LOTAME VIEWABILITY BOOSTER

DATA EXCHANGE

The World's Data at Your Fingertips

KEY BENEFITS

- **Remove restrictions** to premium above the fold inventory, which doesn't always mean viewable.

- **Save media dollars** with a proactive approach that provides improved viewability before launching your campaign!

- Target on behavior patterns to **make ad placement more viewable and efficient.**

- **Improve viewability scores by 20%+** regardless of the creative you use, or who you're targeting.

- **Leverage high quality audience segments** - Lotame removes all profiles identified as bots by Are You A Human's best of class detection technology to ensure data quality.

are you a human

Target Lotame Viewability Segments to Improve Viewability Scores by 20%+!

Lotame is thrilled to offer NEW, highly interactive segments as a result of our exclusive partnership with Are You A Human, a leading bot-detection and human verification service provider. As a marketer, how do you ensure your campaigns are viewable?

Above the fold inventory is not always the answer. Lotame Viewability Booster allows you to reach profiles that are highly engaged and more likely to scroll and interact with the content, despite page placement. Marketers can use this Lotame data segment to improve targeting and viewability scores by 20%+ regardless of the creative or media inventory source they use.

Viewability Results Per Integral Ad Science (IAS)

Lotame ran a campaign on AppNexus Run of Network with *no targeting* (and tested the lowest level of inventory).

Keeping all other variables the same, Lotame then *targeted the Lotame Viewability Booster segment* (among others).

IAS VIEWABILITY WAS

28.55%

IAS VIEWABILITY WAS

38.25%

THE RESULT
TARGETING JUST THIS SEGMENT RESULTED IN A VIEWABILITY BOOST OF **34%!**

Interested in learning more about Lotame Viewability Booster segments so you can improve your scores? Contact us at datasales@lotame.com www.lotame.com

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HOW IT WORKS

- Are You A Human studies 200+ biometric signals, including telemetry data, how long users spend on page, where they are on page, etc.
- Are You A Human silos out the most engaged users hitting most of a page to create highly interactive segments, referred to as Lotame Viewability Booster.
- Through this partnership, you can target Lotame Viewability Booster to increase viewability scores for any campaign. Purchase viewability segments at any level, and pay for an increase in performance.
- Measure post-campaign viewability improvement using one of the standard measurement partners such as Integral Ad Science or Moat.

WHAT IS VIEWABILITY?

According to the Media Ratings Council (MRC) and the Interactive Advertising Bureau (IAB), a display ad is considered viewable if 50% or more of its pixels appear on-screen for at least one continuous second. A video ad is deemed viewable if 50% of its pixels appear on-screen for at least 2 consecutive seconds.

ABOUT LOTAME'S DATA EXCHANGE

Lotame's global data exchange provides you with instant access to over 2.9 billion cookies and over 1 billion mobile device IDs. We have captured granular data against these cookies and device IDs and packaged it into thousands of highly curated audience segments, giving every marketer, agency, publisher and platform the ability to harness the power of third-party data.

ABOUT ARE YOU A HUMAN

Are You a Human enables any website to be sure they are addressing a real human before serving content, services, or ads. Each day they analyze hundreds of millions of interactions across millions of websites to verify real human users and eliminate bots. Founded in 2010 with offices in Detroit and New York, Are You a Human are the foremost experts in online human behavior.

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