

# KPEX Relies on Lotame to Power Publisher Consortium Reaching 81% of Kiwis Online

## CLIENT CHALLENGE



Kiwi Premium Advertising Exchange (KPEX) is a New Zealand advertising exchange established in joint partnership by Stuff, MediaWorks, NZME and TVNZ. Because each individual member had its own data, KPEX needed to be able to ingest data from all their publisher partners for the purposes of building a KPEX audience product. To be able to service the consortium model, they needed to be able to work with the data from each publisher individually, as well as at an aggregated level. Once the data was collected and organized, they wanted to provide accurate and timely reporting to the publisher partners in terms of contribution and revenue. KPEX is pursuing a long term strategy to connect with data partners locally and internationally to enrich their own audience segments but also enable the trading of data within and between markets.

## LOTAME SOLUTION

**Separate data management instance for the consortium and its publisher members:** The unique parent/child account architecture in Lotame's platform allowed KPEX to keep each publisher's data separate in its own hierarchy, while also combining it for one overall view of the total consortium data available. This feature today is not available from any other DMPs.

**Enriching audiences with 3rd Party Data:** KPEX accessed the Lotame Data Exchange (LDX) to complement the data from their publishers and built audiences for all client needs. They had instant access to over 4 billion data points from around the world to fulfill all of their campaigns.

**Centralised billing and reallocation of revenue for partners:** Once the data was collected and targeting had commenced, KPEX addressed the reporting issues. The sheer volume of transactions meant that a manual billing process would not be feasible. KPEX therefore leveraged the Lotame APIs to provide accurate and timely reporting to each publisher partner in terms of contributions and revenue.

**Data sharing with partners outside of the consortium:** Lotame Syndicate allows brands and agencies to access KPEX premium data in a private marketplace. In addition to being able to enrich own first party data for analytics and targeting.

## REAL RESULTS

- ✓ Increased Visibility into total data available, which they can use to build audiences
- ✓ Each publisher's data remains separate thanks to the Parent-Child account structure for increased transparency
- ✓ Streamlined billing reconciliation for each publisher with Lotame's APIs

The parent-child account setup in Lotame's platform means no more data silos for our publisher consortium, whilst maintaining data ownership, security & transparency to each contributor. Additionally using Lotame's APIs have saved us countless hours of what would be otherwise manual billing reconciliation.

RICHARD THOMPSON  
CEO, KPEX

Richard and his team had the vision and knew exactly that centralising the management of data at the consortium level was key to the success of the co-op model. After many integrations and iterations of campaign planning using the rich pool of audience data coming from the publishers and data partners, insights and audiences started to deliver tremendous value to marketers.

ALEX SIBOIS  
Managing Director, Lotame Asia Pacific

Want similar results for your business? Get in touch! [info@lotame.com](mailto:info@lotame.com) [lotame.com](https://lotame.com)



#### ABOUT KPEX

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Kiwi Premium Advertising Exchange (KPEX) is a New Zealand advertising exchange established in joint partnership by Stuff, MediaWorks, NZME and TVNZ.



#### STUFF

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Stuff (formerly Fairfax New Zealand) is part of Fairfax Media Limited [ASX:FXJ], an Australian Securities Exchange-listed company operating and holding a portfolio of businesses across information, marketplace and entertainment assets. Stuff properties include newspapers, magazines, events, websites [stuff.co.nz](http://stuff.co.nz) and [neighbourly.co.nz](http://neighbourly.co.nz) and mobile. Stuff reaches approximately 3.5 million New Zealanders every month (approximately 88% of the country's population) via its digital and print brands.



MEDIAWORKS

#### MEDIAWORKS

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MediaWorks is New Zealand's largest independent broadcaster, reaching 93% of kiwis through our extensive portfolio of premium brands across radio, television, digital and live platforms. Our cross-platform capability offers our audiences integrated opportunities that are unique and designed to deliver.



#### NZME

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New Zealand Media and Entertainment (NZME) is a result of bringing together three New Zealand media brands, APN NZ, The Radio Network (TRN) and GrabOne and unifying them under one overarching banner. The result is an organisation with a portfolio of radio, digital, e-commerce and print brands producing fantastic content, targeting New Zealand audiences.



#### TVNZ

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TVNZ's all about sharing the moments that matter to New Zealanders - whether we're breaking news, following adventures, sharing stories or putting smiles on faces. Each day we reach more than 2 million New Zealanders through TVNZ 1, 2, DUKE, our online entertainment destination [TVNZ.co.nz](http://TVNZ.co.nz) and our leading news site 1 NEWS NOW.