

# LOTAME: CROWD CONTROL

## The First Full-Stack Data Management Platform

Crowd Control, the first and only full-stack DMP, services publishers, agencies and advertisers equally well by activating first and third party data assets without compromising quality, security or user privacy. It boasts the cleanest, most intuitive and user-friendly technology developed by the foremost experts in the industry.

Crowd Control's sophisticated algorithms and expansive database of audience data enables publishers and advertisers to directly monetize data and find the right audience for online marketing campaigns.

Crowd Control provides **publishers** with dynamic, flexible solutions that:

**Increase Revenue** Be considered for more RFPs and win more business by targeting audiences.

**Boost Value** Arm clients with insight-rich reporting that steer present and future planning.

**Optimize Content** Cater content to visitor interests to increase engagement, loyalty and inventory.

**Scale Audiences** Layer on third party audience data to validate and scale key segments.

**Unlock Revenue** Enter the data marketplace and maximize profits with control and transparency.

## The LAB: Lotame's Audience Builder

Cleanest, most intuitive user interface in the industry

The screenshot shows the 'Audience Builder' interface with several callouts:

- Activate first party audience data and access third party data**: Points to the 'Behaviors' and 'Financials' tabs.
- Only buy third party data when it's in demand**: Points to the 'Buy' button for a specific category.
- View custom audience sizes as they're built**: Points to the 'Reach Estimate' section showing Uniques: 313 thousand, Opportunities: 5 million, and Page Views: 7 million.
- Build custom audience segments with ease**: Points to the 'Audience Definition' section showing filters like 'Female', 'Parenting', 'Lifestyle Interest', and 'Sharing Content'.

The interface includes a 'Choose Type' sidebar, a 'Select Categories' list, a table of audience segments with 'Add' and 'Buy' buttons, and a 'Reach Estimate' section at the bottom.

# 10 Questions a Publisher Should Ask When Evaluating a DMP



How long has your DMP been in existence?



How does your DMP collect and organize my site's data?



When we sell or use first-party data, can we attribute the value of the data to the site it originally came from within our property set?



Can I sell my first-party data to whoever I want at the price I want?



Who else will have access to our first-party data once it's collected by your DMP?



Do I have the ability to export data and buy media inventory anywhere I want to?



Is the implementation, training and on-boarding process included in the fee, or does it cost extra?



Can I import our own 3rd-party data sources for use within the platform?



Can your platform help us forecast delivery of the 3rd-party data we are buying?



How will our sales team benefit from the audience insights your platform provides?

**LOOKING FOR ANSWERS TO THESE QUESTIONS AND MORE?**

**CONTACT LOTAME:** 646.556.6300 | [cc@lotame.com](mailto:cc@lotame.com) | [www.lotame.com](http://www.lotame.com)