Data Management Platform Playbook

PUBLISHER

LOTAME®

Where Data, Innovation, and Agility Connect

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Welcome to Lotame, the world's leading independent data management platform and data exchange. This document will serve as your guide through the process of extracting value from your DMP, and more importantly, will give you a strong foundation to better prepare your teams for the successful deployment and operation of the platform.

01

UNDERSTANDING THE NEED FOR DMP

01

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Data is the New Currency

In the world of new media, digital advertising and programmatic marketing, data has grown exponentially in both volume and importance. The use of large data sets in predicting outcomes, understanding audiences and breaking down media silos is more widespread now than ever before. A new era of marketing campaigns which engage audiences and create one-to-one brand experiences for advertisers using audience data is the focus of many successful publishers today.

At the heart of this data revolution sits the data management platform (DMP). The DMP gives publishers new ways to centralize and manage their customer databases, analyze their audience profiles, inform content management systems, and power advertising platforms, while also offering new capabilities in audience targeting, optimization, and cross channel identification. A publisher's data no longer needs to sit and operate in silos. The DMP enables the seamless and safe transport of data across multiple channels, platforms and devices, from one ecosystem to the next, to maximize audience impact. Publishers around the world leverage Lotame's DMP to learn more about their current customers and increase the performance of their digital ad campaigns.

Learning to turn your DMP technology into results for your business can be challenging. The Lotame Team has created this playbook to act as a suggested framework to enable and prepare your team for data management success. Our staff, support tools, resources and community are developed to educate, nurture and sustain publishers along your data-driven journey.

DMPs give publishers the ability to centralize and manage their customer's databases, analyze their marketing efforts, inform content management systems, and power advertising platforms.

What is a DMP?

A data management platform (DMP) is a unified and centralized technology platform used for collecting, organizing, and activating large sets of data from disparate sources. Data management platforms have risen to the forefront of media and advertising on both the buy- and sell-side, as a result of an increasing focus on the analysis and targeting of audiences across multiple platforms, devices and media channels.

The Core Pillars of A DMP

The DMP is built on five interconnected pillars: collection, unification, organization, activation and analytics.

| **1** | **2** | **3** | **4** | **5** |
| COLLECTION | UNIFICATION | ORGANIZATION | ACTIVATION | ANALYTICS |

Collection

Through the use of a DMP, data can be collected from various disparate sources, including:

Digital Properties
Digital properties can include websites, microsites, campaign landing pages, mobile web properties, and mobile apps.

Offline Properties
The DMP is capable of collecting a variety of offline records, whether that be CRM data, Set-Top Box data, email data or   data.

Media Properties
Data can be ingested through a range of advertising channels including display, search, social, and video. This data can be stored at an impression level to offer in-depth and granular collection.

Unification

A core competency of the Data Management Platform is the ability to unify consumer data across multiple channels, platforms, and devices. This unification of data within a central system of record enables publishers to generate a holistic and 360-degree understanding of your existing and potential audiences across CRM, Search, Social, Display, and Analytics.

ID management and cross-device profile management are fundamental to data management and activation, allowing not only for global insights across the breadth of your media and marketing, but also for 100% data portability and agnostic activation of audience data within any activation channel or platform.

As well as unifying profile information across devices and platforms, a DMP should unify all data types within one platform. The three data types are first-, second-, and third-party, which are each explained below.

1ST First-Party Data

First-party data refers to the publisher's own data that they have collected from their own consumers. This can include data from a website, CRM, social, search, display, analytics, or any other source of data you own.

2ND Second-Party Data

Leading DMPs also allow second-party data sharing among selected partners, which are unique and bespoke data assets derived directly from an external source, including a publisher, a separate entity within your own business or an independent partner. Second-party data is someone else's first-party data that you are accessing directly from the source rather than via an exchange.

3RD Third-Party Data

Directly inside the DMP there should be direct access to a range of third-party data providers and prepackaged data segments. Publishers can use this data to build new, larger audiences and to understand what actions and behaviors consumers are exhibiting across the wider internet, for an even more holistic view of their target customer.

Organization

Most DMPs offer flexible and customizable organization, which include parent/child account structures. This structure is particularly helpful to networks or publishers with more than one website. The "parent" has a global view of all data and can section off individual data sets into specific "child" accounts. The parent maintains the ability to access data across the network, but the child only has permission to see data relating to that particular account.

