

LOTAME CASE STUDY

DATA MANAGEMENT PLATFORM | Collect Anywhere. Use Everywhere.

Goby Uses Second-Party Data to Increase CTR 90%

90%
CTR

CLIENT CHALLENGE



Goby is the leading Second-Party Data and Advertising Platform for Retail as well as B2B & Luxury Audiences. The Goby team of programmatic and data experts work with premium publishers to monetize their inventory and data, and help brands to communicate effectively with Business and Luxury audiences across 18 verticals. They wanted to create a private data marketplace for clients to access a rich new source of second-party audience data decoupled from inventory and unavailable on the open market.

Lotame's technology enables us to understand user interests and intent to unprecedented depth, creating high-performing audiences. Thanks to the Syndicate functionality, we are also able to make those high-value audiences available to premium brands through an exclusive and transparent 2nd party data marketplace.

DAVID NOTTHINGHAM
Sales Director, Goby

LOTAME SOLUTION



DMP FOR AUDIENCE TARGETING

For a recent campaign for a leading B2B brand, Goby used their valuable first-party data to build audiences focused on people with the power to make purchase decisions for their businesses.



LOTAME SYNDICATE FOR 2ND-PARTY DATA SHARING

They made these audiences available to the client through Syndicate:Direct which provides data decoupled from inventory in the buyer's DSP for seamless activation and targeting.

REAL RESULTS

- ✓ 90% CTR uplift as compared to prior campaign CTRs for the B2B campaign
- ✓ Built unique data sharing partnerships with Lotame Syndicate
- ✓ Positioned Goby as an innovative leader in the AdTech industry
- ✓ What's next for Goby? They're positioned to create the biggest 2nd-party data marketplace in Europe with the help of Lotame Syndicate

Want similar results for your business? Get in touch!
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