens



**Aisha Burgos**  
Senior Vice President  
DIGO Hispanic Media

## LOTAME PANORAMA™ ID

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

[Learn more here.](#)



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



## RELEVANT CONTENT

- The Connected Future EMEA: Agencies & Addressability, 2 pm BST, June 29 - [share with your EMEA counterparts.](#)
- Lotame Panorama ID - [learn more.](#)
- PubMatic and MediaMath support Panorama ID - [view the press release.](#)
- Enrich your first-party data! Learn more about the [world's largest data marketplace.](#)
- The Identity Connection Newsletter - [subscribe](#) for bite sized content on all things identity!
- Beyond the Cookie: The Future of Advertising for Marketers & Publishers - [access the global survey report.](#)

## FEEDBACK, QUESTIONS, STAY IN TOUCH!

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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)