



## Case Study

# Cookieless identity solution drives better performance for marketer and incremental yield for publisher

Rush Street Interactive and Advance Local team up with Lotame for hyper targeted, data-rich addressability

### Industry

Gaming

### Challenge

Test and validate efficacy of identity solution via SSP-direct programmatic setup

### Lotame Solutions

- Lotame Panorama ID™
- Lotame Data Exchange

### Results

- 2X previously unaddressable inventory
- 8X CPM for publisher, lift in overall yield
- 20% lower CPC for premium inventory at scale

“ We are all in on identity solutions, especially those that increase the value of our inventory like Panorama ID. Being able to support the buy side is critical to our business, whether it’s allowing brands like RSI to bring in and activate their own data or expanding our programmatic direct options. Audience targeting is very much evolving as third-party cookies disappear and as we’ve seen helping us preserve and grow revenue on all our inventory.”

— Scott Lawrence  
Senior Director Programmatic, Advance Local

**RUSH STREET**  
INTERACTIVE

**ADVANCE**  
LOCAL

## Client

Rush Street Interactive (RSI), a trusted online gaming and sports entertainment company, wanted to continue to find new customers at scale in the US regulated districts in which it operates. The loss of third-party cookies has threatened its ability to retain essential tools like data enrichment and audience targeting to match with real people. RSI sought direct collaboration with a publisher where the brand could layer on their preferred audience target and extend reach in privacy-safe, effective ways.

## Objective

RSI turned to its data enrichment partner Lotame for guidance. The brand had already been using Lotame audiences across the board to access privacy compliant, custom casino audiences for targeting via Lotame Data Exchange (LDX). Lotame connected RSI with publisher client Advance Local to test data connectivity and addressability in cookie versus cookieless environments. This direct relationship offered the publisher the perfect opportunity to test how to drive performance across all its inventory — authenticated, cookie-enabled and cookieless.

“ Direct collaboration with publishers is key to RSI’s strategy. It’s especially true for challenging verticals like gambling where it’s tough to match with your exact audience. Working with Advance and Lotame on the Panorama ID test is precisely the direction we’re going in for the future. We couldn’t be happier with the results: our exact audience on premium inventory at a cost-efficient rate. No one wants to return to the IO days of zero transparency and control.”

— Joe Campbell  
Manager of Digital Media, Rush Street Interactive

## Solution

RSI sought to reach LDX Casino Interest / Intent + Statewide segments for this test. These data-enriched audiences would run simultaneous campaigns with an SSP-direct integration via Open Exchange and Private Marketplace (PMP). The brand focused on Advance Local’s reach in Michigan as a new market for its gaming products and services.

The three line-items for this test included:

- Open Exchange: Audience + region + Advance Local’s MLive white-listed inventory
- Traditional PMP: Using PubMatic as the SSP, applying Lotame audience + region + MLive inventory
- Panorama ID PMP: Identity-enabled Private Marketplace using PubMatic as the SSP, including Lotame audience + region + MLive inventory

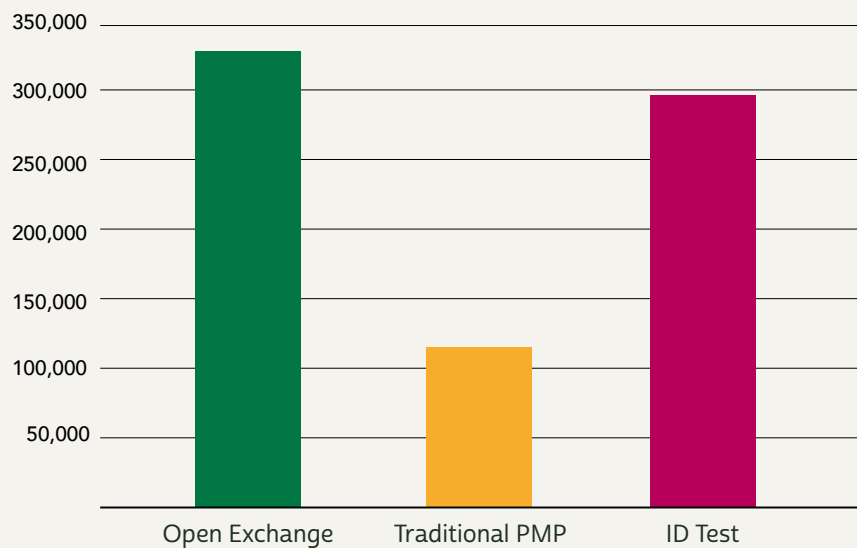
# Panorama ID Test Setup

With this test setup, Lotame worked with Advance Local's SSP PubMatic to facilitate data connectivity. The publisher created the audiences with Lotame data and pushed those into its SSP seat to generate the Deal ID. Targeting logic happened within the SSP. Delivery was completed through Xandr and Adelphic, but could have been pushed to any DSP. Working with a publisher and its SSP directly unlocks addressability through any DSP — another big benefit of an identity solution like Panorama ID.

