



# LOTAME® CASE STUDY



## BlogHer

BlogHer, Inc. partnered with data-driven technology provider Lotame to deploy Crowd Control®, the industry-leading data management platform (DMP). Crowd Control activates first- and third-party audience data, which enables BlogHer to target custom audiences across its valuable network of social influencers.

### OPPORTUNITY

BlogHer – the leading cross-platform media network created by, for and with women social media leaders – reaches more than 37 million women each month. Armed with a massive pool of audience data, such as declared demographic, interest and influencer data, BlogHer saw the opportunity to activate audience data and offer custom segment targeting to advertisers.

### SOLUTION

BlogHer partnered with Lotame to deploy Crowd Control, the industry-leading DMP, to collect, categorize and activate audience data from BlogHer’s network. Lotame worked closely with BlogHer’s sales and operations teams to help incorporate audience targeting into their everyday business practices. In no time, BlogHer was building custom segments in the platform and responding to RFPs requesting audience targeting.

### RESULTS

Crowd Control, deployed across BlogHer’s network in early 2011, has proven to drive additional ROI for the company by complementing BlogHer’s robust market offering. The parentership continues to expand and be mutually beneficial as Lotame enhances its cutting edge technology to meet growing marketing demands, BlogHer offers the ideal testing ground to develop new features among a rich audience data set. Armed with Crowd Control, BlogHer:

- Increased RFP close rate
- Won business from new advertisers
- Included an audience element on 80% of proposals
- Utilized innovative tools to remain at the forefront of the industry

BlogHer now includes audience targeting in

# 80%

of proposals sent to clients since deploying Lotame’s DMP.

“ The BlogHer Network is the largest network of social influencers. Crowd Control is a flexible platform that complements our blogger activations, by enabling us to target this highly desirable audience of 37 million in new ways, including creating custom audience segments our advertisers want. ”

~ DAVID ROWLEY, VP OF AD OPERATIONS, BlogHer