

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. Founded in 2006, Lotame drives smarter marketing investments by activating first- and third-party audience data without compromising quality, security or user privacy.

Crowd Control ROI Drivers:

- Increase the Number of RFPs Received
- Improve RFP Close Rate
- Increase New Business
- Higher eCPM
- More Revenue per Campaign
- Greater Sell-Through Rate
- Increase Repeat Business

Crowd Control Features that Drive ROI:

- Access Audience Insight and Profile Reports
- Offer Audience Targeting Capabilities
- Scale Audience Segments
- Identify Valuable Audience Segments
- Leverage Third-Party Data
- Sell First-Party Data