Custom Taxonomy

During implementation of your DMP, you will have the opportunity to create data taxonomies closely aligned to your structure.
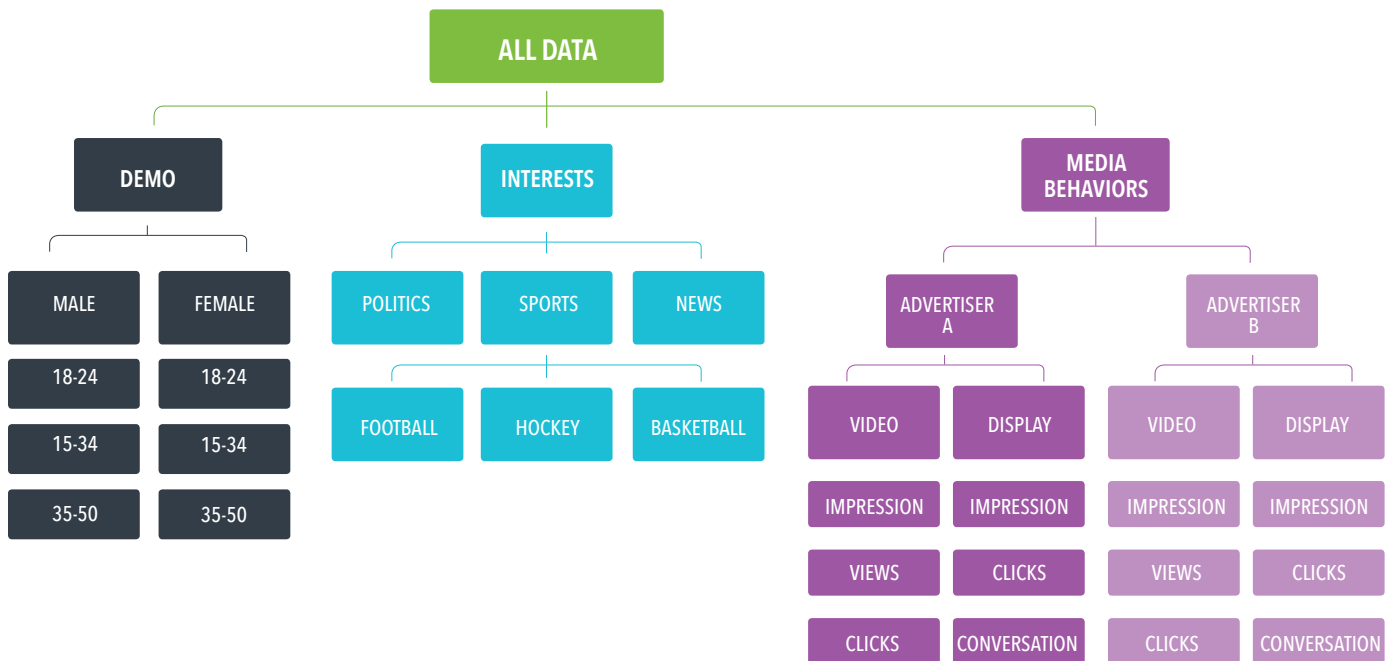
In the example above you can see how a client may decide to structure their audience data into a clear hierarchy or taxonomy. The diagram above shows three roots (demographics, interests, and media behaviors), with each of these roots containing its own corresponding branches.

Data can be categorized and structured in a variety of ways to meet specific business objectives and sales requirements. Setting out a clear "data tree" for your organization can be useful in informing your overarching DMP strategy.

Activation

A data management platform should be regarded as the "pipes" of advertising. It connects many different data sources and the audiences built inside it can be activated seamlessly with the majority of technology partners in the marketplace, including ad servers, DSPs, search, social, CMS and creative optimization platforms. Integrations are completed predominantly through server-to-server connections (or API) allowing for automated data flow.

This data can be used across channels to power:

Digital Display

Execute display campaigns through direct or programmatic activation

Video On-Demand

Execute online video campaigns in a similarly programmatic fashion

Content/ Recommendation

Integrate with your CMS and SEO platforms to increase site visitation and consumer engagement

Audience activation typically falls under one of three categories:

Proactive Targeting

Seeking to identify a group of users based on attributes and behaviors they have demonstrated in order to target those users with advertising

Suppression Targeting

Seeking to identify a group of users based on attributes and behaviors they have demonstrated in order to actively exclude those users from targeting , such as your own employees or current customers

Dynamic Decisioning

Seeking to identify a group of users based on attributes and behaviors they have demonstrated in order dynamically alter creative message or content shown to these users

Audience Building

Audience building sits at the heart of the data management platform. The audience builder facilitates "always on" audience offerings through standard audience hierarchies and behavior collection, as well as bespoke audience creation for campaign specific requirements. It is imperative to maintain a simple and intuitive audience taxonomy, consistent naming conventions and accurate labeling. An example is given below:

AUDIENCE ROOT	AUDIENCE BRANCH	DESCRIPTION
Interest	Interest Politics	Any users visiting /politics pages within the past 30 days
Demographic	Demo Male	Any user identified via login or via inferred demographics as being male
Demographic	Demo Affluent	Any user identified via login or via browsing patterns as being from a higher income bracket
Enthusiast	Enthusiast Technology	Any user visiting /technology pages at least twice within the past 7 days
Intention	Intention Travel	Any user visiting /travel pages at least twice within the past 7 days, and are identified as being in-market for travel on the Lotame Data Exchange (LDX)

Lotame's Audience Builder enables members of your organization to build complex audience targets by selecting the desired demographics, content consumption, interests and actions made up of 1st party, 2nd party and 3rd party data ingested into the Lotame DMP. Using Boolean logic, publishers are able to mix and match data sets across all sources of data in order to address specific requirements.

Lotame users can further fine-tune audience segments by altering the recency and frequency rules applied to the audience definition. For example, publishers may select to only target users who have viewed a certain type of article two times within the past 7 days. Lotame will forecast the available unique reach of a given audience definition to support in planning and budgeting exercises.

Analytics & Reporting

Once data has been collected and organized inside the DMP, there are a variety of tools to generate customer insights to understand who the "ideal" consumers are, and how to better reach and engage them.

Any audience built within the DMP can be defined and analyzed using audience profile and composition reporting, which provides audience analysis demonstrating key demographic information (age, gender, income, family status), interests, and online behaviors the audience is exhibiting.

