

Lotame & Salesforce CDP = Better Together

Lotame Spherical Now Available on Salesforce AppExchange

Lotame has launched customer data accelerator Spherical on Salesforce AppExchange, empowering Salesforce CDP clients to unify, model, enrich, and activate known and unknown first-party customer data in smarter, faster, and easier ways.

This powerful combination empowers clients to drive growth and revenue with actionable customer intelligence, data informed audiences, and identity powered activation.

Better Together

Accelerate your customer data — whether you have it or need it — with Salesforce CDP and Lotame's Spherical:



Unify Known & Unknown Customers: Lotame's end-to-end data collection technology enables your brand to collect more first-party data in real time, for audience building, analytics, and activation across both known and unknown users.

Enrich & Scale Acquisition Strategies: Lotame's global 2nd/3rd-party data marketplace allows brands to seamlessly build audiences across over 40+ branded data providers and leverage the Lotame Data Exchange for enrichment and acquisition strategies.

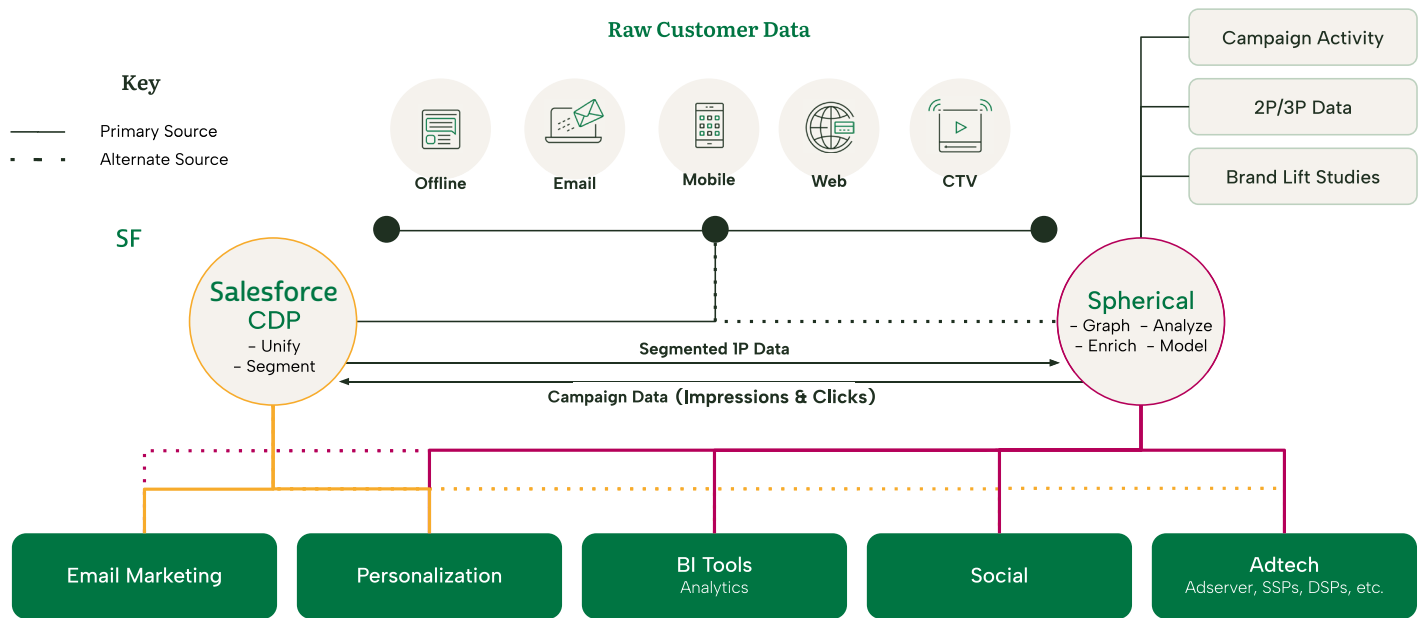
Secure Data Collaboration: Lotame's data-sharing capabilities allow media owners and brands to share data privately and securely across partners, without giving access to individual-level data in our UI. Individual taxonomy nodes can be shared for overlap and index analysis and seamless activation.

Customer Intelligence: Utilize turnkey demographic reporting, lookalike, discovery, and overlap dashboards to extend what you know about your customers.

Seamless Real-Time Activation: Agnostic activation allows seamless marketing execution across any of your madtech partners at scale, with over 46 near real-time integration and activation partners.

Extend & Increase Addressability: Lotame's Panorama Graph enables brands to graph both known and unknown interactions across all omnichannel devices, and extends addressability beyond email for activation at scale.





Integrated directly with Salesforce, Spherical is currently available on AppExchange and can be installed via this package (Note: This link is active for [Salesforce CDP](#) customers only).

Contact us to learn more at info@HelloSpherical.com