

LOTAME CASE STUDY

DATA MANAGEMENT PLATFORM | Collect Anywhere. Use Everywhere.

Lotame DMP Drives 100% Sell-Through of Digital Inventory for Local Newspaper

CLIENT CHALLENGE

PilotOnline.com

As one of the first newspaper websites to be launched in conjunction with a printed newspaper (The Virginia Pilot), PilotOnline.com, based in Norfolk, VA, reaches approximately 1 million monthly unique visitors in the Southeastern United States. They were looking for a way to increase digital ad revenue, and did not have a way to connect local and national advertisers with specific audiences they wanted to reach. In addition, PilotOnline did not have access to a large amount of first-party data, or an easy way to access third-party data to increase the scale of campaigns for advertisers.

100%
SELL THROUGH
OF DIGITAL INVENTORY



91%

CPA

The Lotame User Interface is so easy and convenient to use. There are tons of options with both first-party data and all of the third-party data available inside the platform!

JIMMY GRIMES
Digital Ad Operations Manager,
PilotOnline

LOTAME SOLUTION



DMP FOR AUDIENCE BUILDING

To connect their advertisers with specific campaign targets, PilotOnline used the DMP to access more granular first-party data to build audiences they could use to respond to RFPs.



LDX FOR AUDIENCE EXTENSION

They also layered on 3rd party data from the Lotame Data Exchange to increase the size of their target audiences to fulfill larger campaign requirements.



DMP FOR SALES PLANNING

PilotOnline used this wealth of data to build predefined target audiences, which were shared with the sales team to add to their standard advertising offerings.

REAL RESULTS

- ✓ Sales team outperformed their goals by using and selling the prepackaged audiences and increasing the size of media buys through audience extension.
- ✓ 100% sell through of their digital inventory for the first time in 20 years.
- ✓ 91% decrease in CPA, saving over \$100 per acquisition, with targeted audiences.
- ✓ 2-3% click-through rate (CTR) for their targeted campaigns, much higher than non-targeted campaigns.

Want similar results for your business? Get in touch!

info@lotame.com lotame.com