These analytics provide a 360° view of an audience, allowing publishers to better contextualize the who, what, where, why and how of their target audiences or customer segments. Audience analytics offer powerful consumer insights and should inform the overarching planning process. Below we have outlined a few different types of analytics available inside the data management platform.
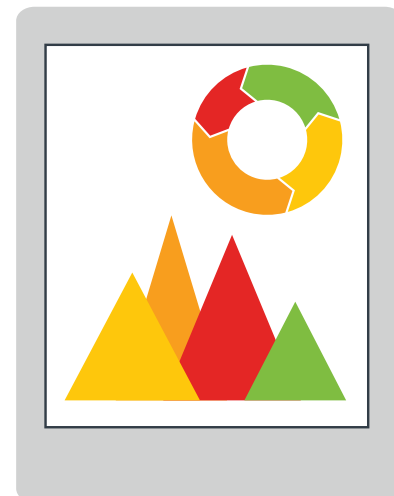
Pre-Campaign Analysis

The DMP is able to reveal key insights as to the demographic and behavioral composition of an audience in order to inform the overall media planning and audience activation strategy. Key outputs include:

Demographic Insight

Highlight the key demographic skews within an audience in order to inform consumer insights, including gender, age, income, education and geographic brackets.

Online Behaviors

Identify the key content verticals consumed by the audience across hundreds of classifications, such as Arts, Culture & Literature, Government and Politics. These insights into the interests of your audience can be used to identify key inventory opportunities and contextual-based buys.

First-Party Affinities

Identify the interests and behaviors of your audience across your properties, so you can recommend or personalize content that will boost engagement.

Mid-Flight Analysis

A DMP should facilitate real-time campaign tracking and reporting, providing insights and allowing publishers to understand how particular audiences and behaviors are delivering against any number of pre-defined campaign KPIs.

As well as understanding audience performance, DMP insights should provide granular behavior-level reporting, in order for you to understand how individual data providers within an audience are performing.

Mid-flight analysis forms the basis for campaign optimization, and should be used to provide directional insight as to which audiences or behaviors should be more aggressively targeted, and those which should be excluded within the activation channel. Tracking media campaigns also provides publishers with the ability to review the performance of 3rd party data sets, and to evaluate their use of 3rd party data vendors, making optimizations based on real campaign insight and performance data.

Campaign tracking also provides a basis for audience discovery, using audience insights gleaned from campaign activation in order to create new target audiences based on actual data on campaign interactions, engagement, etc.

Post-Campaign Analysis

Post-campaign reports should be generated for all campaigns tracked through the DMP. These reports provide insight into campaign delivery metrics (across devices and platforms) as well as audience profile data based on those users that were exposed to the campaign and those that took action and completed the KPI.

The main components of the post-campaign report include:

Global Campaign Metrics

A report of showing global reach and frequency of a campaign across multiple devices and activation platforms.

Profile Analysis

A snapshot of the key demographic, interest and behavioral skews associated to a particular user group, based on their campaign engagement and their path through the conversion funnel.

Campaign Drivers & Detractors

The strongest and weakest performing audiences and datasets to inform future targeting and optimization.

02

THE DMP AND YOUR ORGANIZATION

"Owning" the DMP
Roles & Responsibilities

02

THE DMP AND YOUR ORGANIZATION

"Owning" the DMP

Although exact team structures will vary from customer to customer, we have found that implementation and optimal use of Lotame's DMP always works best when there is a dedicated "DMP Owner".

This DMP Owner is an incredibly important role, as the owner is responsible for the end-to-end data strategy of the business and is intrinsically tied to the success of the DMP project and completion of the objectives outlined above. The DMP owner should be able to work cross-functionally with other teams to:

- Develop and manage audience segmentation
- Market and productize the DMP
- Establish pricing models
- Develop sales processes
- Develop ad operations processes
- Develop and manage third-party integrations
- Manage the relationship with data and advertising partners
- Provide data and insight to teams such as Editorial and Analytics for non-ad related business

Owner Profile

The profile of the DMP owner within a publisher or media company is best exemplified by the commercial director. The commercial director is able to coordinate internal resources effectively to successfully implement the DMP solution. The commercial director is also inherently focused on achieving success with the DMP as they observe the short-term and long-term revenue and ROI goals for the project in the context of the businesses wider commercial strategy.

Setting Objectives

When implementing a new technology solution, it is vital to establish the fundamental business objectives assigned to that solution, and the corresponding methods of measuring success. These objectives need to focus on real business results over time, for instance sales volume, revenue increase, and positive return on investment.

Some possible business goals can include:

OBJECTIVE	SUCCESS METRIC	TARGET
Early Revenue	The amount of revenue generated directly or indirectly through the activation of a DMP in direct and programmatic sales	CPM increase of x% after 6 months
Reach "Break-Even" Point Within First Year	The cumulative revenue generated through the use of the DMP is equal to the cumulative investment in the DMP	9 months
Increase Renewal Rate	An increase in renewal rate on campaigns that used Lotame data during the sales process, optimizations, and wrap deck.	10% increase in renewal rate over 6 months
Increase Content Engagement	Data from the Lotame platform allows the publisher to personalize content to increase time spent on articles and avg time on site	Avg time spent on page increases by 20 seconds

Roles and Responsibilities

In order to effectively integrate a DMP and achieve your business objectives, you need to establish a strong team, which will be tasked with guiding both the technical, strategic, and commercial aspects of the DMP, as well as a team to support ongoing tasks and needs. We find that the most successful publishers implement a clear structure, with a DMP owner delineating responsibilities across the business.

