LOTAME

Data Collaboration Platform **Evaluation Checklist**

When choosing a data collaboration platform partner, it's crucial to select one that aligns with your organization's specific requirements and future growth plans. We've created a simple Data Collaboration Platform Evaluation Checklist to help you compare solutions.

	Lotame	_____ FILL IN PLATFORM	_____ FILL IN PLATFORM	_____ FILL IN PLATFORM
Unify First-Party Data from Various Sources	✓ **Benefits:** Tools to collect and onboard first-party data and connect cookies, MAIDs, CTV IDs, Customer IDs, emails, etc. while linking to a common identifier = Lotame Panorama ID™.	**Benefits:**	**Benefits:**	**Benefits:**
Create and Scale Audiences	✓ **Benefits:** Leverage first-party data and trusted data sources to create new audiences. Tap into machine-learning modeling for increased scale. Plus, Lotame helps marketers increase scale via curated deals in SSPs and cookieless data activation across a host of SSPs.	**Benefits:**	**Benefits:**	**Benefits:**
Uncover Data Insights	✓ **Benefits:** Privately permission first-party data and share with an external partner of your choice to uncover insights for audience building and activation. Plus, understand key target audiences through ready-to-use analytics dashboards.	**Benefits:**	**Benefits:**	**Benefits:**
Build Targeted Campaigns for Activation	✓ **Benefits:** Make audiences available in ad servers, programmatic channels, social, and content personalization engines for audience retention and acquisition.	**Benefits:**	**Benefits:**	**Benefits:**

Contact us today for a complimentary consultation, including a feature comparison.