



LOTAME: CROWD CONTROL

THE PREMIER DATA MANAGEMENT PLATFORM

Crowd Control, Lotame's industry-leading data management platform, offers innovative publishers, agencies, and brands the cleanest, most intuitive and user-friendly technology that unlocks the power of their audience data.

Not only can publishers and marketers **build custom audience segments** in the platform, but Crowd Control offers **insights** about each audience's interests and actions.

Audience Profile Report: Valentine's Day

Lotame built an audience of 2.5 million consumers between the ages of 22 and 40 who have expressed an interest in Valentine's Day. The following data was collected from this audience over a one day window.



Demographics

Men in this audience are slightly higher than women (51/49 M/F skew). Of those consumers reporting their educational background, 44% report having a 4-year degree or better level of education.



Interests

54% of the consumers in this audience have expressed interests in food and cuisine online in the past week. Of these, 2 out of 4 (50%) have expressed an interest in restaurants, making them nearly 5x more likely to have this interest than the average consumer. 12% have read, discussed or shared a recipe online in the past week.



Actions

8% of the consumers in this audience are influencers — consumers who rate, share, create, edit, or discuss content online, making them 4x more likely to be influencers than the average consumer. The most popular influencer action among these consumers is voting in online polls, followed by uploading photos.



Media

- One-third of the consumers in this audience have viewed or shared a photo online in the past week, making them nearly 2.8x more likely to have done so than the average consumer.
- 11% of these consumers have answered or created a quiz online in the past week, making them 7x more likely than the average consumer to have done so.