Programmatic Trading Team Adopts a **Data-First Approach** to Consumer Insights and Analytics

INCREASED CAMPAIGN EFFICIENCY

DECREASED MEDIA WASTE

CLIENT **CHALLENGE**

PUBLICIS MEDIA

Publicis Media's Audience on Demand (UAE) is a programmatic trading solution working with Publicis Media agencies across the Middle East and North Africa to offer superior programmatic trading capabilities to brands. In the ever-evolving world of programmatic, agency trading teams are consistently looking to innovate. Leading the market in adopting cutting-edge technology to drive competitive advantage through innovation and deployment of data-driven strategies, Audience on Demand (UAE) sought to deploy Lotame's DMP in support of their objectives to redefine consumer insights, shape and optimise audience targeting, and ultimately to deliver efficiency to their clients.

LOTAME **SOLUTION**

DMP FOR AUDIENCE INSIGHTS

Audience on Demand (UAE) worked side-by-side with Lotame's account management teams in order to provide never-before-seen audience insights on behalf of agency activation teams and brands.

DMP FOR CAMPAIGN OPTIMISATION

Empowered with rich demographic, socio-economic and interest-based audience information, the Audience on Demand (UAE) team found audience-derived campaign optimisation highly effective in improving performance.

REAL **RESULTS**

✓ **30 Campaigns:** In just the first few months of launching the Lotame platform, Publicis Media was using the DMP to track over 30 campaigns.

✓ **10 Clients:** Audience on Demand (UAE) continue to adopt the DMP to support their ongoing objectives and their growing client base, and has successfully onboarded over 10 clients onto the Lotame platform in the first 6 months.

✓ **Increased Campaign Efficiency:** Publicis can now use 1st-, 2nd-, and 3rd-party data to identify and manage audience targets, and suppress segments to avoid media waste.

"Lotame's DMP has helped us to provide rich audience insights to our clients, understanding how users engage with media and content, and how audience profiles change from one brand or product to the next. We have made better use of data to inform campaign strategy and activation, and continue to optimise campaigns using analytics derived from the DMP. We're very happy with the work we have done with Lotame thus far, and are excited to continue developing and building on our adoption of the DMP."

ROLI OKORO
Group Director, Audience on Demand, Publicis Media, UAE

Want similar results for your business? Get in touch!
info@lotame.com lotame.com