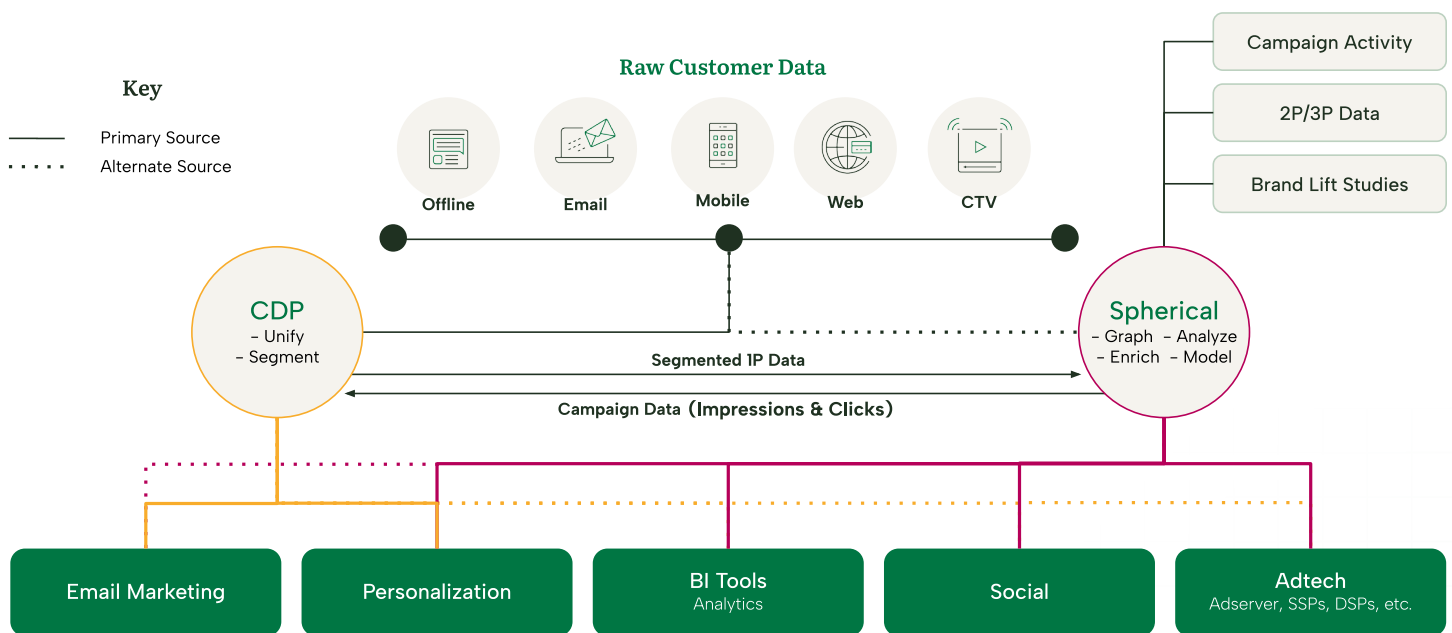


Spherical Connectivity

Get Data Empowered with Lotame's next-generation data platform Spherical.

Interoperability

Marketers and publishers need a common language that makes possible relevant, responsible and resilient advertising and marketing in a privacy-first world. Lotame **Panorama ID™** is a leading cookieless, universal identifier, adopted by more than 50k publishers, 40+ SSPs, and actionable across 100+ DSPs. Built from multiple inputs (web, mobile, CTV, email, and customer-specific IDs), our enriched ID is freely accessible and interoperable across the cookie-challenged web, all domains, devices, and platforms globally.



Connect with leading SSPs, DSPs, adservers, social platforms, CDPs, data warehouses, personalization and measurement platforms, clean rooms, and more.

CDP Integrations

Spherical will extend first-party data living in data warehouses or customer data platforms (CDPs) into the madtech ecosystem. CDP integrations at launch include:



Lotame plans to expand support to additional CDPs on an ongoing basis.

See how to get Data Empowered with Spherical.

Contact info@HelloSpherical.com or visit spherical.lotame.com for a demo.

