



EXECUTIVE SUMMARY REPORT

Lotame Ignite Americas 2019 Highlights & Key Takeaways

On Thursday, October 24th, Lotame hosted its 7th annual client conference! Lotame Ignite Americas was held at TheTimesCenter in New York City and brought together 225 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, **Igniting Connections: People + Data + Technology**. Ignite tackled topics like digital identity in cookie-challenged times, the rise of second-party data, TV + digital addressability, audience targeting, the latest updates and best practices for CCPA, and announced the launch of a brand new ID solution!

Key Takeaways: 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 igniting new ways to make connections between people, data and technology. For your convenience, we've compiled them all below.

Ignite Videos: 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 are now available on Lotame's YouTube page — [view them here!](#) Plus, watch the **2-Minute Highlight Reel**.

Ignite by Numbers

225 ATTENDEES

Publishers, agencies and marketers

28 Insightful key takeaways & predictions

14 Guest Speakers

11 Data Visualisations

10 Lotame speakers

8 Sessions, plus Closing Remarks

6 Sponsors

3 Networking environments (lunch, coffee break & cocktails!)

1 Exclusive book signing with guest keynote speaker David McCandless



OPENING KEYNOTE:

A Declaration of Data Independence

ANDY MONFRIED,
Founder & CEO, Lotame

Publishers and agencies are not competitors but collaborators in business practices and technology. You need a partner across your stack that understands that. In order to be successful, your organization needs to ensure your data, or your customers' data, is privacy compliant, has the right labels, and uses a platform that works to drive synchronicity of data and activation. Lotame's unstacked technology, unrivaled service, and unparalleled flexibility will help drive your data strategy and execute upon its success.

Andy recently traveled to 11 countries and 47 clients in 40 days. Across the world, here are some common themes we heard from clients:

IDENTITY RESOLUTION **HIGH-QUALITY DATA**
THE "COOKIELESS" CHALLENGE **PRIVACY**
PEOPLE-BASED **2ND-PARTY DATA**
IDENTITY **BRIDGING TV + DIGITAL**
FLEXIBLE **PRIVATE DATA**
CONNECTIONS **MARKETPLACES**
& ACTIVATIONS **SYNCHRONICITY OF DATA**



Ignite Key Takeaways

[VIEW VIDEO](#)



IGNITE CONNECTIONS: QUESTIONS YOU SHOULD BE ASKING

- How can you help your business declare data **INDEPENDENCE**?
- What can you do to better **CONNECT** your people + data + technology?
- How can your company benefit from Lotame's **UNSTACKED** approach?



"Your customer data is independent from adtech. In this ever changing world, you need an independent platform that isn't behind a cloud or a wall."

-Andy Monfried,
Founder & CEO, Lotame



PANEL DISCUSSION: Creating Connections in a Disconnected World

[VIEW VIDEO](#)

Moderator

OMAR ABDALA

Chief Data Scientist,
Lotame

Panelists

AJIT THUPIL

Senior Vice President Identity,
Tapad

Session Spotlight Sponsor

ROB SPRATLEN

SVP Digital Media,
Audience Science
Viacom



IGNITE CONNECTIONS: KEY TAKEAWAYS

- We are facing a challenging tech environment in Ad and Data connectivity. If we run AdTech the way we did just a few years ago, assuming nothing has changed, we will have wildly different results. Therefore, each company must carefully consider how we manage identity. – Omar
- As non-duopoly players, we need to continue to bring to market privacy sensitive but revenue focused identifiers and technologies that inculcate trust from the general public and allow a multitude of voices in the media space. – Omar
- To navigate the world of disconnected IDs you need to have a level of comfort with ambiguity and that nothing will tie up in a perfect bow. – Rob
- In a world where number of devices and IDs have mushroomed, the core problems for a marketer/publisher i.e. reaching the right consumer and then measuring the outcome of reaching the consumer, has persisted and in a lot ways grown. – Ajit



PANEL DISCUSSION: A Star is Born: 2nd Party Data

VIEW VIDEO

Moderator

ARUNA PARAMASIVAM

GM, Data Marketplace,
Lotame

Panelists

JENNY BRODOWSKY

Data Sales Leader,
IBM Watson Advertising

ALI GORDON

Director of Programmatic Sales,
Fluent

ANNIE TAN

Director, Data
Architecture,
Spark Foundry

PETER CANDITO

Director of Digital Audience Solutions &
Business Development,
Viacom



LOTAME PDX

PRIVATE DATA EXCHANGE

(PDX), makes finding the right partner easy. Trusted sellers of second-party and custom third-party data connect directly with high-end buyers in Lotame PDX. Start lasting relationships in a trusted, flexible, and transparent environment. Lotame PDX makes it easy and advantageous to find the right partner right now.

