

# LOTAME DATA EXCHANGE

World's Largest 2nd- and 3rd-Party  
Data Marketplace

## EASTER AUDIENCE SEGMENTS

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This April, families around the world will celebrate Easter. Be a part of their traditions, whether religious or secular, as millions dress in their Sunday best to celebrate, prepare festive family meals, worship or decorate Easter eggs.

See our prepackaged segments, available in multiple DSPs such as DV360, or request a custom-made audience.

[SEE PREPACKAGED  
SEGMENTS HERE](#)

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The Lotame Data Exchange (LDX) provides instant access to billions of global users across traditional web and mobile devices. Granular data is captured against these users and packaged into thousands of curated, targetable audience segments, giving every marketer, agency, publisher and platform the ability to harness the power of Lotame's third-party data.



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