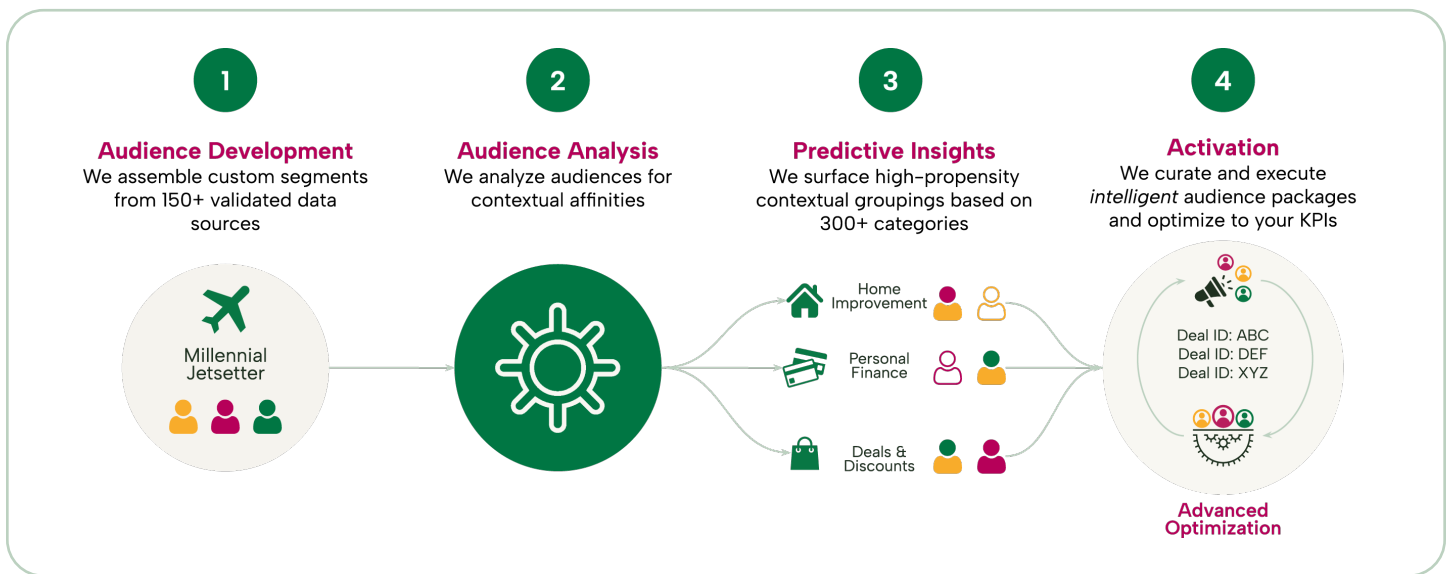


# Unleash the Power of Intelligent Contextual with **Lotame Curate**

**Lotame now offers data-driven PMPs with results-driven optimization.** Machine learning models analyze historical online content consumption for your target audiences. Next, our recommendation engine reveals high-indexing affinity groups for predictive contextual targeting. Affinity groups are mapped to 300+ content categories, curated across premium inventory, and packaged into PMPs. Deal IDs are seamlessly delivered to your DSP of choice.



**Lotame Curate unlocks incremental reach without wasting impressions.**

**Custom built segments** assembled from 150+ validated data sources and 1st-party data.

**Intelligent contextual** informed by our predictive analytics engine uses 300+ unique categories.

**Smart suppression** limits cross-tactic audience overlap to maximize unique reach.

**Premium inventory** partnerships for quality scale across every format, device and channel.

**Active optimizations** executed from the supply-side.

**Rich audience analysis** and actionable insights.

**Learn where your audience is *actually* browsing versus where you may think they are with Lotame Curate's intelligent contextual solutions.**