

LOTAME CASE STUDY

DATA MANAGEMENT PLATFORM | Collect Anywhere. Use Everywhere.

Traditional Media Company Uses Data to Think Outside the Box to Win New Business

CLIENT CHALLENGE

DAILY@NEWS
NYDAILYNEWS.COM

When they first implemented Lotame's DMP, New York Daily News was using the platform to build audiences to add them into RFP processes, which led to an uptick in revenue, but was not positioning them as thoughtleaders. "We were treating it more as Ad Tech, as opposed to treating it as a Marketing Solution," said Grant Whitmore, Executive Vice President of Digital at New York Daily News. Grant and his team wanted to find better ways to position the valuable data they could now offer for a bigger lift in revenue, higher success for their clients and, ultimately, a larger ROI.



Lotame's DMP has helped us conquer the stereotype in sales calls that pegs us as a 'traditional media company' slinging dumb banners and relying exclusively on our scale. It helps us to think outside the box as it relates to client success, resulting in more won business and more repeat business.

GRANT WHITMORE
Executive Vice President Digital,
New York Daily News

LOTAME SOLUTION



**LOTAME
CLIENT
SERVICES**

The New York Daily News sales team met with Lotame's Client Services team and brainstormed on new ways to use the platform.



**DMP FOR
AUDIENCE
INSIGHTS**

New York Daily News built a new solution, called "AdLift," that was completely powered by Lotame's DMP. Combining targeting, insights, optimization and campaign recap reporting, NYDN now uses AdLift as a differentiator in their sales meetings with prospects and customers.



**AUDIENCE
INSIGHTS
TO WIN NEW
BUSINESS**

Going into meetings and being able to speak to the degree of data sophistication that the DMP allows leads to "ah hah" moments with their advertisers, meaning better meetings and more wins for NYDN.

REAL RESULTS

- ✓ 250% improvement in Click Through Rate with AdLift for a brand name restaurant chain.
- ✓ 15% Increase in direct-sold campaign revenue.
- ✓ Increased repeat business due to the high performance of client campaigns.
- ✓ Secured additional brands with similar use cases by speaking to the success of AdLift.
- ✓ Positive ROI overall because of the net new wins that Lotame's platform and partnership help them achieve.

Want similar results for your business? Get in touch!

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