AUDIENCE OPTIMIZER

Grow your customers with effective scaled audiences

Supercharge your prospecting strategy, find new customers and drive campaign performance with Lotame's powerful audience scaling tools. Audience Optimizer uses sophisticated machine learning (ML) to transform your valuable first-party data seed group into larger audiences based on similar behaviors or user types.

BENEFITS

- **Amplify monetization of your most valuable asset — 1PD**
  Maximize reach by modeling your customer data (past purchases, subscriptions, panels, surveys, etc.) for scale
- **Increase campaign efficiency**
  Eliminate waste by targeting only those most likely to perform a desired action
- **Improve campaign performance**
  Engage people who look like those driving clicks, conversions, view-throughs, etc.
- **Drive customer engagement**
  Discover and apply real-time, cross-screen audience analytics to improve custom creative and content strategies

AUDIENCE MODEL

Scale up your targeted audience by finding people predicted to behave similarly. Audience Optimizer analyzes patterns in your seed group that determine their unique combination of behaviors. Great for prospecting for your next best customers.

CAMPAIGN MODEL

Improve accuracy and performance of your digital campaigns. Audience Optimizer analyzes your desired campaign interaction to hone in on the combination of behaviors that drive outcomes, e.g., conversion. Great for campaign efficiency & ROI.

Ask us for case studies! Contact a Lotame representative today to learn more at info@lotame.com

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