



EXECUTIVE SUMMARY REPORT

Lotame Ignite Americas 2018 Highlights & Key Takeaways

On Thursday, May 17th, Lotame hosted the inaugural Lotame Ignite Americas at The High Line Hotel in New York City. Ignite brought together over 175 senior executives from Lotame’s marketer, publisher, and agency client base in the Americas for a half-day of agenda content centered around this year’s theme *Spark Data Innovation and Transformation*. Ignite tackled topics like data quality, rising above the clouds and walled gardens, an audience evolution for TV, and structuring your organization for success.

NEW this year, a list of insightful key takeaways were included at the end of nearly every session, providing attendees with a roadmap to help steer strategy while driving data innovation and transformation. For your convenience, we’ve compiled them below.

If you missed the chance to hear from Lotame clients and executives on key challenges and solutions facing the MarTech industry, or simply want to revisit your Ignite experience, recorded sessions will become available soon on Lotame’s [YouTube page](#) (Subscribe!).

“I want to be judged on performance. I want to remove all your challenges. We’re going to execute with you and for you. **Our Mission: delivering upon success.**”

-Andy Monfried,
 CEO, Lotame

Ignite by Numbers

OVER 175 ATTENDEES

Publishers, agencies and marketers



14 Guest speakers



3 Networking environments (lunch, coffee & cocktails!)

23 Insightful key takeaways & predictions



7 Lotame speakers



3 Sponsors



7 Sessions



Ignite Key Takeaways

OPENING KEYNOTE:

Rising Above the Clouds & Walled Gardens

- Andy Monfried, Founder & CEO, Lotame

IGNITE INNOVATION: KEY TAKEAWAYS

- The industry has changed, we all must change with it
- There IS a way to rise above the clouds and walled gardens
- Lotame is a partner for your data strategy and execution
- You must bridge the gap between Tech & Success

Data Strategy & Service

In order to be successful, every organization needs a business strategy around data. Lotame will help you figure out the gaps between technology and success so you can recognize more ROI, get more internal buy in, find new customers, and ultimately win new business. Contact us today to discuss your data strategy and how we can help you execute upon it.

[REACH OUT](#)

PANEL DISCUSSION:

A Data Quality Revolution - The Impact of Accuracy on ROI

Moderator:

- Ryan Rolf, VP of Data Solutions, Lotame

Panelists:

- Alex Andreyev, VP, Partner, Integrated Investment, Universal McCann Worldwide
- Chris Kelly, Founder & CEO, Survata
- Joyce Lee, Director, Global Data Sales Strategy, OATH
- Michelle Mirshak, VP, Data Architecture & Platforms, Spark Foundry

IGNITE INNOVATION: KEY TAKEAWAYS

- Accuracy and efficacy conversation can only start when there is a clear articulation of success. What are the Audience Interests you're looking to tap into, or the intended actions the audience should take?
- Don't take audience segments at face value. Use existing technologies for audience validation
- Commit to the investment in quality on behalf of your consumers and your organization. Brand safety, viewability, data quality and data governance. You'll be protecting your organization and consumers and producing a better experience for all. It's worth it.
- Evaluate your data at the source
- Publishers have a huge opportunity to embrace demographic audience guarantees with pre-validated audience solutions in market to increase their revenue & ROI on private marketplace or site-direct buys

NEW! Lotame Precision Audiences

Take advantage of data segments that exceed industry on-target benchmarks and improve targeting, insights, and analytics. Created with Lotame's proprietary curation and verification process, Lotame Precision Data provides clients with the quality data needed to reach their customers and make better business decisions. These audience segments are available in over 20 countries and exceed industry benchmarks by up to 100%. First-to-market from this line are our Precision Demographic Audiences.

[LEARN MORE](#)



FIRESIDE CHAT:
**Structuring Your Organization
 for Data Success**

Moderator:

- Kristen Schreck, Senior Director, Client Success Strategy – Americas, Lotame

Panelists:

- James Gray, Director of Product, Big Data, Phunware
- Wynne Leung Kim, Head of Audience Strategy & Data Platform, IBM

IGNITE INNOVATION: KEY TAKEAWAYS

- Go deep on describing your data so that it's easily and quickly understood by anyone
- Organize a multidisciplinary team that is connected to face-to-face and virtually to sync on the data required to deliver on business outcomes
- Standardize data across first, second, third party data
- Get to know your user, observe behaviors, identify patterns

PANEL:
**Moving Beyond the Demo - An
 Audience Evolution for TV**

Moderator:

- Tyler Blot, Business Development - aiTV, Lotame

Panelists:

