Greenlight Digital Builds Custom Dashboards for Audience Insights

Real-Time Insights Available to Entire Agency Using Lotame's APIs

CLIENT **CHALLENGE**

Greenlight is an award-winning, fully integrated digital agency that marries data and creativity to deliver valuable growth to clients across all digital touchpoints. Since partnering with Lotame in late 2016, they have used the DMP to collect data across their customers' sites to profile and better understand their target audience. But, as with many new DMP customers, they wanted a way to increase awareness of the DMP internally and help their teams with campaign planning and content creation.

LOTAME **SOLUTION**

LOTAME APIS

Greenlight's ingenious Data Science & Audience Insights team leveraged Lotame's APIs combined with a variety of free and open-source products to build custom dashboards they could share internally.

CUSTOM-BUILT DASHBOARDS

Greenlight employees use these dashboards to pull specific reports on many aspects of any given audience segment; such as demographics, interests, lifestyle, social grades, and even how best to communicate with a particular audience.

DMP FOR AUDIENCE INSIGHTS

The insights generated from the data is pulled directly into the platform in real-time, and can be used cross-departmentally within the agency to get immediate value for their data.

WHAT'S **NEXT**

Currently only an internal tool, Greenlight has plans to roll these dashboards out to its clients as well. This new iteration will mean each client will have their own instance running and their own login, as well as instant access to the vast sea of audience reports at their fingertips. Future improvements will also include additional information such as size of the audience, size of the vertical, and additional options for the user to define what they are comparing their audience to, whether that be by geography, vertical or even by individual webpages.

> We knew that we had extremely valuable data that we wanted to share throughout the agency and with our clients. Building these custom dashboards with Lotame's APIs has given us a simple, accessible way to offer instant access to the wealth of information we have about our audiences, which is a great value-add for our clients.

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