FAQ

AUDIENCE OPTIMIZER

Evolve your perfect audience into perfect audiences.

WHAT IS LOTAME AUDIENCE OPTIMIZER?

Audience Optimizer is Lotame's proprietary modeling solution, allowing marketers to create powerful look-alike and act-alike audiences using first-party data sets. Powered by sophisticated machine-learning algorithms, Audience Optimizer maximizes performance and efficiency of digital ad campaigns by extending an advertiser's most valuable, sought-after, and niche audiences to deliver the best possible ROI.

HOW DOES LOOK-ALIKE OPTIMIZATION DIFFER FROM OTHER TYPES OF OPTIMIZATION?

Lotame Audience Optimizer analyzes the behavioral attributes appended to a user's profile to determine which attributes are most likely to predict a user's actions. By understanding the user's past engagements, Audience Optimizer performs a pattern matching to locate new profiles. While other types of campaign optimization, including creative optimization, inventory optimization, and bid optimization, can improve campaign performance by finding new creative iterations or inventory sources for a broad campaign, Audience Optimizer locates new profiles most likely to perform your desired campaign KPI, whether a click, conversion, or some other type of engagement.

HOW DO I KNOW IF I NEED TO OPTIMIZE MY CAMPAIGN?

When you run any campaign, there are Key Performance Indicators (KPIs) you are likely watching closely and using as a measurement of campaign success. Common KPIs are clicks on ads, the click-through rate (CTR), conversions or purchases, the conversion rate (CVR), or the cost per acquisition (CPA). Your campaigns may be performing well -

and may even surpass thresholds you or your advertiser have established - but there is always room for improvement...and further cost savings!

CAN I LOWER MY COST PER ACQUISITION (CPA), TOO?

Of course! Audience Optimizer finds users who are more likely to perform your campaign KPI, and that means you have to spend less on expensive audience data to find the right users. Let's say you have $10,000 to spend on an advertising campaign: would you rather buy cheaper data at, say, $1.00 CPM, or Audience Optimizer data at $1.50 CPM? You might say the less expensive data is preferred. Now what if we told you the $1.00 CPM data resulted in only 200 conversions, while Lotame's optimized data resulted in 700 conversions. Which data is actually "cheaper" now? Assuming a fixed media spend of $10K, fewer campaign impressions would be delivered with Audience Optimizer, but you would recognize a 250% increase in the conversion rate and, ultimately, a 71% decrease in CPA from $50 without Audience Optimizer to just over a $14 CPA using Audience Optimizer!

ARE THERE ANY RESTRICTIONS ON THE TYPES OF CAMPAIGNS I CAN OPTIMIZE?

No! As long as Audience Optimizer can collect the data from your digital advertising campaign, we can optimize it and find new unique users most likely to perform your desired campaign KPI. However, in order for Audience Optimizer to create a strong pool of optimized unique users, we need a minimum 1,000 unique profiles on which to train a model. The more profiles we are able to analyze, the better chance of creating a high-quality and strong-performing model output.

Let us show you what Lotame Audience Optimizer can do. Contact us at ao@lotame.com to get started today!

LOTAME®

HOW LONG DO I HAVE TO WAIT BEFORE MY UNDER-PERFORMING CAMPAIGN STARTS TO SHOW IMPROVEMENT?

Typically only a day as Audience Optimizer quickly and continuously exports new user profiles most likely of performing your desired KPI. Although, we do suggest your campaigns run for a minimum of 4 weeks to ensure you recognize peak campaign performance.

DO I NEED TO USE A CERTAIN DSP OR AD SERVER? WHAT IF I'M USING A PROPRIETARY AD SERVING TECHNOLOGY FOR MY WEB PROPERTY?

Audience Optimizer is highly integrated with dozens of activation channels, allowing for complete data portability and flexibility to optimize your campaign wherever you may run it! For a complete list of activation channels, please contact ao@lotame.com.

DOES LOTAME'S OPTIMIZATION TECHNOLOGY CONTINUOUSLY OPTIMIZE?

Of course! Audience Optimizer considers the most recent users in your "seed" audience segment to ensure the optimized audience will act similarly to your "seed" audience (clickers or converters, for example) and will be most likely to perform your desired action! So if you make changes to your audience, Audience Optimizer will adjust accordingly as well.

BUT WHAT IF SOMETHING CHANGES WITH MY CAMPAIGN?

No problem. We know campaign parameters (and objectives) sometimes change with little notice. When campaign targeting, inventory, or creatives change, Audience Optimizer re-evaluates the users performing your desired KPI and ensures the latest optimized audience is updated accordingly.

OK, SO HOW MUCH DOES IT COST?

Audience Optimizer has different pricing structures based on your unique campaign needs. The more you use Audience Optimizer, the more you'll save. Contact us to find out more.

GREAT, I WANT TO GET STARTED...BUT HOW?

Glad you asked! Just reach out to ao@lotame.com and we'll get you set up and ready to optimize right away!

Let us show you what Lotame Audience Optimizer can do.
Contact us at ao@lotame.com to get started today!

LOTAME®

NEW YORK • COLUMBIA • LONDON • MUMBAI • SAN MATEO • SINGAPORE • SYDNEY