








Lotame Enables Participating Brands To Connect With Their Custom Audiences Anywhere Across The Web.

Lotame activates data solutions through the superior segmentation of audience data. Crowd Control™, our flagship targeting and analytics platform, collects and interprets unstructured publisher data to create precise audiences and derive insights from our superior knowledge of human behavior.

"Data is a word that gets thrown around a lot these days. Lotame makes it actionable, not only in a way that serves the media you run with them, but also for audience discovery, so that it can inform fundamental strategic choices."

Greg March
 Director of Digital Media
 Wieden + Kennedy, NY

Lotame Audience Data

						
Demographics Age, Gender, Geography, HHI, Level of Education	Interests Profile-based, Contextual, Demonstrated, Undeclared	Actions Creating, Rating, Sending, Sharing, Uploading, Commenting, Editing, Watching and more	Media Online media consumption, which can include videos, widgets, music, forums, blogs, and photos	Recency and Frequency How often and when people express interests or actions	Interaction How people interact with content and ads: clicks, time spent, interactions, videos completed	Sentiment and Exposure What people say, what they read, and when and how they say and read it

Lotame Creates Valuable Data Segments From The Audience Experience



The screenshot shows the MomsWire website interface with several callout boxes highlighting data segments:

- Demographics:** Age, Gender, HHI
- Action:** Follow Site Updates
- Interests:** Content Categories
- Search:** Search Queries
- Interests:** Content Tags
- Action:** Watch Video
- Recency/Frequency:** Interests and Actions
- Ad Interaction and InView Time Spent**
- Media:** Blogs
- Action:** Share Content
- Media:** Video
- Comment Content and Sentiment**
- Action:** Post Comment

We Make Audience Planning As Easy As Keyword Buying

Lotame's Audience Builder collects billions of data points each day from Lotame's audience and organizes them into a taxonomy of human behavior that's easy to use to **plan for people and not page views**.

The LAB is a powerful tool for building custom audiences based on demographics, geography, interests, actions, and attributes, and also incorporates first and third-party data for infinite audience possibilities.

LOTAME™ is a marketing technology company powered by the superior segmentation of **audience data**.



LOTAME data solutions

BEYOND TARGETING™

Lotame Custom Audience Solutions

Lotame builds custom audiences to reach your exact target and can be customized for use with any media platform.

Whether you want to reach an audience through your favorite DSP, exchange or even the web's top properties, your custom audience can be available for targeting on launch day.

Lotame Audience Segments

Lotame prepackaged segments are ready-to-target audiences developed from our experience with hundreds of marketers, thousands of campaigns, and billions of daily human behaviors.

Lotame enables 3rd parties to purchase prepackaged audience segments and target them anywhere on the web.



- Affluencers
- Animal Lovers
- Arcade Addicts
- Arm Chair Diplomats
- Cinematiques
- Collegiate-Minded
- Couch Potatoes
- Fashionistas
- Foodies
- Gear Heads
- Health & Fitness Buffs
- Jet Setters
- Matriarchs
- Millennial Ladies
- Music Masters
- Pro Shoppers
- Scholars
- Shutterbugs
- Single and Looking
- Social Media Users
- Sports Nuts
- Technophiles
- Teeny Boppers
- And more...

Lotame Channel Partners



Five Reasons to Buy Lotame on Lotame

1. Pre-Roll: Audience-Based Video, Powered by Segmentation
 2. InView Time Spent Measurement: Measure Attention GRPs
 3. Brand Measurement & Real-Time Brand Optimization
 4. Rich Media Creative Production
 5. Sentiment and Exposure Targeting
- ...and more...

For additional info or to schedule your demonstration of Crowd Control™, contact the Lotame Data Solutions team:

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