



AMP Audience Insights

AMP Audience Insights highlights the data options and information available to assist advertisers in their quest for the perfect targeted audiences. The online market is constantly changing and we owe it to our clients to provide the necessary resources.

Today's Featured Data Provider: Lotame

What if you wanted to target a particular audience to get the right message across? Do you need to target movie enthusiasts? Or even target a specific movie genre? You can with the power of the [AMP® Audience Engine™](#).

Reach an advertiser's desired audience with targeting data from [Lotame](#), one of our trusted third-party data partners. Lotame is a provider of interest data, with a uniquely collected and categorized set reaching over 300MM monthly unique users.



Smart Data segments

Today's Featured Data Provider: Lotame

Lotame empowers innovative publishers, agencies, and brands to unlock the full value of their audience data with its data management platform, Crowd Control. Using this platform, Lotame has developed Smart Data.

Smart Data™ is a flexible, scalable audience solution designed with today's sophisticated marketer in mind. It is the premier source of accurate, intelligent, up-to-the-minute audience data - the key asset behind the most successful branding campaigns.

How does Lotame collect data?

Lotame deploys their Behavioral Collection Pixels (BCP tags) across their publishing partners' sites. BCP tags are two "light" lines of code that enable their targeting platform, Crowd Control, to gather, organize and analyze data their analysts identify as valuable based on patterns discovered. Lotame collects more than 2 billion individual demographic, interest, action, search and purchase intent data points daily and package them into smart audience segments, called Smart Data. Additionally, Lotame partners with on and offline data partners who provide declared or demonstrated - not panel-based - data to maximize scale.



To learn more about Lotame data contact:

AMP Network clients: Your account coordinator or [Karen Ritchie](#)

AMP® Platform clients: Your Account Manager or [Larry Mlawski](#)

*Please contact your Account Manager for a complete list of data partners that are available to you.



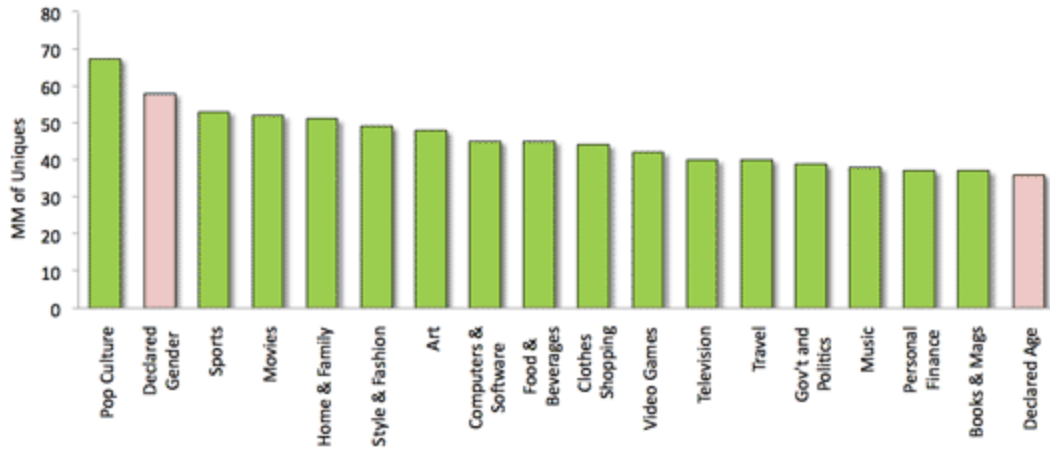
In order to segment more than 140 pre-packaged audiences proven to lift brand metrics, Lotame leveraged five years' experience with hundreds of marketers, thousands of campaigns and billions of data points. These segments are available to buy and activate via AMP.

Smart Data bundles 100% declared and demonstrated - NOT panel-based - demographic and behavioral data into over 140 pre-packaged audiences available in AMP. Accurate, scalable audience targeting is a critical component in successful branding campaigns. Lotame has developed Smart Data segments to reach even the most granular audience with ease.

They offer all-inclusive audience segments such as Sports, Travel, or Movies, as well as refined sub-segments such as Golf, Vacation, or

Comedy, that solve every marketing challenge.

From their 160MM U.S. uniques, Lotame offers 140+ ready-to-target pre-packaged audience segments:



Featured Campaign

Collective delivered a campaign targeting Lotame data for a local luxury automobile company. We targeted Lotame's Lifestyle : Affinity : Vehicle : Luxury segment for this campaign. The advertiser's goal was to reach users in market for a new luxury vehicle.

Key Highlights:

Key findings of this campaign illustrate that this audience segment garnered an interaction rate of 27% performing better than any other segment and the campaign average (11 percent).

Designed from the ground up, the AMP Data and Media Management Platform provides premium publishers and networks the necessary tools for maximizing display advertising revenue. Increasing value of both audience and content-centric media offerings, AMP provides revenue analytics tools, a data management platform, audience analytics, reach extension opportunities and a private exchange builder all in one holistic system. Targeting more than 300 million attributes daily, AMP powers 20 billion impressions each month, and is used by more than 100 premium publishers and networks including IDG, Meredith, Everyday Health, AARP, Synacor, Jumpstart Automotive, quadrantONE, and COX Digital Solutions