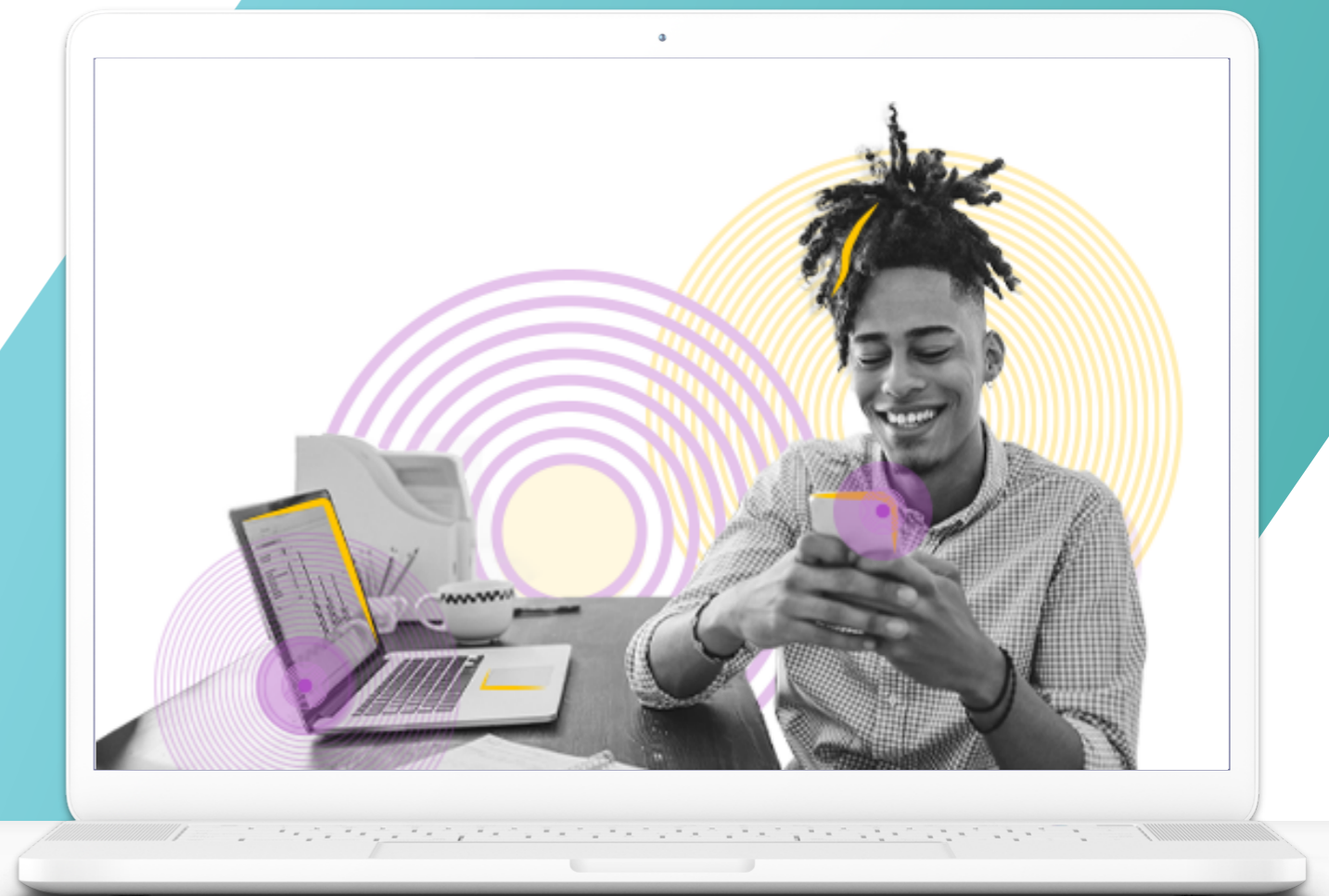




LOTAME  
**PANORAMA ID™**<https://www.lotame.com/panorama/id/>

## Privacy-forward ID for the open web

Lotame's Panorama ID™ is the first global, omni-device, privacy-forward ad identity solution for the open web. Built from multiple inputs (web, mobile, CTV, publisher-specific IDs), the ID is freely accessible and interoperable across the cookie-challenged web, all domains, devices and, platforms globally.

### Lotame quick stats (provided by Lotame)

 **1B** Unique IDs globally **2x** Average increase in addressability for publishers in environments where cookies are not available **8x** Average increase in CPMs for publishers in environments where cookies are not available

### Lotame highlights (provided by Lotame)

- Easy, free setup — no contract required
- Ability to unlock new revenue sources
- Improved match rate
- Designed with consumer privacy in mind
- Lotame Audience Builder enables self-serve custom endemic and non-endemic segment creation and activation
- Support marketer use cases

### Benefits of integration through APS

- Easy setup – works with your existing APS integration and requires no extra development work
- No fees – it's free to implement Panorama ID
- Launch with confidence – get started today by answering a few simple questions
- Dedicated support – APS customer support and integration monitoring services

#### Interested in learning more?

Get started by reaching out to your APS support team.