## Results

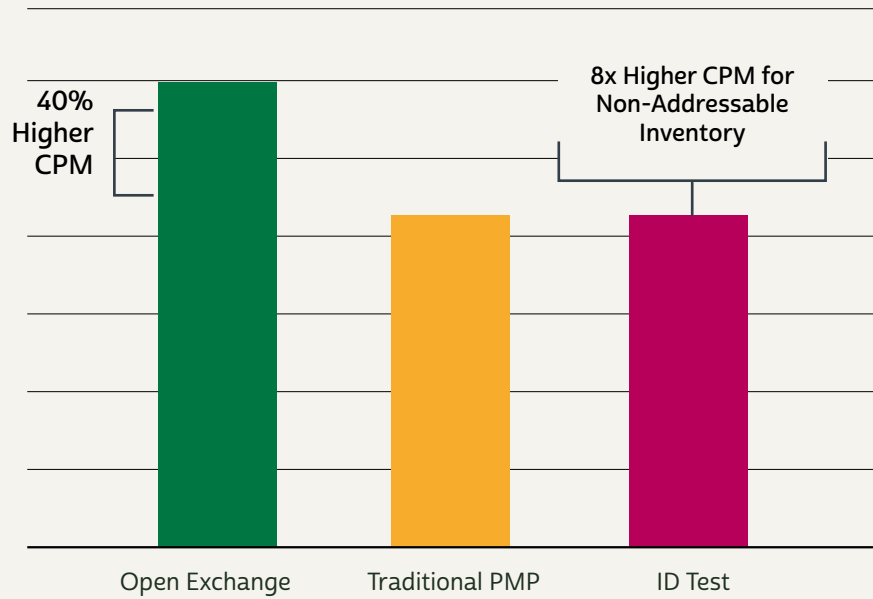
The Panorama ID-enabled PMP test exceeded both RSI and Advance Local's expectations across the board.

Delivery by Line Item



The ID test delivered as well as Open Exchange and on more premium inventory. For Advance Local, the Panorama ID test opened up double the previously unaddressable audiences on Safari and Firefox compared to Open Exchange. The traditional PMP test resulted in much lower delivery as it was restricted to third-party cookie enabled inventory.

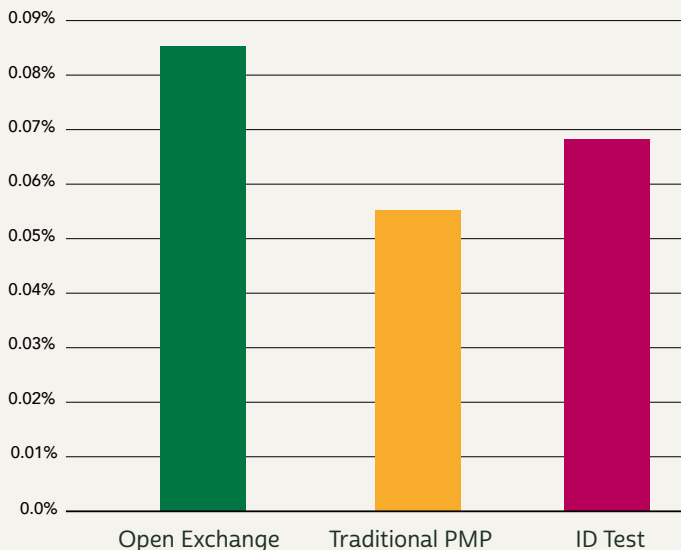
## Average CPM by Line Item



After reviewing the results, both publisher and brand locked in a win-win. Panorama ID helped Advance monetize higher value inventory in non-addressable spaces for an increase in lift for overall yield. Advance was able to achieve RSI's goals and deliver a cost-efficient way for the brand to target on its premium inventory.

Although Open Exchange drove a better yield today for Advance, they knew they couldn't rely on those CPMs in the future when that inventory will no longer be addressable. The CPM for Panorama ID proved that delivery on non-addressable inventory like Safari is possible and lucrative with 8x what the publisher has seen traditionally.

## Average CTR by Line Item



RSI's main metric was engagement as Michigan represents a new market for brand expansion. Impression share was similar between Open Exchange and Panorama ID. Considering the CPM efficiency Panorama ID delivered, the CPC came in 20% lower with barely any difference in scale and more premium inventory off the top.



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