



CROWD CONTROL™

Research & Intelligence

Knowledge & Insights

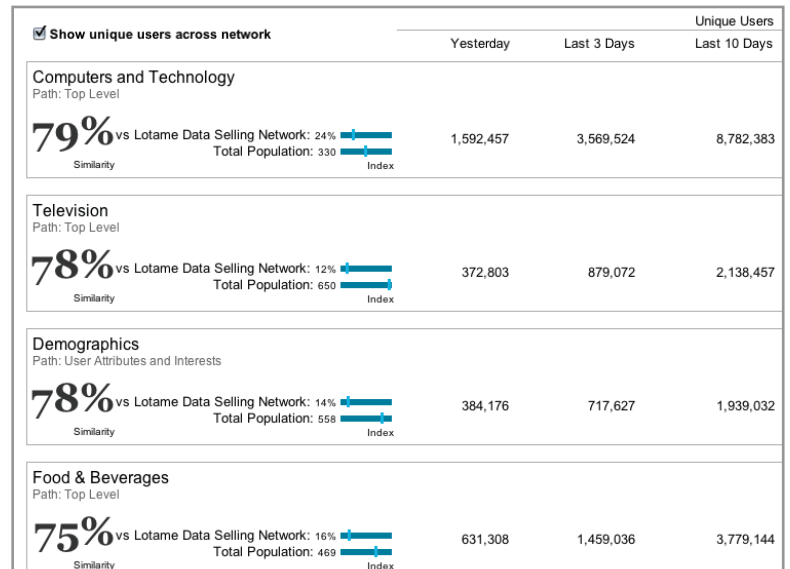
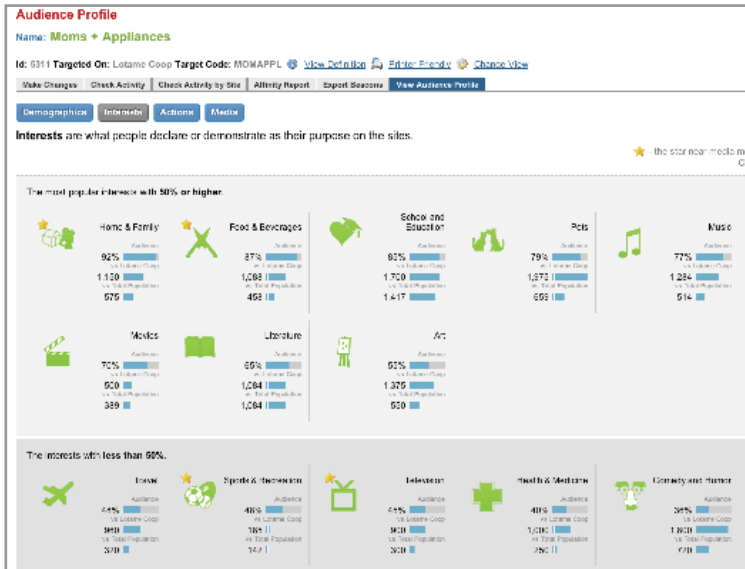
Learn more about your Web site visitors through Affinity and Audience Profile Reports.

Audience Profile Reports present audience attributes in a clear and concise format, making it easy to learn more about site visitors.

Affinity Reports identify related audience attributes not initially considered to create scale.

Audience Profile Report

Affinity Report



Audience Trends & Insights



Compare any audience segments' composition to the rest of your audience and Lotame's data selling network with the **Audience Profile Report**.



View trends by tracking visitor counts over time with Affinity Reports




Affinity and Audience Profile Reports provide insights into audience attributes such as gender, age, interests and actions.


Audience Data Operations

Clean Reporting

Lotame offers daily reporting to keep you informed about data you are selling and which audiences are your best-sellers.

Use Daily Reports to view & manage:

 Revenue by audience segment

 Data sales activity

 Revenue attribution and payout

Export to Excel or via API

Daily Report

View Data By Day

[Yesterday](#) | [Previous 3 Days](#) | [Previous 10 Days](#) | [Last Month](#) | [Month To Date](#) |

Include subgrid

Date	Raw Beacon Drops	Missed Drops	Internal Revenue	External Revenue	Total Revenue	Payout	Adjustments	Total Payout
03/01/2011	76,449,046	3,967,390,842	\$475.18	\$0.00	\$475.18	\$339.56	\$0.00	\$339.56
03/02/2011	203,412,839	5,886,444,680	\$480.52	\$0.00	\$480.52	\$375.80	\$0.00	\$375.80
03/03/2011	76,634,092	7,020,354,430	\$438.31	\$0.00	\$438.31	\$319.14	\$0.00	\$319.14
03/04/2011	129,590,211	6,299,297,633	\$459.76	\$0.00	\$459.76	\$337.26	\$0.00	\$337.26
03/05/2011	211,977,729	5,213,791,133	\$472.84	\$0.00	\$472.84	\$370.94	\$0.00	\$370.94
03/06/2011	212,543,173	5,223,919,494	\$470.45	\$0.00	\$470.45	\$369.05	\$0.00	\$369.05
03/07/2011	134,074,670	6,035,134,477	\$453.12	\$0.00	\$453.12	\$326.82	\$0.00	\$326.82
03/08/2011	221,349,791	5,134,661,595	\$464.07	\$0.00	\$464.07	\$362.68	\$0.00	\$362.68
03/09/2011	240,873,642	5,244,229,705	\$463.32	\$0.00	\$463.32	\$361.93	\$0.00	\$361.93
03/10/2011	251,606,758	5,485,768,284	\$471.82	\$0.00	\$471.82	\$368.65	\$0.00	\$368.65
Sub-Total:	1,758,511,951	55,510,992,273	\$4,649.38	\$0.00	\$4,649.38	\$3,531.84	\$0.00	\$3,531.84
Total:	5,324,674,590	122,304,520,901	\$8,777.24	\$0.00	\$8,777.24	\$7,013.33	\$0.00	\$7,013.33

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