PUBLISHER'S TEAM

EXAMPLE TEAM ROLES AND RESPONSIBILITIES

DMP OWNER

The owner of the DMP project internally, responsible for ensuring successful delivery of the DMP strategy, ensuring internal targets are hit and adoption of the DMP solution is high.

SALES TEAM

The internal sales team, responsible for hitting sales targets using the DMP.

ACCOUNT MANAGEMENT

The account management team is responsible for servicing the advertisers, by creating sales materials, responding to RFPs, and building wrap decks to send to advertiser clients.

AD OPS

The Ad Operations team is responsible for the set-up and delivery of an advertiser's campaign, and focused on achieving performance and scale to meet particular campaign requirements.

PROGRAMMATIC

The internal programmatic team is responsible for hitting programmatic sales targets with the DMP solution.

MARKETING

The Marketing Team is responsible for producing go to market and ongoing materials for the promotion of your audience and data products. This may include sell sheets, collateral, fact sheets, one pagers, etc.

03

THE DMP USE CASE GUIDE

Creating Target Audiences
Campaign Insights
Campaign Optimization
Content Personalization
Onboarding Offline Data
Cross-Device Activation

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DMP USE
CASE GUIDE

The Data Management Platform offers the potential to unify many aspects of campaign planning and audience activation, as well as campaign tracking, optimization, and post-campaign analysis. In addition, new use cases are continually being devised involving the DMP, including cross-device activation, media attribution and viewability & fraud protection. Below, we demonstrate some of the most commonly deployed strategies involving the DMP.

Creating Target Audiences

A core function of the DMP is to allow publishers to build audiences by combining different first-, second- and third-party data sources within a single intuitive platform. There are two main methodologies for audience segmentation (1) manual segmentation and (2) automated segmentation.

Manual Audience Segmentation

DMPs enable publishers to build complex audience targets by selecting the desired demographics, content consumption, interests and actions made up of first-party, second-party and third-party data ingested into the platform. Using Boolean logic, the user is able to mix and match behaviors from all sources of data in order to address specific requirements. The platform will forecast the available unique reach of a given audience definition to support in planning and budgeting exercises.

Automated Audience Segmentation

In addition to manually defining audience sets, publishers are able to leverage the DMP in order to produce automated and machine-driven segments. The DMP uses machine learning to identify correlations among users, matching common traits and attributes across hundreds of data points to understand what the most important qualities to build new audience segments.

This automated methodology marks an evolution in the ways in which publishers have completed audience segmentation to date, moving from audience definitions which contain two or three data points (demographics and interests) to audiences with hundreds or potentially thousands of individual data points.

Recency & Frequency

Publishers can further fine-tune their audience segments by altering the recency and frequency rules applied to the audience definition. For example, publishers may select to only target users who have "added to cart" within the past 7 days, or viewed a video more than once in the past 30 days.

EXAMPLE AUDIENCE TARGET CATEGORIES

Retargeting

Retargeting uses first-party data to segment users based upon on their previous interaction with a brand's properties. This includes CRM data as well as online interactions. The goal is to reach your current audience again.

Audience Enrichment

Audience enrichment uses first-party data as a base, but leverages second- and third-party data to establish new segmentation by identifying demonstrated attributes and behaviors that were exhibited across the wider internet. The aim is to learn more about your current audience that you wouldn't otherwise know based on your interactions with them.

Prospecting

Uses second- or third-party data to identify profiles exhibiting attributes and behaviors across the wider internet, that have not engaged with the brand previously. Unlike audience enrichment which gives additional information about their existing users, this technique identifies completely new prospective customers.

Look-alike Modeling

Look-alike modeling builds on the quality and transparency of a publisher's known customer data to extend and scale campaigns using real-time predictive analysis of consumer patterns and behavioral traits.

Look-alike modeling analyzes the behavioral attributes appended to a user's profile to determine which attributes are most likely to predict a user's actions. By understanding the user's past engagements, look-alike models perform pattern matching to locate new profiles most likely to perform the desired campaign KPI (whether a click, conversion, or some other type of engagement).

This look-alike offering offered by DMPs is decoupled from media and inventory, agnostic of activation channel and purely focused on data profiling and audience correlations, providing unprecedented transparency and control to publishers throughout the look-alike modeling process, from seed audience creation, to model output and reporting and analytics.

Campaign Insights

One of the easiest and quickest ways to get value from your DMP is to access the analytical tools that are available. The specific reports offered will vary from DMP to DMP but overall they will give users a look into what factors are affecting the performance of any given campaign.

Lotame Insights is a campaign-focused analytical tool that provides for reporting of events along a conversion funnel including (but not limited to) impressions, clicks, landing page visits, and conversions. Insights is fully flexible in terms of the number and type of campaign events that can be tracked - any event can be included in the Lotame Insights conversion funnel and, importantly, DMP users can compare the prevalence (and importance) of particular attributes to each event in the funnel. Lotame Insights has an added benefit of real-time active audience manipulation for optimization purposes.

The insights offered on any given campaign will detail the interests of the highest performing audiences, as well as opportunities to add other high performing segments, or remove low-performing segments. Many users take these insights and create wrap decks and mid-flight updates to share with their advertisers throughout the campaign.

Campaign Wrap-Up Reports are another analytical tool that allows DMP users to create polished and highly visual reports detailing campaign performance throughout the lifetime of the campaign. These reports

illustrate the demographic, geographic, psychographic attributes that contributed (or harmed) campaign performance across inventory sources, devices, and more.

