

THE CONNECTED FUTURE

Agencies & Addressability



EXECUTIVE SUMMARY REPORT

THE CONNECTED FUTURE AMERICAS: AGENCIES & ADDRESSABILITY 2021

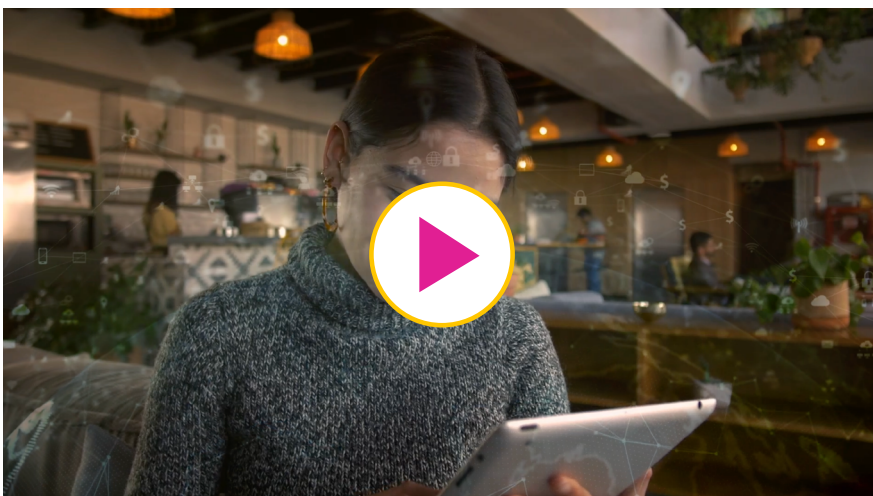
Virtual Event Highlights & Video Replays

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



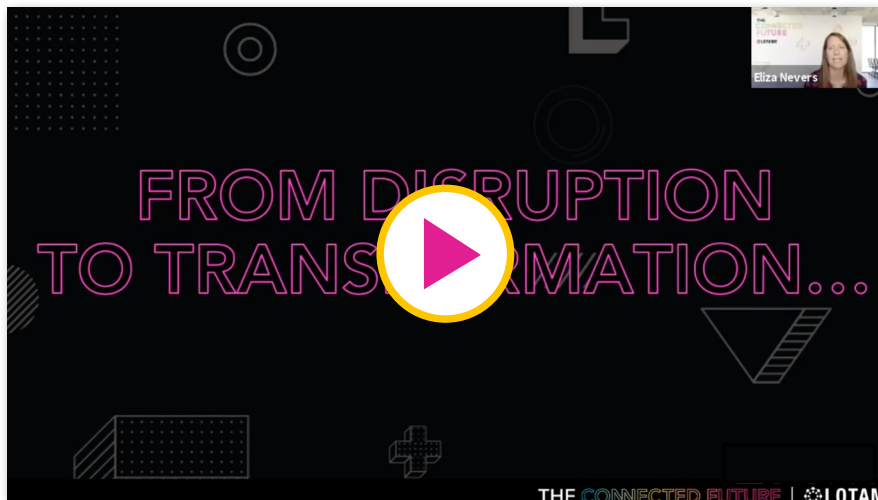
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GENERAL SESSIONS

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

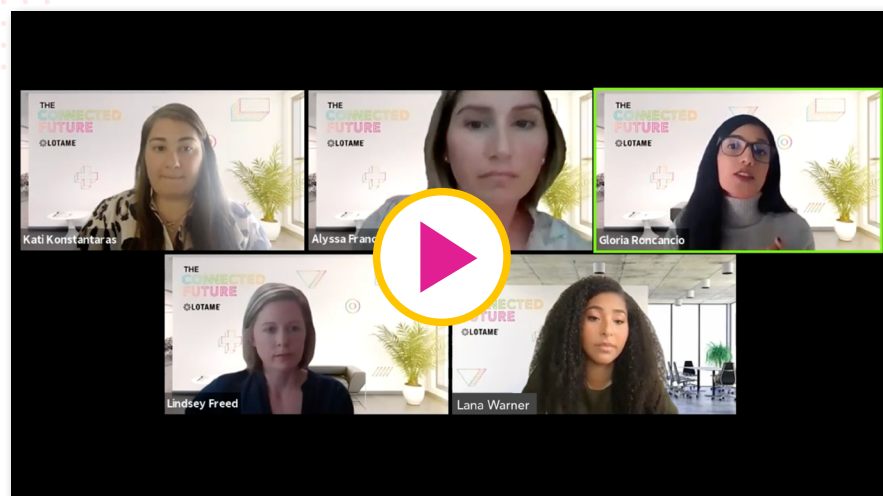


Brenda Tuohig
Senior Vice President
Data Partnerships
The Trade Desk



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



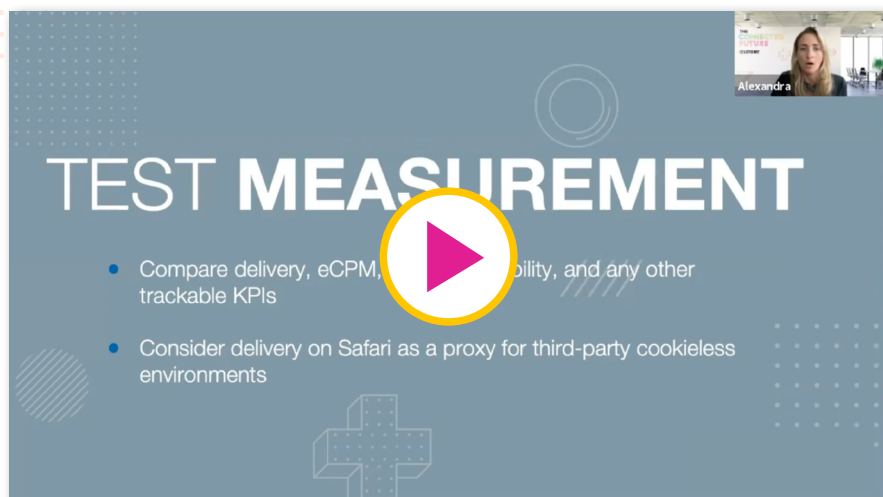
Alyssa Francis
Director
Decision Sciences
3Q Digital



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.](#)



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
For all other questions or event feedback email events@lotame.com