

# LOTAME DATA EXCHANGE

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

## EARTH DAY AUDIENCE SEGMENTS

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On April 22, the world comes together to support Earth Day and protecting the environment. Increase awareness and drive adoption of your eco-friendly products and community-service driven campaigns with in-market consumers.

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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