All insights about the performance of a campaign can then be used in future iterations of the campaign, promoting a cycle of learning, testing, and refining for ultimate performance.

Campaign Optimization

DMPs have several options for campaign optimization, meaning ways to increase the performance of a campaign. There are generally two types of optimization available: manual and automated.

Manual Optimization

Manual Optimization relies on a user's knowledge and understanding of the insights reporting mentioned above. By reviewing the information provided on segments that performed better or worse than other target segments, a user can manually adjust the campaign targets to improve performance.

For example, if you are targeting a campaign at women aged 18-34 who have children, and the Insights tool tells you that Moms with pets are outperforming the rest of the target audience, while Moms who love to shop are underperforming, you can exclude the Moms who love to shop from the campaign moving forward. This will likely increase the performance of the campaign.

Automated Optimization

Another alternative is automated optimization, which relies on machine learning to do these computations and make the campaign adjustments automatically. In Lotame's solution, known as Audience Optimizer, a user defines the target audience, and Audience Optimizer automatically analyzes the behavioral composition of an audience segment, and relies on machine learning to understand and identify the most meaningful - and important - behavioral attributes contributing to the audience's definition (for example, clickers or converters). It then uses machine learning to find look-alike and act-alike users so publishers can target those most likely to click or convert in order to reach their campaign KPIs.

Content Personalization

Customizing the user's journey has become synonymous with 1:1 marketing, allowing publishers to dynamically update creative messaging, on-site content and product recommendation based on known and inferred user attributes and characteristics. This personalization can lead to increased efficiencies throughout the user journey, and improve the overall performance of media considerably when compared to universal messaging.

DMPs should allow for real-time decisioning based on audience data, enabling publishers to inform content and creative decisions, based on any type of data, including the user's age, gender, income, interests, and the last products they viewed on the advertiser's own website.

Sequential Messaging

Sequential messaging in order to tell a consecutive story to one user is another personalization mechanism which can be easily facilitated through the DMP, with the additional benefit of being able to develop logic within the DMP that is agnostic to device or activation platform (DSP).

A/B Testing

Split testing is inherently connected to creative and content optimization. DMPs enable users to conduct A/B split testing within the platform, by dividing audiences into distinct and mutually exclusive sets in order to effectively test the performance of different creative messaging, landing pages and site content.

Interests

Location

SUVs

Demographics

Household Income
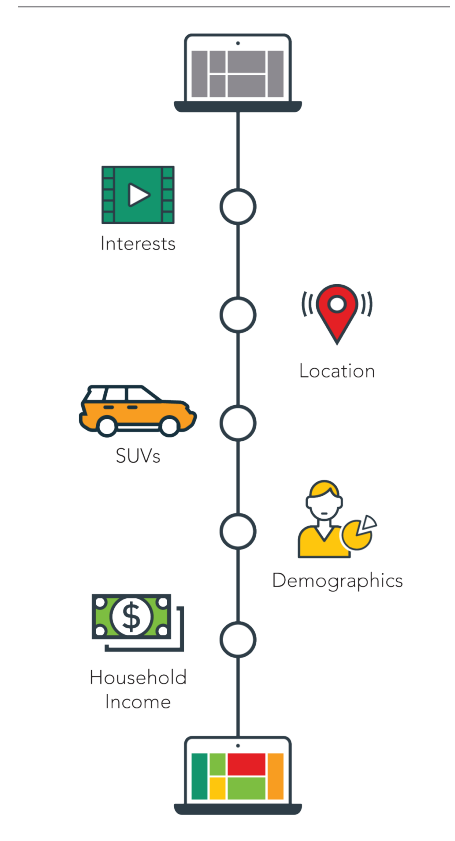
Onboarding Offline Data

While collecting and activating online data from digital sources is a given with a DMP, offline data is another important data source that cannot be forgotten. Offline data is a very important resource when looking to create a successful, people-based data strategy, because it fills in the missing pieces that you are looking for in the online transactions.

Types of offline data can include CRM data, registration, or subscription lists.

To add this data into your DMP, the data will need to be brought online, or "onboarded" either directly through your DMP or via another onboarding vendor.

Data onboarding is the process of transferring offline data to an online environment for marketing needs. Data onboarding is mainly used to connect offline customer records with online users by matching Personally Identifiable Information (PII) gathered from offline datasets to find the same customers online. Offline data is uploaded and then matched to online profiles/audiences, which are then used to create online segments and delivered display ads. The PII is removed and is not stored in the DMP.

Onboarding your offline data allows for a holistic cross-platform understanding of your consumers. This means you are able to know more about each individual customer, perform better segmentation and general insight generation, and send better targeted ads. The ads that you may have been sending offline to a specific targeted customer can now be targeted to the same customer's profile online, resulting in a consistent and relevant tone and message across all media platforms.

Cross-Device Activation

DMPs are able to unify user profiles across devices and platforms, facilitating true cross-device audience creation, analysis, activation, and optimization. There are two ways in which cross-device is currently completed: (1) deterministic matching and (2) probabilistic matching.

A deterministic (or direct) match is established when there is known information that connects different devices together, such as user login information. A consumer, for example, may login to a website to access certain features or content, and may also login to the same publisher's mobile app to access content on the go. This login data, which is encrypted to strip it of any personally identifiable information (PII), can then be passed through a device graph to establish a direct link between different devices.

