



# 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: Pet Enthusiasts

*Lotame built an audience of roughly 300,000 consumers who had either declared themselves to be pet owners, or demonstrated/expressed interests in owning pets (cats/dogs/birds/reptiles.) The following data was collected from this audience over a one day window.*

#### Demographics



Consumers who expressed an interest in owning/loving pets are primarily men (62/38 M/F skew) between the ages of 18 and 26 (median age 22). Of those reporting level of education, nearly 4 in 10 (39%) report having a 4-year degree or better level of education, though 19% report being currently enrolled in a college or university.

#### Interests



- The most popular pets among consumers in this audience are cats, with 54% either declaring ownership of a cat or exhibiting interests in cats online in the past month.
- Healthy living interests are also popular among pet enthusiasts in this audience, with over 3 in 5 (60%) exhibiting an interest in the past month, making them 10% more likely to do so than the average consumer on Lotame.

#### Actions



17% of Lotame pet enthusiasts are influencers—consumers who rate, share, create, edit, or discuss content online—making them almost twice as likely than the average consumer to be influencers. The most common influencer action among this audience is voting in online polls (12%).

#### Recency/Frequency



Lotame pet enthusiasts discuss or exhibit interests in pets an average of 4.6 times per day, with the most engaged pet enthusiasts doing so 8 or more times per day.