



EXECUTIVE SUMMARY REPORT

Lotame Ignite APAC 2019 Highlights & Key Takeaways

On Thursday, February 28th, Lotame hosted its second annual Lotame Ignite Asia Pacific Conference at the beautiful Pier One Sydney Harbour. Ignite brought together over 100 senior executives from Lotame's publisher, agency and marketer client base in APAC for a half-day of agenda content centered around this year's theme *Unlocking the Power of Your Data*. Ignite tackled topics like publisher consortiums, data personalisation, data quality and privacy, second-party data for ROI, market trends and innovations, and connected TV.

NEW for Ignite APAC, a list of insightful key takeaways were included at the end of every session, providing attendees with a roadmap to help steer strategy while unlocking the power of data within your organisation. For your convenience, we've compiled them in this summary report.

If you missed the chance to hear from Lotame clients and executives on key challenges and solutions facing the MarTech industry, [reach out](#) with any questions.

Ignite by Numbers

OVER 100 ATTENDEES

Publishers, agencies and marketers



30 Insightful key takeaways & predictions



7 Guest speakers



6 Lotame speakers



8 Sessions, plus Closing Remarks



3 Outdoor networking environments (lunch, coffee & cocktails!)



1 Breathtaking view of the Sydney Bridge!

Ignite Key Takeaways



OPENING KEYNOTE:
Unlock The Power of Your Data
ANDY MONFRIED,
Founder & CEO, Lotame

"Beyond the data and the technology, it's Lotame's amazing people and unrivaled service that make all the difference for our clients, and their success. Without the right support team in place, you cannot truly unlock the power of your data."

-Andy Monfried,
Founder & CEO, Lotame

IGNITE KEY TAKEAWAYS

- Data is moving beyond advertising. The DMP can help make informed decisions and think outside the traditional box
- Regardless of your organisation's data lifecycle, you need a strategic platform with support along the way to become an expert
- Lotame makes the complex world of data easier through flexibility, service, customized solutions and strategy
- Ignite is your ticket to unlock the true power of your data



FIRESIDE CHAT:
The KPEX Consortium Story -
Giving Power Back to the Publisher

Moderator
ANNE LINCHAUSEN,
Client Success Director,
Australia & New Zealand,
Lotame

Guest Speaker
ROGAN POLKINGHORNE,
Sales Manager,
KPEX



IGNITE KEY TAKEAWAYS

- Play nicely with others - collaboration unlocks massive potential
- Embrace complexity, but get good at simplifying it
- Choose the right partner, and take them on your journey - you'll need their expertise



CLIENT KEYNOTE:
How PHD/Annalect Used Progressive Personalisation
to Turn Around the Children's Panadol Business

ADAM KRASS,
Head of Technology,
Annalect



IGNITE KEY TAKEAWAYS

- Progressive personalisation leads to increased Customer Satisfaction
- By syndicating the same audiences across channels, we reached mums on demand
- By leveraging a combination of 1st, 2nd & 3rd party data partnerships and taking an incremental approach to precision, we minimised wastage and increased cost efficiency upwards of 30%



DATA ROCKSTAR PANEL:

The Influence of Data Quality for Marketers: The Good, The Bad, and The Ugly

Moderator

JASON DOWNIE,
Chief Strategy Officer,
Lotame

Panelists

LIZ BALDWIN,
General Manager,
Digital, Network 10

MATTHEW NOLAN,
Consulting Director,
Cadreon

SARAH MELROSE,
Head of Programmatic,
Data and Technology, ADMATIC



IGNITE KEY TAKEAWAYS

- Consider the 'QCC' before buying data: quality, cost, commitment
- Data collection is the first step of your data journey: conducting an audit to determine the architecture of your future systems is essential prior to licensing your platform to ensure your desired use cases are possible.
- Find out what quality means to your organisation and your clients: then find a way to acquire and use quality data



RAPID FIRE SESSION:

Top 5 Ways to Improve Your Company's Privacy Street Cred

TIFFANY MORRIS,
General Council & VP of Global Privacy,
Lotame



IGNITE KEY TAKEAWAYS

- Integrate privacy into your operational and business practices
- Watch your language
- Read and update your privacy policy
- Test your tools
- Don't ignore Europe
- Protect Your Data: [View the Licensing Checklist for Data Sellers](#)

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LOTAME
IGNITE | APAC
FLEXIBLE SOLUTIONS FOR EVERY STOP ALONG YOUR DATA JOURNEY



DELIVERING RELEVANCY, ENGAGEMENT AND ROI THROUGH SECOND-PARTY DATA

ANDREW REID,
General Manager Data Analytics & Insights
Ticketek (TEG)



IGNITE KEY TAKEAWAYS

- How would you rate the 'fidelity' of your customer data?
- What additional data would deliver information gain?
- Do you have a plan to activate your customer data?

"The timing and intent of Lotame Ignite Conference was uncanny. The application of DMP technology is now mainstream, and the need to enrich and activate customer data via this technology was a real consideration amongst many attendees. Everyone was focused on next steps, doing a deal or skilling up."

-Andrew Reid,
General Manager Data Analytics & Insights
Ticketek (TEG)

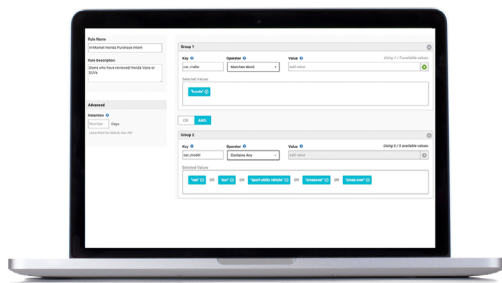


MARKET TRENDS AND PRODUCT INNOVATIONS

BRIAN O'CONNOR,
VP, Product & Customer Solutions,
Lotame

NEW! Lotame Rule Builder was announced for DMP clients during Ignite Conference.

For the very first time, Lotame clients can start defining and writing their own data collection rules using keywords such as url, product pricing, product title, and article title!



- **Data Collection Control:** Define your own rules in a self-service interface to determine what data is collected from your inventory
- **Granularity:** Capture meaningful data from granular, non-persistent data types, such as article titles, search terms and urls
- **Flexibility & Accuracy:** Combine multiple data points from a single page, using boolean logic
- **Categorization & Aggregation:** Write a single rule to capture multiple data points from multiple sources across your inventory



IGNITE KEY TAKEAWAYS

- **Data Quality:** Revisit your 1st-party data approach with the Rule Builder!
- **Think Big (Data):** Don't let the terms "AI", "Big Data" or "Machine Learning" scare you. We can help!
- **Explore:** There's a growing ecosystem of differentiated 2nd-party data at your fingertips
- **Create:** YOUR story with our audience dashboards
- **Connect:** New opportunities in connected tv and your data strategy



UNIFICATION OF DATA: Connected TV

JAMES BAYES,
Digital Sales Director - OTT Video,
Seven West Media



IGNITE KEY TAKEAWAYS

- Identify what's important to you
- Find great partners to help
- Get started

Continue to Learn with the 2019 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 regions! In 2019, we'll also host Lotame Ignite AMERICAS on October 24th in New York City. For more event details, visit lotame.com/ignite

Connect with Us on Social

Don't forget to check out the event photos on our [Facebook page](#) once they are available. The 2019 Lotame Ignite APAC Conference highlight video will be released soon on Lotame's YouTube page! [Subscribe here](#).



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Get in touch events@lotame.com

On behalf of the entire Lotame team, thank you for being a part of Lotame Ignite Conference. We look forward to speaking with you soon!