Where known linked devices are not available, **probabilistic matching** can be used as a powerful alternative. Probabilistic matching takes PII-free signals that flow from different devices and uses statistical analysis to identify links between the signals. Over time, the algorithm analyzes enough signals, and sees enough patterns between the signals, to tie different devices together with a high degree of confidence.

DETERMINISTIC MATCH

PROBABILISTIC MATCH

CROSS-DEVICE USE CASES

Audience Reach Extension Across Mobile

With device graphs, investments in third-party data can now be made to work much harder. An advertiser can take third-party data segments they have acquired, pass them through the device graph and target those same audiences across mobile, significantly increasing reach as illustrated in the earlier example.

Improved User Personalization

The device graph can be used to improve a brand's campaign performance by delivering sequential creative messages across screens.

Cross Device Attribution

Mobile advertising and user interactions on mobile devices play an important role in driving the end goal of a campaign. However, as many users ultimately convert within a desktop or "fixed web" environment, mobile is often undervalued as a channel. This silo'd approach to media attribution can be prevented using cross-device technology, allowing clients to understand user engagement across mobile and desktop throughout the purchase cycle and assign value accordingly.

04

SALES AND MARKETING

04

SALES AND MARKETING STRATEGY

Building a Go To Market Strategy

Establishing a sales strategy in order to determine the optimum output of the DMP in terms of new marketable products and capabilities is vital in ensuring the successful adoption of the Lotame platform. The commercial goals of the publisher should ultimately drive the technical implementation of the DMP in order to ensure that internal technical and sales teams are aligned. The sales strategy can be phrased in terms of the 5 P's, which describe the DMP "go to market strategy" in terms of Product, Position, Price, People and Process.

Product

You need to establish which product features you will focus on initially and how you will scale the product offering out to your customers. We recommend evaluating previous trends in new business pitches and responses to RFPs in order to better understand the main causes for winning and losing potential campaigns. By reviewing historical performance you will be in a better position to match the DMP product suite to the business requirement. The Lotame product offering is broad, but can be simplified as the following:

PRODUCT	DESCRIPTION	USE CASE
Audience Profile Report (APR)	The APR allows a publisher to generate a 360° view of their user base, leveraging incredibly powerful analytics data, which can be used to define the core audience demographics, behaviors, and interests	Create an Audience Profile Report based on site section and engagement with specific content to establish what a typical user exhibiting a set of actions "looks like" in order to present a rich audience picture to prospective buyers
Campaign Insights	Campaign insights facilitates granular mid-campaign reporting and optimization. Insights go beyond performance metrics to get to the root audiences and behaviors behind them	Track an advertiser's campaign performance and dynamically optimize audience segments based on their probability to exhibit goal behavior
Audience Optimizer	Automatically create optimized look-a-like and act-a-like audiences based on a desired goal, by utilizing powerful machine learning	Use Audience Optimizer to create prospecting audiences that have the highest propensity to produce high CTR or conversions in order to drive effective performance at scale
Cross-Device	Seamlessly activate media campaigns across all devices, and reach the same audiences with Lotame's proprietary Cross-Device solution	Activate a cross-device retargeting campaign to find users who have visited your desktop site and re-target them within your mobile app
Syndicate	Create data sharing agreements to access powerful and unique second-party data partnerships. Forge relationships with other companies based on audiences as well as inventory	Establish a "private marketplace" for data to utilize unique data sets provided by external partners
Wrap-Up Report	Visually highlights the most important behaviors and audiences contributing to the success of a your campaign. This report breaks down the performance of your campaign in terms of the number of Impressions, Clicks, and Conversions.	Share this report with your advertiser to make both of you look smarter. Or use the insights from this report to refine your campaign next time around.

Positioning & Marketing The DMP

Deciding how to position your audience targeting capability is imperative when responding to briefs and requests for information. A data management platform is a dynamic platform, which allows for personalization and customization of your sales strategies. Many publishers use the DMP to power their own proprietary solutions. The way you choose to sell your audience targeting abilities to advertisers is ultimately up to your business and whatever aligns with your goals and strategy.

Building Off-the-Shelf Audiences

One of the first steps publishers should take with the audience data available in the DMP is to build off-the-shelf audiences which can be sold directly to advertisers. To determine which audiences are best to start with, talk with your sales team to identify what types of audiences are most in demand from the advertisers. By creating these off-the-shelf audiences, they are ready to be added into any campaign and will offer valuable insights about audience interests and behaviors.

Responding to RFPs

Using the data management platform, you can build a customized response to your advertisers' RFP with audience data. These 4 steps will guide your responses:

1. **Build Audience**
    You should first respond by offering the advertiser the most relevant audience in response to the RFP, combining declared audience data and contextually relevant environments.

2. **Scale**
    Second, you should offer to extend the potential scale of the campaign by identifying the correct audience with declared data, but expanding the inventory pool to include non-contextually relevant environments as well (e.g. run of site).

3. **Add Lookalikes**
    Depending upon the required scale of the campaign, targeting can be scaled further with the use of inferred audiences or look-alikes based upon the Audience Profile Report.

4. **Discovery**
    Finally, it is always recommended to include a small proportion of prospecting activity, which is not activated against prescribed audiences or environments, but instead is used as an audience discovery tool to find behaviors or audiences that may perform well but were not included in the initial target.

Selling Your Data

Another option for publishers with high-quality audience data is to sell this data to open up a new revenue stream. There are multiple ways data can be sold, either directly to another company via a second-party data exchange (such as Lotame Syndicate), or through a programmatic data exchange.

