

# Amobee and Lotame Unveil Partnership for Global Social Audience Activation

Advertisers worldwide can reach valuable custom audience segments across Facebook, Instagram, Pinterest, Snapchat and Twitter for holistic planning

SYDNEY, AUSTRALIA, 23 September 2020 — Amobee, the global advertising technology company reinventing advertising for the converging world, today announced a global social data partnership with Lotame, the leading global provider of data enrichment solutions to drive customer insights and turn personas into addressable advertising, for enhanced audience targeting and activation across major social networks.

Amobee's identity solution converts Lotame's rich taxonomy of unique and privacy-compliant third-party audiences into audience segments that advertisers can use to enhance audience targeting across Facebook, Instagram, Pinterest, Snapchat and Twitter. This joint social audience offering is now available in all global markets across the Americas, Europe, the Middle East and Africa (EMEA), Asia-Pacific (APAC), and Australia, marking the most recent expansion of the longstanding partnership for Amobee and Lotame.

This partnership gives marketers access to the full suite of Lotame's audience segments through the Amobee Advertising Platform, including demographic, interest and intent data. For example, an advertiser looking to sell computer software could enhance campaigns by adding rich B2B (industry, functional areas) and offline purchase data (brand purchasers, product segments) to more efficiently and effectively target new customers on social channels.

"Lotame's global scale and strong understanding of audiences made them a natural partner for Amobee to further expand our converged programmatic and social capabilities," says Andrew Dixon, Head of Sales at Amobee. "We are proud to integrate Lotame with our best-in-class technology for advertisers to develop and deploy rich social audience targeting strategies across multiple digital environments."

"Everyone wants that 360-degree view of a consumer's digital life," says Andy Monfried, CEO of Lotame. "Our partnership with Amobee supports our mission to help marketers deepen their understanding of the changing consumer and engage with customers meaningfully and respectfully across digital platforms and channels."

To learn more about the Amobee and Lotame social audience activation, please contact [solutions@amobee.com](mailto:solutions@amobee.com).

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