



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: Golf Enthusiasts

Lotame built an audience of 10,000 consumers between the ages of 25-64 who have expressed an interest in golf in the past month. The following data was collected from this audience over a two day window.



Demographics

Consumers in this audience are primarily male (80/20 M/F skew). Of those consumers reporting their educational background, 83% report having a 2-year degree or better level of education.

Interests

- 73% of the consumers in this audience have exhibited an interest in nature & environment in the past month, making them more than 11x more likely to do so than the average consumer on Lotame. Despite this, only 1% of these consumers have exhibited interests in green living in the past month.
- Consumers in this audience are 8x more likely to have exhibited an interest in content and discussions around lawn and garden (4%) in the past month than the average consumer.



Actions

Golf consumers are more than 14x more likely than the average consumer to vote in online polls (17%). Overall, 21% of the consumers in this audience are influencers—consumers who rate, share, create, edit, or discuss content online, making them just under 3x more likely than the average consumer to be an influencer.



Media

Lotame consumers express an interest in golf an average of 2 times per day, with the most active consumers expressing interest in the sport an average of 4 times per day.