- Jen Colwell, Director, Ad Sales and Market Research, NBC Entertainment
- Chris Frazier, VP, Business Intelligence, Cadent Network
- Jason Burke, VP, Strategy, clypd

IGNITE INNOVATION: FUTURE PREDICTIONS

- The TV industry is embracing the option of measuring advertising using consumer data in conjunction with demographic data, we will soon be able to measure multi-faceted TV campaigns to achieve multiple objectives. Trust in cross-platform data providers will improve as media mix models evolve to capture the incremental revenue generated through advanced targeting.
- The last 5 years of data-driven TV buying/selling has been focused on establishing strategy, creating new advertising models, testing and learning. Now that the industry has this experience, software platforms will be necessary to allow this audience-based buying to scale through automation and optimization.
- Data will be a huge part of the coming changes for TV. Data use in advanced and addressable TV will continue to increase, and media plans will become increasingly complex as consumer behavior shifts and new technologies emerge. In order to reach consumers, the industry needs to push for a more holistic, unified view of audiences and campaigns.
- While TV still remains the strongest medium to reach consumers, there is no doubt consumption habits are rapidly moving towards cross screen viewership. Making consistent and validated, granular audience data available across all of these consumer touch points is essential for the evolution of the advertising industry.

Target Audiences on TV & Digitally, with Lotame aiTV

aiTV (Audience Intelligence for Television & Video) bridges the gap in television advertising by bringing rich audience targeting options, once only available in digital channels, to television stations, agencies and marketers. By combining viewership habits of a television audience with other data points collected from the viewers' online and offline interests and behaviors, Lotame's aiTV offers a suite of solutions to give a complete view of television consumers: aiTV: Platform, aiTV: Attribution & Insights, aiTV: SmartTV Data Segments

[LEARN MORE](#)



FIRESIDE CHAT:

The Art of Data Through Storytelling

Moderator:

- Brian O'Connor, VP, Product & Customer Solutions, Lotame

Presenters:

- Eric Smith, Executive Director for eEffective/Technology, Mediassociates
- Alejandro Matos, Digital Marketing Director, Omnicom Media Group, Dominican Republic & The Caribbean
- Claire BeDell, VP, Platform Strategy, EMX Digital

IGNITE INNOVATION: KEY TAKEAWAYS

- It isn't the obvious audience that moves client business, it is the unknown audience that has the power to truly move a client's bottom line
- Put your own skin in the game.
- Challenge your structure to adapt to rapidly changing needs.
- Don't take no for an answer. No, really.
- Each data story is unique and different, and uses many types of data and data strategies. The key to harnessing the power of data with the DMP is to first ask yourself "what story do you want to tell?" and go from there.

What's Next? Lotame Product Innovations

- Pierre Diennet, Director of Product Innovation, Lotame

IGNITE INNOVATION: KEY TAKEAWAYS AND LOTAME UPDATES

Quality is the new quantity

- NEW Lotame Precision Audiences

Transparency - understand your data source

Lotame analytics updates include:

- NEW Lotame Audience Builder (LAB)
- NEW Dashboards & Audience Summary Reports
- NEW Audience Optimizer features

Service is Lotame's core competency

- Lotame Consent Management API
- NEW Success Management Platform service packages
- Lotame's Data IQ (Mining as a Service) initiative

GUEST KEYNOTE:

Buckle Up! Making Sense of Marketing Chaos

- Terence Kawaja, Founder & CEO, LUMA Partners

Check back soon on Lotame's YouTube page for the Session Replay!

SUBSCRIBE



Thank you to our 2018 Sponsors!

The Lotame Ignite Conference was a fantastic meeting of top programmatic minds. As a valued partner of Lotame's, it was great to sync with clients and prospects in an intimate setting to discuss data quality.

-Thomas Benedict,
Head of Strategic Partnerships,
Survata

Data Quality Session Sponsor



Lanyard Sponsor



Wifi Sponsor



Continue to Learn: 2018 Lotame Ignite Conference Series

Lotame brings a half day of actionable insights, networking and best practices to targeted locations across the globe so you can benefit from local content across all three regions! In 2018, Lotame Ignite takes place in the following cities:

- Lotame Ignite AMERICAS: New York City
- Lotame Ignite APAC: Sydney
- Lotame Ignite EUROPE: London

For more details, visit www.lotame.com/about-lotame/events
Get in touch events@lotame.com

Connect with Us on Social

Don't forget to bookmark our [Facebook](#) page and check back soon for event photos, or revisit the [#LotameIgnite](#) newsfeed on Twitter!

