

Introducing Spherical



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

Drive growth and revenue in a privacy-first world with actionable customer intelligence, data informed audiences, and identity powered activation.

Actionable Customer Intelligence

Bring together your known and unknown first-party customer data for maximum benefit. Tap into built-in analytics to inform personalization, fuel audience growth markets and inspire smarter planning.

Data Informed Audiences

Use flexible audience building to enrich and scale your first-party data. Access machine learning modeling, lookalike tools and a trusted, global data marketplace for audience expansion, acquisition and ROI.

Identity Powered Activation

Easily extend your audiences anywhere you need — campaign delivery, data visualization, revenue generation and more. Safeguard your addressable advertising and measurement needs with the market leader in identity.

Lotame has been an innovator for 16 years and counting, consistently ahead of the market in delivering technology solutions and the largest global data marketplace.

Accelerate Customer Data — Whether You Have It Or Need It

With Spherical, marketers and media owners can unify, model, enrich and activate known and unknown first-party customer data in smarter, faster, and easier ways. With connections to valuable data and activation, you can preserve and extend data connectivity and addressability in all environments.

“Spherical **empowers digitally native brands** to onboard customer emails as they authenticate onsite in real time. That eliminates the lag time between first-party data ingestion and activation, and is a **tremendous competitive advantage** especially in markets with limited onboarding functionality.”

Carlos Payares, CSO LATAM
Omnicom Media Group

See how to get *Data Empowered* with Spherical.

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



How Spherical Delivers Success



Actionable Customer Intelligence

20,000+ Demographic & Behavioral Data Points

Analyze your first-party customer data to build deeper and more effective customer relationships and improve customer acquisition strategies.

Marketer Use Cases

- Market Research
- Marketing Strategy
- Campaign Planning & Reporting

Publisher Use Cases

- Sales Enablement
- Campaign Planning
- Audience Insights

Data Informed Audiences

150+ Data Sources

Tap into trusted data sources to enrich first-party customer data to build personas, drive audience growth and enable data connectivity.

Marketer Use Cases

- Customer Acquisition
- Retargeting & Suppression
- Lookalike Modeling

Publisher Use Cases

- Desired Target Audiences
- Drive ROI
- Subscriber Acquisition



Identity Powered Activation

200+ Partner Connections

Make the most of your investment in first-party data by connecting your tech stack to Lotame's robust advertising and marketing pipes for scaled activation.

Marketer Use Cases

- Madtech Activation
- Preserve Addressability
- CTV Engagement

Publisher Use Cases

- Maximize Yield
- Omnichannel Activation
- Data Monetization

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