

Publicis acquires Lotame to strengthen global data and AI capabilities

Article

The news: Publicis Groupe has acquired **Lotame**, a data-management company specializing in identity-based solutions, to expand its first-party data and AI capabilities. The deal, announced Thursday, will see Lotame integrated into **Epsilon**, Publicis' data powerhouse, within the next three months. Lotame's data assets will improve Epsilon's **first-party tagging system**, aiding publishers in [navigating cookie deprecation](#).

- The acquisition gives **Publicis access to 4 billion unique customer profiles**, covering **91% of adult internet users globally**.
- Lotame's proprietary identity tools—which have generated **1.6 billion IDs across 109 countries**—will enhance Epsilon's audience graph.
- The deal **reinforces Publicis' CoreAI platform**, which uses AI to improve targeting, media planning, and creative execution.
- **Lotame's 150+ employees** will join Publicis, but the Lotame brand may continue operating in select regions, such as Asia-Pacific.

Zooming out: The deal is part of Publicis' **\$1.5 billion acquisition spree** over the past six months, including **Influential, Mars United Commerce, and BR Media**.

Publicis plans to invest **\$800-\$900 million** in additional M&A in 2025, focusing on first-party data, digital media, and AI-driven solutions.

AI-driven innovation: Lotame will support **AI-powered probabilistic modeling**, helping brands predict consumer behaviors. Use cases include:

- **Financial services firms** identifying consumers likely to become high-net-worth individuals.
- **CPG advertisers** assessing inflation's impact on spending habits.
- **Retail media networks** linking store-level inventory data with consumer profiles for real-time ad adjustments.

Publicis is deploying **AI models within client-owned data environments** to assist with privacy compliance. It is also developing a **probabilistic data workbench**, increasing transparency in AI-driven projections.

Why it matters: Omnicom's **acquisition of IPG** will make it the **largest ad company by revenues**, increasing pressure on Publicis to differentiate itself through data and AI.

- **First-party data is critical** in a post-cookie world, and Publicis is aggressively building a data-driven advertising model.
- **AI-powered personalization is becoming essential** for brands seeking precise audience targeting and measurable outcomes.

Our take: Publicis is betting big on AI-driven marketing—with Lotame bolstering its data scale and identity framework.

- The acquisition cements Publicis as a top player in identity resolution, giving it a competitive edge in the cookieless future.
- As holding companies consolidate, Publicis’ focus on AI, data, and measurement could help it stay ahead of rivals by offering clients more precise and privacy-compliant targeting solutions.

Strategies CMOs Worldwide Are Pursuing to Deliver Customer Personalization Amid Privacy-Driven Data Limits, Aug 2024

% of respondents



Source: Merkle, "2024 Global CMO Navigator: CX Edition" conducted by B2B International, Dec 11, 2024

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