



Top 10 Reasons Why You Shouldn't Work with **LOTAME...**

I don't understand how a DMP could add value to my business.

A DMP isn't in my group's 2012 budget.

I'm currently using another company's DMP solution.

A DMP doesn't fit into my company's workflow.

My tech team is backed up and cannot implement a new technology.

I don't have the resources to manage a DMP internally.

I'm really looking for a research tool — I'm not looking for a full-service DMP.

I'm concerned about the privacy issues involved in collecting and activating audience data.

I have no interest in selling my data.

I don't want to limit opportunities by placing constraints on where I run media.












Why You Should Work with **LOTAME...**







I don't understand how a DMP could add value to my business.

Crowd Control, Lotame's data management platform adds value to your business by leveraging your audience data to make more informed decisions across your business.

Publishers leveraging Crowd Control will:

-  Increase the number of RFPs received
-  Improve RFP close rate
-  Increase new business
-  Earn higher eCPM
-  Generate more revenue per campaign
-  Achieve higher sell-through rate
-  Increase repeat business

Marketers leveraging Crowd Control will:






-  Gain deep audience insights
-  Build effective cross-channel marketing plans
-  Align creative with audience interests and behaviors
-  Reach audience segments that perform
-  Tailor site content to audience interests
-  Identify audiences similar to your brand loyalists to achieve scale

A DMP isn't in my group's 2012 budget.

Many of our current clients did not specifically include a line item for a DMP in 2012 budgets. Understanding how critical a data management solution is in the coming year, these companies were able to work a DMP solution into ad sales, ad ops, research, and/or technology budgets.

I'm currently using another company's DMP solution.

In the fast-evolving data management marketplace, it's important to make sure your DMP is meeting your needs every step of the way. Below are a few features that make Crowd Control stand out from other leading platforms on the market:

-  Six years experience delivering audience focused campaigns on behalf of major agencies, marketers and brands
-  Widely regarded as the most intuitive, user-friendly interface.
-  Superior data collection methods collect 10 data points for every two collected by competitors.
-  Comprehensive real-time reporting in-platform and extended research available on demand from the Lotame Research Team.
-  Real-time goal-based optimization feature to improve campaign metrics by leveraging data on clicks, interactions, video starts and video completes.



why you shouldn't work with LOTAME, cont.

A DMP doesn't fit into my company's workflow.

With flexible APIs and server-to-server ad targeting integration, Crowd Control will seamlessly implement into any company's workflow. Once implemented, Lotame provides in depth and ongoing training services and a dedicated Client Services Representative to ensure any technical problems are addressed in a timely manner and your company is fully maximizing the value of each platform feature.

My tech team is backed up and cannot implement a new technology.

Crowd Control can be implemented with minimal effort from your tech team, requiring only minutes to drop a line of Javascript on the universal footer of a site. Lotame will provide backend support to ensure your data begins flowing into a taxonomy that best suits your needs and objectives.

I don't have the resources to manage a DMP internally.

This should not be a concern — For companies lacking the internal resources, Lotame offers a managed service solution where a Service Team member assists with data management and audience building.

I'm really looking for a research tool — I'm not looking for a full-service DMP.

Crowd Control provides in-platform, real-time, exportable Audience Profile and Affinity Reports, making it easy to view and share a full profile of any audience's interests, behaviors, actions and interactions. Additionally, the Lotame Research Team can provide even more robust reporting, including site analysis, end of campaign reports and survey reports.

I'm concerned about the privacy issues involved in collecting and activating audience data.

Lotame takes pride in being a leader in consumer privacy. Lotame is a member in good standing of the NAI (Network Advertising Initiative), is registered and subject to requirements of the DAA (Digital Advertising Alliance), and was one of the initial compliance partners of Evidon. Additionally, Lotame was one of the first companies to offer a preference management tool and one the first to honor voluntary Do-Not-Track browser header requests. For more information, visit www.lotame.com/privacy.

I have no interest in selling my data.

Unless you specify the desire to sell your first-party data, your data will never be available to anyone other than authorized platform users within your company.

I don't want to place constraints on where I run media.

Because Lotame is a pure-play DMP with data management as its core competency, Crowd Control is 100 percent media agnostic, meaning you can export audiences to any ad server, exchange or demand side platform.

