

LOTAME[®] Deal Catalog

Brought to you by **Lotame**, available
for activation on any DSP

EQUATIV





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How Curation works with Equativ

Curation with Equativ

Access multi-publisher deals from our top partners - maximize efficiency with minimal effort

Best in class Curation platform

- Efficient planning with real-time inventory insights and forecasting
- Advanced targeting, 1st & 3rd party data activation, contextual segments, cookieless alternatives and more
- Easy deal management & optimization

Prepackaged Curated Deals

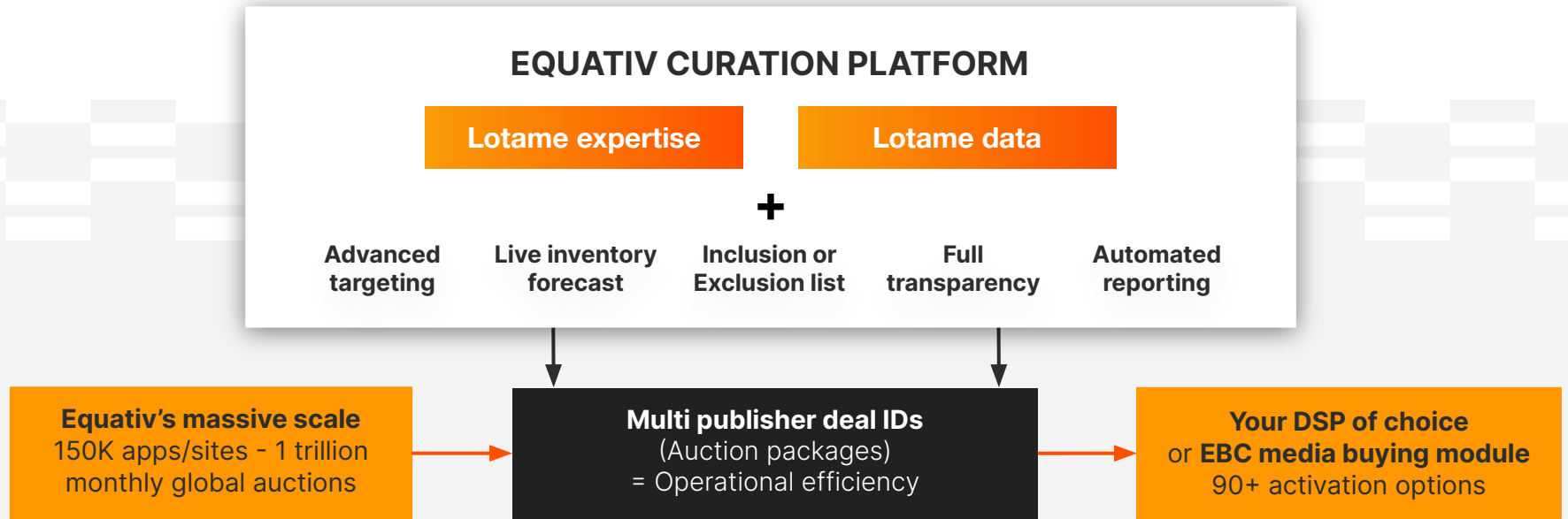
- Easily and efficiently purchase ready-to-use deals from our partners to reach your campaign's KPIs
- Reach the audiences you want to target by consulting our catalog of curated deals
- Guaranteed high reach available for every geolocation

No compromise on ad Performance

- Dedicated team to assist our partners in their deal optimizations
- Advanced visualisation dashboard and custom reporting capabilities
- DSP agnostic and automatic synchronization activated

How curation works

Equativ scale combined with partner expertise & data to provide 100% bespoke, curated deals



About Lotame

About LOTAME®

Powering privacy-first, global data connectivity
Largest 2nd- and 3rd-party data marketplaces



100%

Declared and Demonstrated Data



3.5B

Global Uniques in 30+ Countries



125K+

Global Publisher Footprint



Local Expertise

World-Class Data Consultants

About LOTAME®

Types of data explained

Declared data: Information that an individual willingly shares through publisher's or offline registrations

Demonstrated data: Actions completed by an individual on the page that demonstrate an interest, propensity, or intent action

Intent: User demonstrated through online actions across publisher partner sites. Intent is differentiated from interest in scoring actions across multiple sites, looking at multiple visits and category searches.