[Learn more.](#)



IGNITE CONNECTIONS: KEY TAKEAWAYS

- Take the time to create the best audience you can. Include branded or 2nd party data as a primary target and then fill with 3rd party data for scale. – Peter
- Regardless of 2nd or 3rd party data, transparency of data sources, scale, and performance is a huge part of the agency's responsibility to our clients. – Annie
- The transparency of 2nd party data and can lead to clear measurement so you can see the value yourself. – Jenny
- Combining precision with transparency, 2nd party data should be top-of-mind for all data-driven advertisers. – Ali
- 2nd party data promises to be the life of the party. But, scale is a real challenge. Which is why Lotame PDX was born — to invite premium publishers to contribute their high quality, privacy compliant data, providing brands with access to the trustworthy data they need. – Aruna



FINDING YOUR AUDIENCE: Targeting Decision Makers & Converters

[VIEW VIDEO](#)

Moderator

LANA WARNER

Manager, Client Strategy & Engagement,
Lotame

Panelists

TANYA COSS

Paid Media Specialist,
IBM

JEFF DAKER

Executive Director
of Audience Solutions,
POLITICO

RAPHAEL RIVILLA

Partner/Media and
Connections Planning,
Marcus Thomas



IGNITE CONNECTIONS: KEY TAKEAWAYS

- Find the interest data partners that are the most relevant for offerings and leverage it across all of your customer interactions. – Tanya
- For POLITICO, the core value proposition that defines success within editorial, product, and business development is how we understand, engage and activate our influencer audience. – Jeff
- Align your touchpoint, messaging, and pixeling strategy with the consumer journey to convert all leads and create the best look alikes. – Raphael
- Your converters, decision-makers, and influencers won't exist in only one audience segment — consider their other behavior attributes (they work, vote, entertain, have families, etc.) when targeting and analyzing your campaigns, look beyond the endemic and consider what else makes the people most important to you unique. – Lana

"Data is the currency that gives us what we get on the Internet. Put the client first, and speak to them based on the data they're giving us."

-Tanya Coss
Paid Media Specialist, IBM



PANEL DISCUSSION: TV + Digital Audience Activation

[VIEW VIDEO](#)

Moderator

TRICIA MASTURZO

Director of Data & Advanced TV Solutions,
Lotame

Panelists

FRANS VERMEULEN

Chief Operating Officer,
Tru Optik

JESSE MATH

VP of Display & Social,
OTT Lead,
ForwardPMX

JOY ROSS

SVP, Global Demand
Strategy,
EMX

IGNITE CONNECTIONS: KEY TAKEAWAYS



- TV for a Digital World should be measured as Digital. The OTT KPIs are business outcomes. R/F helps us to understand how to drive those outcomes, but aren't goals in and of themselves. - Jesse
- There is a lot more scale in CTV than you might think. - Frans
- You need a partner with new technology built with the reality of the future for Advance TV. - Joy
- Don't be afraid to ask questions! - Tricia



LOTAME TV

Lotame TV is a suite of connected data solutions that enable media companies, agencies and brands to target, analyze and activate TV and commercial viewers digitally. Amplify your brand with cross-screen messaging, gain insights on existing customers to optimize engagement, and push pre-packaged and custom TV audiences across your digital channel of choice. With Lotame TV, you can plan and execute omni-channel marketing with the power of TV + Digital, including:

- Lotame TV Connect
- Lotame TV LAB
- Lotame TV Analytics
- [Lotame TV Data Exchange](#)

Questions? tv@lotame.com



FIRESIDE CHAT: CCPA Countdown: What's Next?

