

ABOUT



LOTAME TV DMP

Bringing Digital Intelligence
to Television



KEY BENEFITS

- Gain powerful insights into the audience composition of your station's TV programming, genres, and dayparts
- Apply the same audience segments from digital channels to linear TV
- Superior targeting in smaller markets, fueled by millions of TV viewership data points
- Articulate the value of your station's inventory to advertisers
- Measure the delivery and reach of your advertisers' campaigns against desired audiences

Lotame was the first Data Management Platform (DMP) catering to digital publishers and advertisers and now we're revolutionizing the world of television with TV DMP.

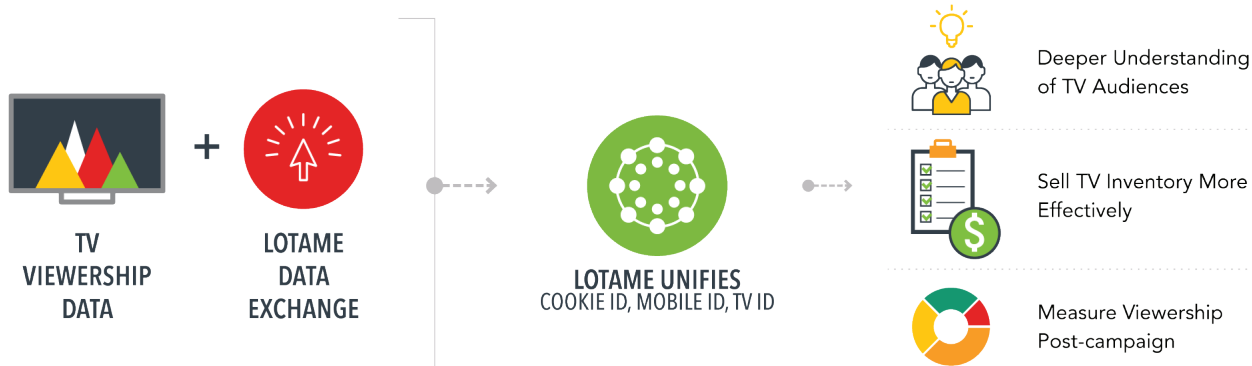
TV DMP bridges the gap in television advertising by bringing rich audience targeting options, once only available in digital channels, to television stations and advertisers. Backed by Lotame's robust television planning and measurement tools, salespeople and executives can analyze, plan, sell, measure, and validate the effectiveness of their advertisers' television campaigns.

AVAILABLE PLANNING METRICS

- Program Reach
- Audience Reach
- Audience Program Index
- Audience Daypart Index

AVAILABLE MEASUREMENT METRICS

- Total and Target Audience Impressions
- Reach
- Frequency
- Audience Profiles for Campaigns



Interested in learning more about Lotame TV DMP?
Get in touch! tv@lotame.com lotame.com/tv