Lotame Syndicate

Lotame Syndicate is used to establish a private marketplace to buy or sell data directly to another company. Users can create data sharing agreements to access powerful and unique second-party data partnerships, allowing you to forge relationships with other companies based on audiences as well as inventory.

Lotame Data Exchange

The Lotame Data Exchange is a network of billions of data points gathered from a network of thousands of high-quality publishers around the globe. Publishers can opt-in to sell their data anonymously to this data exchange, opening up an additional revenue stream for the data you already have.

Routes to Market

There are multiple routes to market and methods of selling audience targeting capabilities, some of which will be more successful than others in driving revenue for the business. The main routes to market are outlined below:

POSITION	DESCRIPTION	CONTACT
Direct Sales	Direct sales relies on a direct negotiation between the sales teams and the agency/advertiser buyers. Within direct sales you will be required to guarantee CPM and inventory delivery up-front.	Display Planner/ Buyer
Private Marketplace - Automated Guaranteed	In an Automated Guaranteed transaction the agency trading desk will typically negotiate (either manually or via an SSP) for a fixed CPM and inventory volume up-front. This will create a one-to-one Private Marketplace wherein only that advertiser will be able to bid on the agreed inventory. The inventory cannot be sold outside of that Private Marketplace	Agency Trading Desk, Display Planner/Buyer
Private Marketplace - Priority Access	In a Priority Access transaction the agency trading desk will typically negotiate (either manually or via an SSP) for a floor price CPM, leaving inventory delivery dynamic. This will create a situation where that advertiser has precedence on the agreed inventory, but if they choose not to bid, the inventory can be sold in environments outside of the Private Marketplace	Agency Trading Desk, Display Planner/Buyer
Private Marketplace - Public Access	In a Public Access transaction the agency trading desk will typically negotiate (either manually or via an SSP) for a floor price CPM, leaving inventory delivery dynamic. This will create a situation where that advertiser has an equal opportunity to bid on the agreed inventory, but will need to compete with all other bidders in the Private Marketplace	Agency Trading Desk, Display Planner/Buyer

Pricing

Understanding the pricing structure and price point of the product is imperative to a successful sales strategy. Pricing should be dynamic as it will likely be revised over time in order to react and respond to market changes.
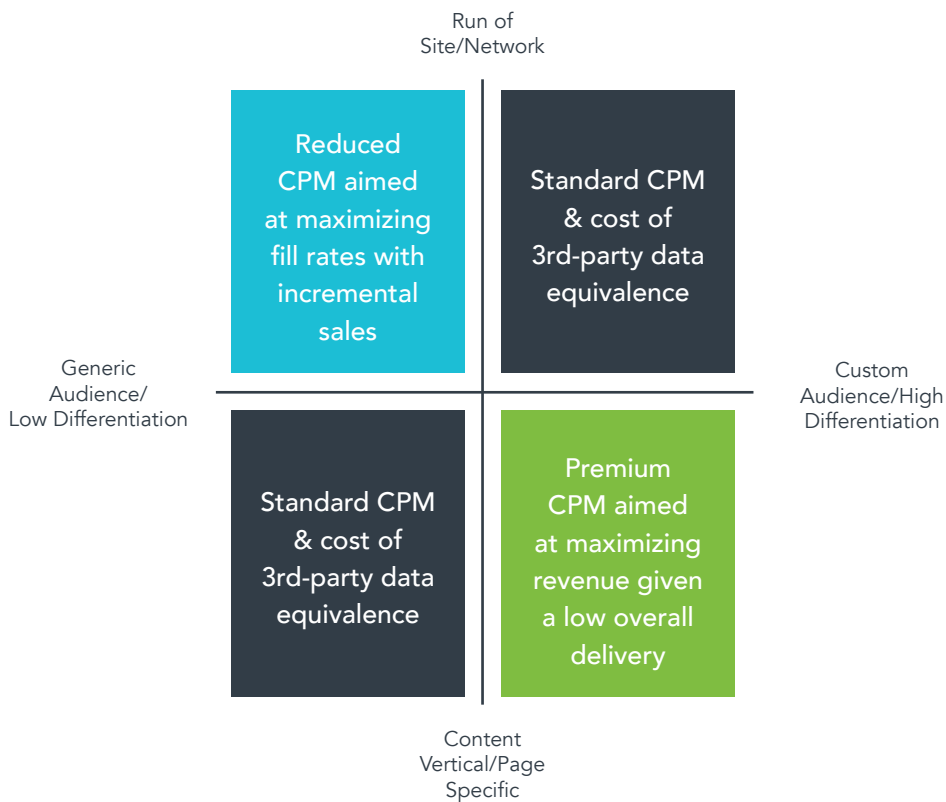
In order to establish an initial pricing point it is important to understand historical pricing and performance:

- Direct Sales CPM
- Programmatic Private Marketplace CPM (broken down by content vertical)
- Programmatic Open Marketplace clearance CPM

Once we have established the historical pricing we are required to establish the value added in applying audience data, both across the entire property and also against specific content verticals.