[VIEW VIDEO](#)

Presenters

TIFFANY MORRIS

General Counsel &
Vice President of Global Privacy,
Lotame

GRANT WHITMORE

SVP, Chief Digital Operations Officer,
Tribune Publishing Company

IGNITE CONNECTIONS: KEY TAKEAWAYS



- Perfect is the enemy of good. The law will change. The law will evolve. Just do something. – Tiffany
- It's going to take some time and is going to cost some money. – Grant
- Understand areas where you are most vulnerable and prioritize this. – Grant
- Don't go it alone--get outside help. – Grant
- Done right, this is an opportunity not just a cost. – Grant

Lotame CCPA FAQ



CALIFORNIA CONSUMER PRIVACY ACT (CCPA)

FAQ

As we approach the January 1, 2020 effective date for the [California Consumer Privacy Act \(CCPA\)](#), Lotame is working in tandem with its clients, data suppliers, and partners to share compliance best practices and ensure that we are all adequately prepared for enforcement to begin in early 2020.

At its core, CCPA introduces an expanded definition of "personal information" to the US market. Under CCPA, "personal information" includes information that is capable of being associated with a particular consumer or household. For-profit businesses that sell or disclose consumer personal information for business purposes must provide California residents with vastly expanded rights to control and object to the use of their data.

- 1 How do we know if second- and third-party data was collected in compliance with CCPA?**
Lotame requires that all of its data providers comply with applicable laws in each jurisdiction from which data is collected and where required by law or self-regulatory guidance, to obtain express opt-in consent from users to use and collect the data for defined purposes, including analytics, targeting, ID syncing, and cross-device association.
- 2 What happens if we sell our data? Are we responsible for what those buyers do with the data?**
Yes, Lotame provides the tools and technology to facilitate the sale of your data to buyers but Lotame does not subordinate contractual relationships between buyers and sellers.
- 3 Will we be able to set regional settings with the Consent API like we did for GDPR?**
Lotame has established a CCPA team that is tasked with developing new tools to address the requirements of CCPA. As CCPA does not, as currently interpreted, require general opt-in consent for data usage, Lotame does not envision that the Lotame Consent Management API, in its current form, will be valuable to clients in complying with CCPA. Instead, Lotame is retooling its already robust opt-out tools to provide maximum utility to clients in complying with the opt-out requirements of CCPA.
- 4 What is Lotame doing to prep its third-party data for CCPA compliance?**
Lotame, as a general business practice, regularly reviews and calls its network of data providers to ensure that the quality of LDX data exceeds industry expectations. In advance of changing regulations, Lotame notifies its providers of material legal obligations to ensure that providers are aware of, and have sufficient information to comply with applicable laws. With CCPA specifically, we are working with providers to ensure that we are equipped to review and process "Do Not Sell" requirements under CCPA.

[VIEW THE FAQ](#)



UNSTACKING LOTAME'S PRODUCT ROADMAP: Igniting Connectivity

[VIEW VIDEO](#)

Presenters

PIERRE DIENNET

Senior Director of Data Products,
Lotame

BRIAN O'CONNOR

VP, Product & Customer Solutions,
Lotame



IGNITE CONNECTIONS: KEY TAKEAWAYS

- Lotame now collects and activates in all environments on all browsers – Brian
- Lotame is now upgrading to people-based data management – Pierre
- All Lotame products can be “unstacked” to match your business needs – Pierre

Find Your People: Lotame Cartographer, launched at Ignite, is a new ID solution to power people-based marketing and privacy compliance for global brands and publishers. Cartographer helps brands and publishers “find your people” around the world and make meaningful, respectful connections that last. Cartographer delivers complete, consistent, and compliant data connections for greater scale and precision.

[Learn more here.](#)



VIEW VIDEO

Founder,
Information is Beautiful

Our closing guest keynote speaker David McCandless, a London-based author, data journalist and information designer, presented on data visualization and story-telling. Directly following his keynote, attendees had the opportunity to get a signed copy of his book, *Knowledge is Beautiful*.

Examples of storytelling with Lotame data was also visually showcased throughout the conference.





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