Product Purchasers: Those who have made an offline or online purchase of the product in the past six months. This data is collected via historical retail purchases (Loyalty Cards / Credit Cards). Lotame does not collect PII. If any Personal Identifiable Information is attached to this data, then it is hashed and onboarded.

B2B: Those who have declared, either via registration or by visiting industry-specific sites, that they work in a particular Position, Functional Area, Industry, Company Size, Professional Groups, etc.

CTV: All Lotame audiences can be bought against CTV inventory. 200 addressable audiences categorized by Genre, Network, Show, Viewership type and more. Sample Audiences: Fall TV Shows and Premiers, Home Improvement TV Viewers, HGTV, Tentpole TV Audiences including MLB and NFL.



Lotame Curated Deals



Access Exclusive Deals from Lotame

Lotame Exclusive: CTV & Android

Need a custom Deal?
Contact USCanDataRFP@Lotame.com

Deal Name	Formats	Geos	Deal ID
LOT_Lotame CTV Audiences > Viewership Type > Premium Streaming Subscribers	Formats	Geos	478620776914
LOT_Lotame CTV Audiences > Viewership Type > Heavy TV Viewers	Formats	Geos	146721719107
LOT_Lotame CTV Audiences > Streaming Service > Hulu	Formats	Geos	819218761731
LOT_Lotame CTV Audiences > Streaming Service > HBO MAX	Formats	Geos	151639301738
LOT_Lotame CTV Audiences > Streaming Service > Disney+	Formats	Geos	173178994601
LOT_Lotame CTV Audiences > Streaming Service > Amazon Prime Video	Formats	Geos	365850859980
LOT_Lotame CTV Audiences > Genre > Live Sports	All Formats	All Geos	173017492111
LOT_Lotame CTV Audiences > Genre > Kids	Formats	All Geos	967454674480
LOT_Lotame CTV Audiences > Genre > Drama	Formats	All Geos	321265976319
LOT_Lotame CTV Audiences > Genre > Comedy	Formats	All Geos	649600728426
LOT_Lotame CTV Audiences > Genre > Animation	Formats	All Geos	978538074659
LOT_Lotame CTV Audiences > Genre > Action & Adventure	Formats	All Geos	437870458062
LOT_Android Users [Prepackage]	Formats	All Geos	981257136648
LOT_Android Users - Spanish Speaking [Prepackage]	All Formats	All Geos	594144565415



Access Vertical Deals from Lotame

Lotame Vertical Deals

Need a custom Deal?
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Deal Name	Formats	Geos	Deal ID
LOT_Affluent Households [PrePackage]	All Formats	All Geos	776944091300
LOT_Alcoholic Beverages [PrePackage]	All Formats	All Geos	727954771188
LOT_Auto Insurance [PrePackage]	All Formats	All Geos	466141638479
LOT_Automobiles [PrePackage]	All Formats	All Geos	300067073928
LOT_Food & Beverages [PrePackage]	All Formats	All Geos	867425138956
LOT_Frequent Travel [Prepackage]	All Formats	All Geos	456469291224
LOT_Health & Fitness [PrePackage]	All Formats	All Geos	141197705740
LOT_Holiday Shopping [PrePackage]	All Formats	All Geos	146847617134
LOT_Home & Family [Prepackage]	All Formats	All Geos	606050514837
LOT_Job Seekers [PrePackage]	All Formats	All Geos	159247155426
LOT_News & Current Events [Prepackage]	All Formats	All Geos	740645377129
LOT_Online Shoppers [PrePackage]	All Formats	All Geos	355286609752
LOT_Parenting [Prepackage]	All Formats	All Geos	437773882236
LOT_Restaurants & Dining [PrePackage]	All Formats	All Geos	343898086869
LOT_School & Education [PrePackage]	All Formats	All Geos	451904251916
LOT_Style & Fashion [PrePackage]	All Formats	All Geos	182787010306
LOT_Travel [PrePackage]	All Formats	All Geos	349545101384
LOT_Video Games [PrePackage]	All Formats	All Geos	949254694657



