AGENCY ENHANCES FIRST-PARTY DATA SCALE & ACCURACY FOR RETAIL CLIENTS WITH LOTAME CARTOGRAPHER

US: Identity | Retail | People-Based Reach | First-Party Audiences

CHALLENGE

Deliver people-based metrics for audience creation, targeting, and measurement

LOTAME SOLUTIONS

Lotame Cartographer

RESULTS

- 32% increase in first-party audience scale
- Helped inform five new business pitches in five months

EMPOWER

Creative media agency Empower turns on Cartographer ID graph for retail clients to increase freshness, relevancy and addressability of first-party audiences.

CLIENT

Empower believes in challenging the media status quo. That was especially true in the creative media agency's search for an identity solution. Empower considered an ID consortium, building its own in-house solution, and third-party alternatives. This search was fuelled by its singular focus on helping clients thrive.

As the global pandemic set in, Empower recognized the urgency of helping its retail clients stay connected to their customers. Having easy, instant access to people-based reach or "the size of the prize" was critical. That meant knowing with confidence how many people they can reach at any given time and what percentage of those people they actually engaged post-campaign.

" *Marketers don't speak 'device,' they want people-based metrics that they can trust and put considerable dollars against. With Cartographer, we deliver fresher, more relevant and addressable audiences for advertisers. That translates into better 1:1 targeting and personalization, and right now, real connections with customers are everything.*"

Evan Remmy
Data Management Senior Specialist
Empower

SOLUTION: CARTOGRAPHER

Empower turned to its data solutions partner Lotame for help determining an accurate and fresh people-based reach. Lotame's new Cartographer ID technology delivers greater scale and precision for brands by creating secure and trusted connections at the ID, individual, and household level. Empower can deliver the people-based metrics its clients need with Cartographer's ability to cluster IDs into individual-level connections across and between desktops, smartphones, tablets, and smart TVs/OTT.
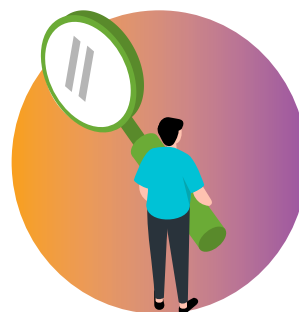
RESULTS

Empower turned Cartographer on for a vitamin and supplement retailer and a shoe retailer in February. Immediately, they saw a jump in their person number by 20M devices, with numbers growing consistently up and out. The complicated math calculations the agency had been doing to arrive at a people-based number was made obsolete with Cartographer, saving them significant time and resources.

With greater scale they can trust, Empower can also enhance their clients first-party data. The agency can layer on precision demographics, build audiences faster and validate the best audience to move to market with in real-time. This increased speed and agility benefits campaign launches as well as new business pitches. In fact, Empower turned on Cartographer for 100% of its clients in March after seeing the impressive results. They have since incorporated Cartographer people counts into new business pitches, allowing Empower to stand out by demonstrating a deeper audience understanding and better tailoring their creative media plans with this new capability.

32% increase in first-party audiences

Informed new audience opportunities on new business pursuits, delivering real-world data for agency prospects

Want similar results for your business? Get in touch! **info@lotame.com**

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LOTAME®
Unstacked Data Solutions