



# **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





Lotame speakers



6 Sponsors

- 3 Networking environments (lunch, coffee break & cocktails!)
- 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-OUALITY DATA THE "COOKIELESS" CHALLENGE PRIVACY PEOPLE-BASED 2ND-PARTY DATA DENTITY BLOGING TV + DIGITAL FLEXIBLE PRIVATE DATA CONNECTIONS & 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

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# 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



### 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



(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.







## 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

# ΙΟΤΑΜΕ ΤΥ

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

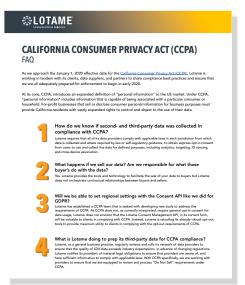
**GRANT WHITMORE** SVP, Chief Digital Operations Officer, Tribune Publishing Company



#### **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





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# 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.



# IGNITE AMERICAS

# IGNITE AMERICAS COCKTAIL RECEPTION + Keynote Book Signing with

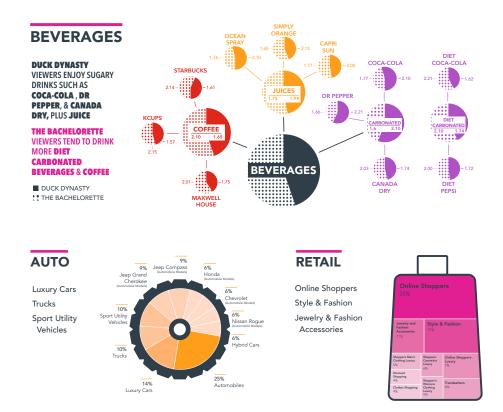
# GUEST KEYNOTE: Data is Beautiful

**VIEW VIDEO** 

**Presenter** DAVID MCCANDLESS 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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For all other questions or event feedback, get in touch events@lotame.com

