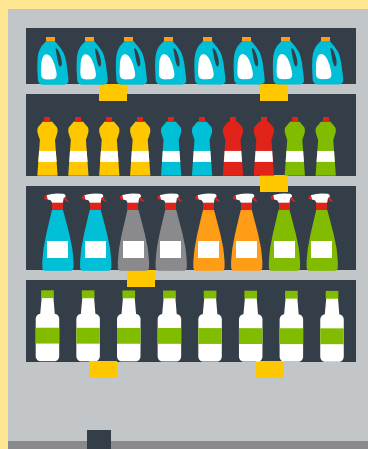


YOUR GUIDE TO SUCCESSFUL CPG CAMPAIGNS

LET US GO ON A SHOPPING SPREE!



CPG Advertisers in U.S. Are Projected to Spend Nearly **\$10B** on **Digital Advertising** by 2020*

CPG AUDIENCE DATA

- ✓ Offline Purchasers by Product, Brand, or Parent Brand
- NEW! Shopcom IRI CPG Audiences Powered by IRI ProScores



DEMOGRAPHIC PROFILES

- Family with Kids
- Working Moms
- On-target & In-demo Demographic segments - pretested for delivery



BEHAVIORAL PROFILES

- Gluten Free Cooking and Recipes
- Dieting and Weight Loss
- Home and Family
- Green Living
- Discount Shoppers



SMART TV VIEWERSHIP

- Viewers of Daytime Cooking
- All Major Networks - Primetime Channels
- Mirror Clients TV Show / Network Buys Digitally



SEASONAL SEGMENTS

- Match Client Purchase Data with Year-Round Seasonal Segments (Thanksgiving, Halloween, Sporting Events, Back to School, Valentine's Day, etc.)



GEOGRAPHIC LAYERING

- State**
- DMA



AUDIENCE OPTIMIZER

- Get transparency into audience profiles, plus reporting!
- Look-A-Likes

CPG SHOPPERS REACHED!



*Source: eMarketer

**Purchase-based data is only available in the US at this time

Contact Lotame at datasales@lotame.com to start building your CPG audience plan today.



LOTAME
Where Data, Innovation, and Agility Connect