PRICING DECISION MATRIX

Run of Site/Network

Generic Audience/ Low Differentiation

Reduced CPM aimed at maximizing fill rates with incremental sales

Standard CPM & cost of 3rd-party data equivalence

Standard CPM & cost of 3rd-party data equivalence

Premium CPM aimed at maximizing revenue given a low overall delivery

Custom Audience/High Differentiation

Content Vertical/Page Specific

Process

In sustaining a clear and consistent process for the sale of the DMP solution, an end-to-end process needs to be established and installed within the client's business. This process should map out, in general terms, the steps required for successful response to an RFP using the DMP solution from start to finish:
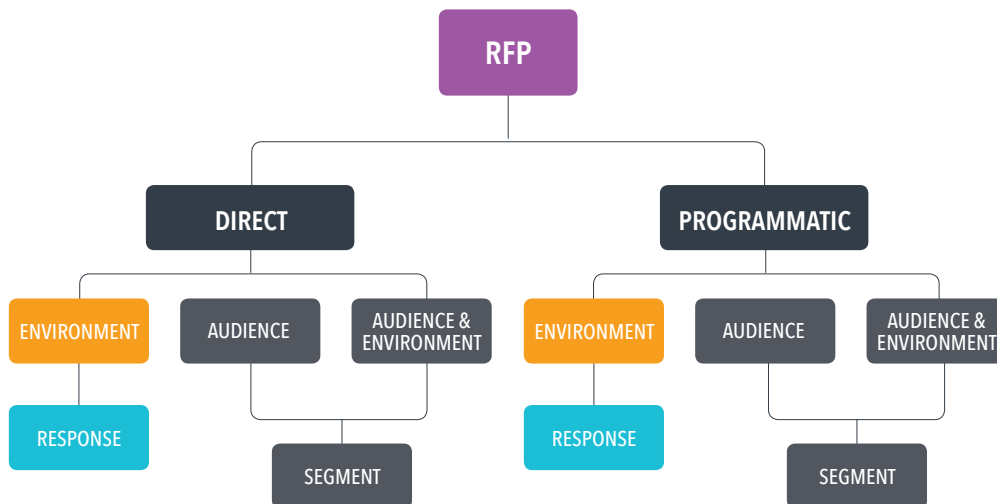
People

Each individual person involved in the sales process should be confident and clear in their role and should be supplied with the correct tools and materials to execute their roles effectively. This will require an internal training program to be executed, which we recommend includes:

TRAINING	RESPONSIBILITY
The DMP Sales Deck	A short sales deck which explains the DMP solution, its core product suite and the corresponding benefits to the advertiser in regards to audience reporting, audience building, and audience targeting/optimization capabilities.
Standard Audience Segments & Rate Card	A run through of the standard audience segments available within the platform, with the corresponding pricing points. A justification and rationale as to why audiences have been priced in a certain way.
Audience Creation & Forecasting	Training on the processes of creating new custom audiences within the platform and forecasting impression volume and required budget for the custom audience
Responding to Briefs	A workshop session based around responding to different client briefs using the DMP solution

Workshops/Information Exercises

Users who take an active approach to the implementation of the DMP and make it a business-wide initiative often have the most success. There are a number of internal workshops and sessions which we recommend that our publishers complete in order to get the most from the DMP and encourage adoption across all departments within the business.

These sessions should be strategy and process focused, and should ultimately help you to understand how the DMP is best implemented across the business. A breakdown of the sessions is provided below:

WORKSHOP/SESSION	DESCRIPTION	OUTCOME
Data Strategy Workshop	In the strategy session you should work with leaders from across the business to establish what the objectives and long-term strategy for the DMP are. What resource will be assigned, how teams will be restructured and trained, and who will own the DMP project.	What do we want to achieve with the DMP? How will the DMP impact each department? How much revenue do we need to generate to break even?
Sales & Data Workshop	In the sales deep-dive you should work with your salesforce in order to research the current market conditions and establish which RFPs are being won and which are being lost, which audiences are being requested, and at what price points.	Who are our 3 largest advertisers, what could we offer them? What audience data is frequently requested? How are our competitors structuring/pricing their data offering?
Audience Segmentation Workshop	In the audience segmentation workshop you should attempt to create an audience tree. By working with sales teams and other leaders from across the business you should establish the core audience categories you will sell and their sub-categories.	What should our "off the shelf" audiences be? Do we have any unique audience data? How granular are we willing to go with segmentation?
RFP Workshop	In the RFP workshop, you should work through some example briefs to establish how audiences can be used to respond to briefs, and also how the internal process for responding to briefs (and getting campaigns live) will work.	Should all RFP responses include audiences? How should an audience based RFP response be structured? Should we propose custom segmentation only for certain levels of investment?
Marketing & Comms Workshop	In the marketing and communications workshop, you should work with your internal marketing team to create an approach to communicating the value of the DMP to new and existing publishers. This session could include product naming, ongoing client communication, PR, and sales materials.	How do we want to position the DMP? Are there times of the year where we should be promoting certain audiences (e.g. Christmas) Who are we aiming our marketing at (brands, agencies, agency trading desks etc.)?

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SUMMARY

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SUMMARY

Data management platforms offer publishers the ability to aggregate data from any source, make sense of that data, and use it for a multitude of applications, including audience targeted advertising, cross-screen messaging, and content personalization.

Combining first- and third-party data will uncover deep insights into visitors across your digital properties. By arming your sales team with these insights, you will be able to improve RFP win-rates, attract more non-endemic advertisers and increase overall deal size.

Powerful analytics and optimization tools within the DMP enable users to increase performance against an advertiser's specific KPIs. In addition, increased advertiser performance helps to win more repeat business and secure increased budgets.

We hope this DMP playbook has given you a game plan to be successful with your DMP and to maximize your ROI. If you have questions or would like additional assistance, please contact your Lotame rep, or send us an email at info@lotame.com. We'd love to chat.