



LOTAME & PUBMATIC

Powering Audience Enriched Targeting With Audience Encore Platform

PubMatic

As more and more changes occur around the collection of third-party data and the industry continues to evolve as a whole, publishers and marketers are looking for new ways to transact on audience data. Introducing Audience Encore, PubMatic's compliant and easy-to-use platform for monetizing and activating data.

In partnership with Lotame, PubMatic's Audience Encore flips the model of traditional data buying on its head by creating a single platform to transact on audience segments and premium publisher inventory. As a result, data owners can operate more efficiently and drive value for advertisers. Lotame will build custom segments specific to your brand's targeting needs and push them to Audience Encore for activation.

Increase your campaign ROI and strengthen your partnerships today!

ABOUT LOTAME DATA EXCHANGE

The Lotame Data Exchange gives data buyers access to thousands of the highest quality declared and demonstrated audience segments in the world, including our proprietary Lotame Precision Demographic, B2B, Pre-Packaged Interest & Intent and Custom Audiences.

ABOUT PUBMATIC'S AUDIENCE ENCORE

PubMatic's Audience Encore is a platform designed to improve the way marketers and data owners transact on audience data by giving more control to the data owner and better ROI for the advertiser.

BENEFITS

FOR SELLERS

Enhanced Revenue Reporting
Better insights and analytics into data usage with real-time reporting to monitor performance and scale.



Increased Transparency
Work with a trusted data partner who is GDPR & CCPA compliant.



Monetize Your Data
Step up your first-party data by enriching it with quality declared data from the Lotame Data Exchange.



FOR BUYERS

Increased Transparency
Work with a trusted data partner who is GDPR & CCPA compliant.



Greater ROI
Gain access to pre-packaged or custom-built audience segments unique to your brand and optimize your level of targeting to increase ROI.



Better Match Rates
Streamline your data activation and access audiences with Lotame data already layered in with one deal ID.



Want to get in touch? Reach out to info@lotame.com or your local PubMatic representative for more information about the partnership.