LOCAL UK NEWS SITES SEE REACH DOUBLE USING LOTAME LIGHTNING TAG

UK: News, First-Party Scale, First Impression Targeting, Match Rate

CHALLENGE
Collect first-party audiences across all browsers and domains to increase local reach

LOTAME SOLUTION
Lightning Tag

RESULTS
- 2X increase in recognised users in DMP
- 4X increase in targetable impressions
- 95% match rate with adserver

jpimedia

JPIMedia uses Lotame tech across its 150 sites to drive up scale, targetable impressions, and match rate across all browsers & domains — independent of cookies.

CLIENT

JPIMedia knows the neighborhood(s). With over 150 local and national news titles such as *The Scotsman*, *The Yorkshire Post*, and *The Lancashire Evening Post*, they are one of the largest local media groups in the UK. With millions visiting every day, JPIMedia depends on complete data collection and activation to understand its niche audiences.

Committed to deepening their connections, JPIMedia sought ways to increase understanding of its valuable audiences across all browsers. Safari and Firefox accounted for a substantial portion of its traffic, and JPIMedia wanted to be able to see these users and analyze their behaviors but cookie blocking had created obstacles to achieving those goals.

SOLUTION: LIGHTNING TAG

JPIMedia turned to its data solutions partner Lotame for help finding their audiences across all first-party environments. Lotame's new Lightning Tag technology collects and extracts data in real time on every browser and device that interacts with a client's page. This ability to see their audience across all first-party environments enables JPIMedia to capture and target even first-time visitors and one-and-dones across browsers. JPIMedia can not only learn more about every visitor to their sites but they can now get more out of every site visit.

> *Lightning Tag not only gives us insight into our actual audience size but allows us to **deepen our understanding of ALL our customers**. This has domino effects across all of our properties. We can use this intelligence to strengthen our direct advertising briefs, improve personalization, and target first-time visitors, which we couldn't do before. Best of all, it's cookie independent which sets us up perfectly for the future.*

Jade Power
Head of Display, JPIMedia

RESULTS

JPIMedia deployed Lightning Tag in early February. Upon implementation, Lightning Tag nearly doubled the number of users they were able to recognise in the DMP due to its cookie-independent design. And more good news kept coming. JPIMedia decided to implement at just the right time — traffic surged to its sites as locals sought COVID-19 news they could trust from on-the-ground sources.

Further, they set up a test with the same audience, using five IAB standard-size creatives over a 28-day period. That audience was exported to Google via two activation methods: client-side using Lightning Tag technology and server-side. Immediately, JPIMedia saw a 4X increase in targetable impressions in their adserver with Lightning Tag enabled.

2X	increase in unique visitors collected in their DMP
4X	increase in targetable impressions in their adserver
~95%	audience match rate within their adserver
Real-time	activation of traffic surges with first-impression targeting

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

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