Access Demographic Deals from Lotame

Lotame Demographic Deals

Need a custom Deal?
Contact USCanDataRFP@Lotame.com

Deal Name	Formats	Geos	Deal ID
LOT_Gender: Male [PrePackage]	All Formats	All Geos	558441631816
LOT_Gender: Female [PrePackage]	All Formats	All Geos	394729299054
LOT_Age : 65+ [PrePackage]	All Formats	All Geos	652614078112
LOT_Age : 55-64 [PrePackage]	All Formats	All Geos	532591187011
LOT_Age : 50-54 [PrePackage]	All Formats	All Geos	943717903103
LOT_Age : 45-54 [PrePackage]	All Formats	All Geos	621293509549
LOT_Age : 45-49 [PrePackage]	All Formats	All Geos	766392009267
LOT_Age : 40-44 [PrePackage]	All Formats	All Geos	582337596494
LOT_Age : 35-44 [PrePackage]	All Formats	All Geos	162679952812
LOT_Age : 35-39 [PrePackage]	All Formats	All Geos	130840017742
LOT_Age : 30-34 [PrePackage]	All Formats	All Geos	137105313117
LOT_Age : 25-34 [PrePackage]	All Formats	All Geos	210238744182
LOT_Age : 25-29 [PrePackage]	All Formats	All Geos	828079591724
LOT_Age : 21-34 [PrePackage]	All Formats	All Geos	910973791649
LOT_Age : 18-24 [PrePackage]	All Formats	All Geos	392968452071
LOT_Relationship Status - Married [Prepackage]	All Formats	All Geos	667807053816
LOT_Pet Owners [PrePackage]	All Formats	All Geos	179477889326
LOT_Level of Education - College Degree [Prepackage]	All Formats	All Geos	891156440676
LOT_Hispanic or Spanish Speakers [PrePackage]	All Formats	All Geos	386706279421
LOT_HHI 60k-75k [Prepackage]	All Formats	All Geos	322356999790
LOT_250k+ [PrePackage]	All Formats	All Geos	708951914914
LOT_HHI 100k+ [Prepackage]	All Formats	All Geos	829196248918



Access B2B Deals from Lotame

Lotame B2B Deals

Need a custom Deal?
Contact USCanDataRFP@Lotame.com

Deal Name	Formats	Geos	Deal ID
LOT_B2B Functional Area - C-Suite [Prepackage]	All Formats	All Geos	504711910869
LOT_B2B Decision Makers - IT Decision Makers [Prepackage]	All Formats	All Geos	400809331080
LOT_B2B Decision Makers - Finance Decision Makers [Prepackage]	All Formats	All Geos	816775184035
LOT_B2B Company Size - Medium-Large (250-999) [Prepackage]	All Formats	All Geos	804370450360
LOT_B2B Company Size - Large (1000-4999) [Prepackage]	All Formats	All Geos	254116566327
LOT_B2B Company Size - Extra-Large (5000+) [Prepackage]	All Formats	All Geos	839947784862
LOT_B2B Company Revenue - Over \$1 Billion [Prepackage]	All Formats	All Geos	690866716876
LOT_B2B Company Revenue - \$500 Million to \$1 Billion [Prepackage]	All Formats	All Geos	545052969783

How to activate the deals

Activation is easy

To begin buying the deals, simply copy and paste a deal ID into your DSP of choice

Activatable in 90+ DSPs

adform

adxperience

BEE SWAX

Google Display & Video 360

LoopMe

PIXI
M E D I A

taptap

RTB
HOUSE

Basis
Technologies

ADITION

amazon

bid theatre

GroundTruth

MADHIVE

Quantcast

theTradeDesk

easy media

PULSEPOINT
Live soon



Adobe Advertising Cloud

AMOBEE
A TREMOR INTERNATIONAL COMPANY

CRITEO

HAWK

MEDIAKEYS
EXPERIENCE

Realytics

UNRULY
A Tremor International Company

ASK
locala

Zemanta

adot

Appier

DynAdmic

liquid

MEDIASMART
an affle company

smadex
an entrixx company

xandr

MOB
PRO

Splicky



Going further: Custom requests

Please contact USCanDataRFP@lotame.com to receive a deal ID for use across any of the below DSPs

25+ DSPs available on custom request

yahoo!

sportradar

StackAdapt

Adelphic
THE VIBANT DSP

OneView
Ad Platform

Bidtellect
POWERING SMARTER ADVERTISING

ZETA

NextRoll

DATABERRY

inMOBI

solocal

ADTHEORENT

antvoice

PLATFORM 161

ADRULE

KNOREX

SAMSUNG DSP

ADMIXER

emerse

ESKIMI

deepintent+

earnify

KAY
ZEN

acuity

peak²²⁶



Contacts

Please reach out if you have questions or need a **custom deal**.

Lotame

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Equativ

Curation Team

curation-partnerships@equativ.com

EQUATIV



Appendix – Resources

The Trusted Global Partner for Premium Publishers

125K+ direct publisher domains & apps

55% of the top 1,000 biggest websites worldwide integrated

1.6Tn monthly auctions

Le Monde

SHOWHEROES

VOCENTO

SunMedia

tumblr.

sublime

marie claire

[primis]

playbuzz

IDM
— Grupa ZPR Media —

the
moneytizer
OPTIMIZED FOR ADVERTISING

GRUPE
alticemedia

imgur

imvu

TRONTV

(STYRIA

366

EL TIEMPO

madvertise.
INNOVATING MOBILE ADVERTISING

FUEL



and more!

The Trusted Partner for Premium Publishers in **the US**

190K+ direct publisher domains & apps

70% of the top websites in the U.S. integrated

600 Bn monthly auctions

CNN

VICE

 Britannica

The Guardian

INSIDER

Quizlet

Quora

TASTEMADE

c|net

billboard


NBC SPORTS
GROUP

ESPN

closer
WEEKLY

VANITY FAIR

tom's guide

and more!

The Trusted Partner for Premium Publishers in DACH

85K+ direct publisher domains & apps

70% of the top websites in Germany integrated

171 Bn monthly auctions

ebay 

WELT

transfermarkt

Vinted

dailymotion

CHIP

 finya

kino.de

 EUROGAMER.de

 heise online

GMX

MARCA

Jappy

 FUTBIN

PROMIFLASH

and more!

The Trusted Partner for Premium Publishers in Spain

63K+ direct publisher domains & apps

55% of the top 1,000 biggest websites worldwide integrated

159 M monthly auctions

Bolsamanía



economipedia



Semana

EL PAÍS



MARCA



LA VANGUARDIA



EL MUNDO



and more!

The Trusted Partner for Premium Publishers in France

68K+ direct publisher domains & apps

85% of the top websites in France integrated

242 Bn monthly auctions

★EUROSPORT

meltY.

L'ÉQUIPE

ebay

Doctissimo

👉 marmiton

TOPITO

leboncoin

Cdiscount

Cuisine actuelle

Gala

LE FIGARO

Le Parisien

Le Monde

JDN

and more!

The Trusted Partner for Premium Publishers in **Italy**

60K+ direct publisher domains & apps

55% of the top 1,000 biggest websites worldwide integrated

117 Bn monthly auctions

LIBERO

il Giornale

alfemminile

TISCALI

Psicoadvisor

GialloZafferano

TUTTOJUVE.com

dailymotion

sky

la Repubblica

altervista

Fandom

La Gazzetta dello Sport
Tutto il rosa della vita

FATTO IN CASA
da Benedetta

FC INTER 1908 . IT

and more!

The Trusted Partner for Premium Publishers in the UK

70K+ direct publisher domains & apps

65% of the top websites in the UK integrated

124 Bn monthly auctions

MARCA

THE Sun

W³
schools

Quizlet

GMX[®]

The Guardian

sky sports

o|x

dailymotion

tom's guide

ebay

Daily Mail

FUTBIN

Fandom

sky

and more!

The Trusted Partner for Premium Publishers **Brazil & Mexico**

148 Bn monthly auctions

Brazil

TUDO GOSTOSO

VOGUE

O TEMPO

GRUPO GLOBO

CNN
BRASIL

uol

OLX

dailymotion

and more!

64 Bn monthly auctions

Mexico

Forbes

Vinted

uol

overwolf

Investing.com

MARCA

BUSINESS
INSIDER

de
Rechupeter

and more!

The Trusted Partner for Premium Publishers **APAC & MENA**

156 Bn monthly auctions

APAC

billboard *RollingStone*

sky sports **dailymotion**

Investing.com **detikfood**

VARIETY

and more!

40 Bn monthly auctions

MENA

sky sports **dailymotion**

Daily Mail **MARCA**

news24 **The Guardian**
Trusted News. First Conscience. Nurtured by Truth

THE Sun

and more!